



Be future ready with a seamless patient-provider experience



## Market/industry challenges

The US health care system continues to face many layers of complexity that slow down the ability to transform into efficient and proactive patient focused organizations. As a result:

- Patients are undergoing stressful moments exacerbated by generic, complicated and irrelevant materials and experiences from providers
- Patients feel like they have little choice, or lack the information, to choose the people and locations where they can receive care
- Patients expect to manage their health interactions on their own schedule, from anywhere, with minimal effort or time investment
- Providers would like to deliver better care for patients but lack the data and communication vehicles necessary to be proactive and provide timely, relevant updates

This, in turn, results in a poor healthcare experience and negative business impact: higher administrative costs, poor employee engagement, and high customer switch rates among providers.

*"Health care organizations must accept the effects of consumerization and differentiate by offering easy-to-access, cost-effective services. Start by understanding your customers' journeys to ensure that your services are meeting their needs and delivering a great patient experience."*

*—Forrester, HIMSS19: Interoperability Will Drive More Personalization In Healthcare, Arielle Trzcinski, Jeff Becker, Annalise Clayton, March 2019*

**Solution:** Deliver seamless patient and care-taker experiences by understanding their needs and providing relevant, timely updates at every touchpoint throughout their journey. Our Healthcare solution can help.

## Avanade's Healthcare CX solution can help you:



Grow securely: unite disparate systems across a common data platform that can scale with a HIPAA-compliant health cloud you can trust



Enable better outcomes: empower providers with relevant patient care history and provide personalized education and follow-up to drive greater care plan adherence



Remove data silos to share a 360-degree view of the customer: ensure consistent, relevant interactions throughout the entire patient journey



Reduce administrative burden and missed appointments: engage patients with digital self-service to manage appointments and education at their convenience



Drive marketing effectiveness: improve event attendance rates, offer uptake, and organization awareness with personalized messaging and content, and easy-to-use registration forms

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## Healthcare experiences made more empathetic with data

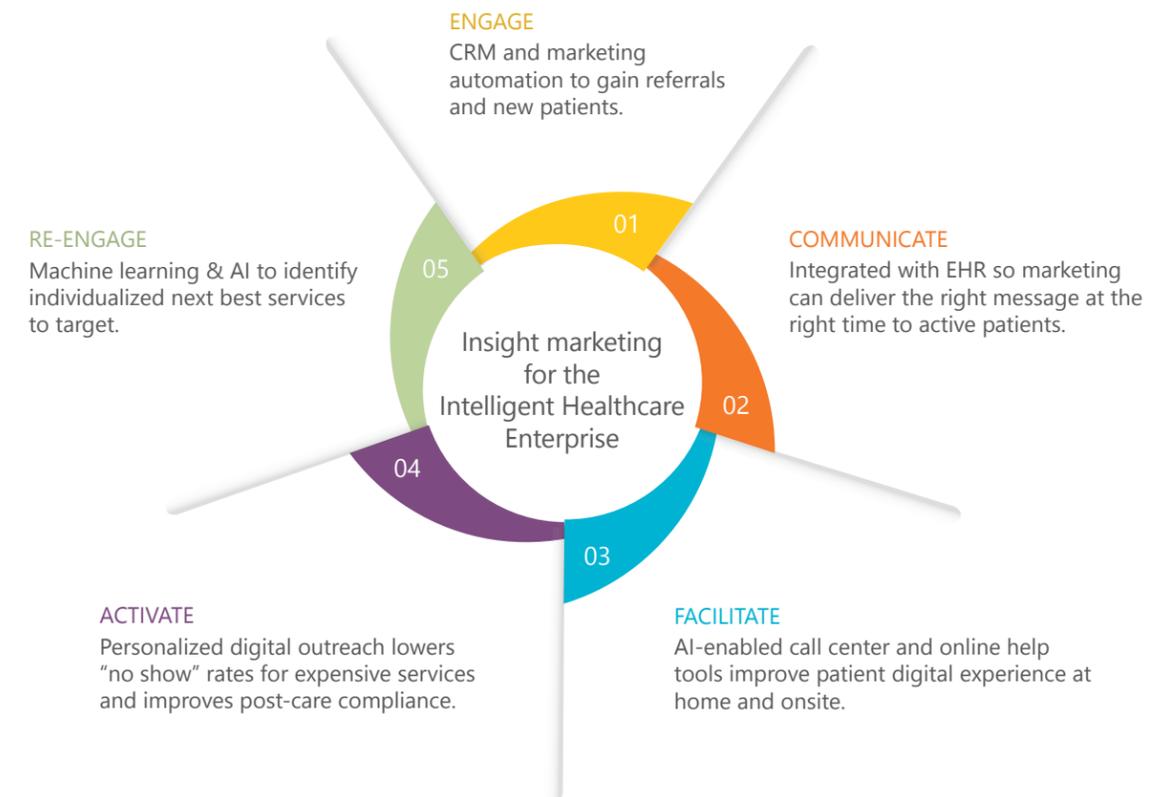
*How? By enhancing and connecting technologies from Microsoft and Adobe, and leveraging the Microsoft Common Data Service to funnel intelligence throughout your experience stack.*

- Segment and deliver targeted advertising with Adobe Campaign – updated continually with Dynamics 365 customer data
- Engage customers to attend events or schedule appointments with AI chatbots designed with Microsoft Bot framework, recommending physicians and locations they may prefer
- Break down data silos with Microsoft Power Apps
- Provide personalized content and recommendations (like relevant specialty physicians) throughout the experience with Adobe Experience Manager, connected to Patient 360 in Dynamics 365
- Enable patients to navigate portals and select appointments with Dynamics 365
- Support patients with relevant and timely educational emails in Adobe Campaign Manager



## Proven healthcare results

Serving over 8.5 million customers in 29 states, Independence Health Group needed to create a cost-effective, connected experience for customer information and relationship management. Together with Accenture, Avanade helped Independence integrate Dynamics 365 with business process optimization to provide its sales resources with a more complete view of the customer relationship, analytics to provide more accurate and automated forecast, and a mobile solution to provide customers a better experience– anytime, anywhere. The solution is projected to help Independence save \$2 million in annual administrative costs, while also increasing retention and revenue.



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## Why Avanade

As a joint venture between Accenture and Microsoft, we provide vast industry experience, deep end-to-end expertise and the world's most advanced technology – all to help your health care organization thrive. We help HCOs create an innovation mindset, build operational efficiency and transform EX and CX. And through our parent companies and partnership with Adobe we leverage the [Open Data Initiative](#) to break down data silos and infuse intelligence across your organization.



### Awards and recognition

Named as a leader in The Forrester Wave™: Microsoft Dynamics 365 Services, Q2 2019

Avanade is recognized by HFS as a leader for Microsoft Dynamics 365

Named as Microsoft's 2019 Digital Transformation Partner of the Year with Accenture

Won 22 Experience awards, in partnership with clients, in the past five years



### End-to-end solutions: strategy, design, technology and managed services.

1,800 sales and service specialists

More than 250 digital marketing clients in 21 countries

750 UX Designers and a global, full-service experience design practice

3,500 analytics professionals and 4,200 business excellence and automation experts

Enhance patient engagement and the patient experience

Get the conversation started, [contact us](#).



