



# How to Survive and Thrive in the Healthcare Marketplace? Modernize the digital experience

Do what matters

# Drive patient access and engagement despite headwinds impacting healthcare

A perfect storm of staffing shortages, a sicker population and the rise in retail healthcare has put traditional healthcare providers in survival mode. How can they strengthen the loyalty of their patients and employees and modernize their care for a new era of growth?

## Digital tools improve the patient experience

By leveraging digital tools such as online scheduling, patient portals, mobile apps, and secure messaging, healthcare providers can allow patients more control over their health outcomes and make it easier to interact with the healthcare system, compare costs of products and services and make more informed decisions. Digital technologies can also help healthcare providers streamline their workflow, allowing them to reduce costs and provide more personalized care.

By putting digital at their core, industry leaders aren't just facing but are embracing the trends that are shaping the future of healthcare.

Three trends driving the demand to modernize patient access and engagement

## Trend 1

# Growing popularity of the retail health market

Retail healthcare is making medical care more convenient, accessible and affordable than what customers would typically find in a doctor's office. They're also well practiced at leveraging data and technology to offer the kind of personalized digital engagement – including communications and telemedicine – that will allow them to own the primary care relationship and move into other spaces such as hospital systems.

### What can traditional providers do to reduce the threat from retail healthcare?

Providers should focus on building strong patient relationships by delivering a holistic approach to care. A provider has the ability to interact with patients at every step of their healthcare journey from primary and specialist care to hospital visits to home health and ongoing preventive care.

The consumerization of healthcare has helped retail disruptors make convenience king. Healthcare organizations must market to their patient population like they would traditional consumers. Providers should look for opportunities to deliver a consumer grade healthcare experience that gives patients complete control over finding a doctor, scheduling online appointments, accessing their medical records and engaging with content that builds loyalty while delivering world class care.

35%

**of customers** indicate that online appointment options are a deciding factor when choosing among competing options.

5-10%  
decrease

**in missed appointments** indicate that online appointment options are a deciding factor when choosing among competing options.

60%

**of doctor's appointments** are now booked outside of office hours



The newly empowered consumer will make the shift to new healthcare offerings and turn not to the organization that is closest geographically, but to the [provider] that offers the best experience.<sup>1</sup>

”

1. Arielle Trzcinski, Principal Analyst, Forrester

## Trend 1

### Client Story

# The American Dental Association polishes its digital experience

With patient experience and ill-timed outages top of mind, this healthcare association chose to modernize their website to transform the brand and member experience. The ADA website was designed to be a one-stop-shop for services and resources to enhance members' dental business, but members couldn't find what they were looking for because the content wasn't organized in an intuitive way.

Avanade helped build a new site and membership hub using the Sitecore Experience Platform hosted in Microsoft Azure. The new dynamic persona-based hub gives members access to content that's timely and relevant, keeping them engaged in the ADA's services and empowered to promote their patients' oral health.



**This transformation resulted in a 27% increase in the average number of pages each user accesses per visit. Page views increased 7% and average time on the site rose 14%.**

In addition, the ADA achieved cost savings with its call center, which has seen a dramatic reduction in questions related to the website.

## Trend 2

# Staff recruitment, training and retention challenges

Five to ten years ago, the industry identified an upcoming shortage of trained clinicians. Not only did the pandemic compress that timeline, but an aging and increasingly unhealthy population (think autoimmune disorders) is exacerbating the fact that the demand for healthcare is not going away. Providers are grappling with nursing and primary care burnout due to mounting paperwork, increasing regulations, juggling multiple roles and responsibilities and training gaps.



## How can healthcare organizations leverage technology to help their staff do more with less?

Better digital experiences can help alleviate healthcare staffing challenges by automating manual, data-driven tasks to reduce administrative burden. Examples include: reducing the amount of time it takes for staff to provide treatments and complete tasks, improving coordination among healthcare providers to reduce duplication of effort, and providing access to automated resources to provide more accurate diagnosis and treatment advice. The increased efficiency from better digital experiences can help healthcare providers reduce staff workloads and better use existing resources in order to focus on their passion – patient care. Automated tools can also provide predictive analytics to help forecast staffing needs so that healthcare providers can plan more effectively.

## Client Story

# Hospital Israelita Albert Einstein

As a leader and an innovator in medical and hospital care in Brazil, Hospital Israelita Albert Einstein is constantly improving its processes, relying on technology to serve its patients and business. Faced with COVID-19 challenges, the hospital needed a new solution to safely and securely treat patients and support its medical teams.

