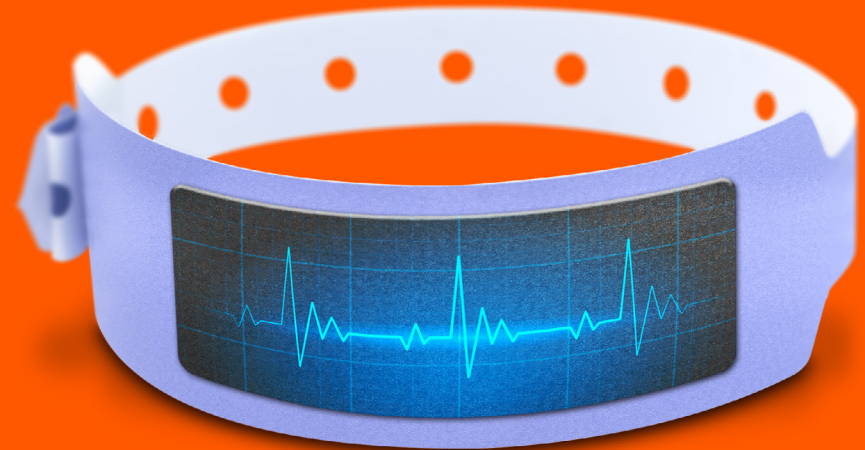


Rethink healthcare for a digital future

5 priorities to improve the care experience, power collaboration and inspire new insights.



Rethink digital transformation

A better care experience, collaboration and insights.

Deliver best-in-class patient-member experiences

Patients-members want to own and control their end- to-end health and wellness experience. Many have embraced virtual visits and telehealth and want easy portability of care and health record access.

Technology helps meet these consumer demands with full-service and intuitive patient portals that include telehealth and artificial intelligence (AI) technologies that support workflows to enhance the patient-member journey.

Empower next-level collaboration

All health systems have a method of collaboration, but many struggle to take collaboration to the next level, to provide the highest quality care.

Improving care coordination requires an intuitive, intelligent, collaborative environment based on user personas. Advances in a digital workplace experience enhanced by data and AI take collaboration to the next level.

Organizations can save time, create efficiencies and cooperation across workforces, systems and applications in real time for better results

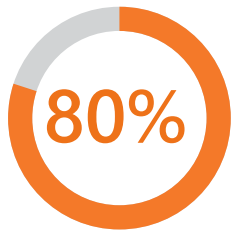
Create data-driven insights

Harnessing the growing amount of new and existing data provides advanced insights and informs actions to improve outcomes and prepare for what comes next.

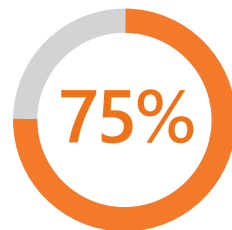
A golden opportunity exists for healthcare organizations to use cloud and digital technologies to address the challenge of data interoperability and transform massive data stores into real business intelligence. This can improve predictability and increase their competitive advantage while creating new data-driven insights throughout the healthcare system.



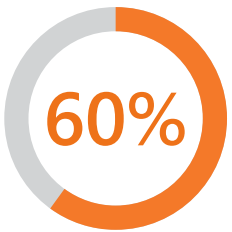
Challenges the health industry faced before the pandemic have intensified



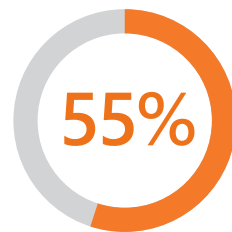
of health data is unstructured and inaccessible by providers, payors and patients.



of companies report issues with their supply chains.



of people want to use technology and digital communications to own and manage their healthcare journey.



of health systems say clinician burnout is a major concern, and their absences cost U.S health systems \$32B annually.

6.2B

per year is lost to healthcare data-security breaches.



Be prepared for what comes next: 5 priorities

The need for digital transformation was accelerated by the pandemic and is here to stay. Digital transformation is no longer an option, it is an imperative.

Cost Containment and Optimization



Healthcare organizations (HCOs) are under pressure to reduce the cost of care. Providers need to recover from pandemic-caused shortfalls. Payers must deal with changing government reimbursement models.

Pharmaceutical and medical device companies must control costs and keep their product pipeline healthy.