**Technology efficiencies included:  
a patient self-service system for  
appointment scheduling, check  
in and printing ID bracelets.**

Digital and mobile at-home health services for e-signatures, online payments and medical requests. Modernized AI-enabled surgery center system where doctors can manage surgery scheduling logistics, assemble virtual teams, view electronic medical records and more. Admission process for medical appointments takes just 5 seconds, whereas it previously took up to six minutes.

### Trend 3

## Demand for more services at home

The appeal of telehealth services is growing for good reason. From a patient perspective, they can reduce time in a waiting room and exposure to illnesses, receive care not available in their area, use it for diagnostic services and preventative care and access health information and educational materials. From a staff perspective, it can reduce their patient load, a major cause of burnout. Studies have also found that telehealth services can significantly reduce the cost of patient visits, reduce the number of missed appointments, and increase patient adherence to care plans. These services also help address disparities in access to healthcare for underserved and low-income populations.



## How can providers make it as easy and affordable to engage in telehealth services as it is to video chat with a family member?

While demand for telehealth services is strong, telehealth platforms must be user-friendly and reliable to achieve cost savings and improved patient access. Providers must minimize clicks, employ user interfaces that feel as comfortable as consumer goods purchasing experiences and bill directly to insurance companies. They should offer multi-lingual services and personalize communications at every touchpoint. Their platform must support a wide range of wearable technology, and the data transmitted must travel in a completely secure environment that is GDPR and HIPAA-compliant. Finally, providers need change management programs to help remove internal barriers to fully adopt and optimize telehealth services.



## Client Story

# Large cancer center providing patients greater access to care

A leading cancer center collaborated with [Accenture](#), [Avanade](#), and [Microsoft](#) to develop and launch a telemedicine platform which has since been used for more than 200,000 virtual appointments.

The new telemedicine platform integrates with Microsoft Teams, eliminating the need to download new software.

Patients receive a secure link to join the platform. They enter the "Virtual Clinic Room" – a virtual space where patients check-in, sign any necessary forms, and complete surveys.

Care coordinators, nurses, fellows, interpreters, and other clinical team members can join the doctor and patient in the virtual appointment using their existing clinical systems and telemedicine dashboard.

Patients and doctors can securely access e-consent forms from within the telemedicine platform throughout the visit. Additionally, patients can invite family and friends for support through a secure link, allowing for a familiar and effective care experience.

# We bring global scale and expertise in accelerating patient access and engagement through consumer grade digital experiences.

Modernizing the digital experience is no longer optional, and knowing where and how to get started to address the most pressing challenges is key. Avanade advisory services can help organizations identify strategy, the best use of technology investments and how to build the business case. We can offer a clear accelerated path to get you started:

## We partner with clients worldwide

- **4,000+** clients since 2000
- **46%** of Global 500 companies are clients
- **34%** of Fortune 500 companies are clients
- 90% of Fortune 500 **life sciences companies**
- Avanade/Accenture services **41 of the top 100 hospitals** (U.S. Thomson Reuters)
- **21 out of 25** largest US Health Plans/Payers
- All top **10 global pharmaceutical** companies

## We've received more than 100 Microsoft awards

- 2023 **Global Alliance SI Partner** of the year for the 18<sup>th</sup> time
- 2023 Dynamics 365 **Sales & Marketing Partner** of the year
- 2021 Global Dynamics 365 **Customer Service** Partner of the year
- 2021 Dynamics 365 **Supply Chain Management** Partner of the year
- 2021 **Employee Experience** Partner of the year
- 2023 **Customer Experience** Partner of the year
- Microsoft 2020 **Global Healthcare Partner** of the Year
- **#1 globally** in Teams and Office 365 deployment
- IDC recognized for **Microsoft Implementation Services** 2021

### Discovery Workshop



- Ideation to collaboratively co-create the ideal experience and outcomes
- Storyboards to provide the design and build of a demo application

### Design-Led Thinking



- Design and build with you a demo application based on the outputs from Discovery Workshop
- Final demo that aligns with your ideal outcomes

### Demo and Readout



- Final demo of the application for your team
- Final readout to summarize activities and outputs
- Detailed readout includes user journeys, personas, outcomes, recommendations, and next steps.

**2-6 Weeks/Virtual Collaborations Offered**

## Contact Us Today

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### About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 56,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com).

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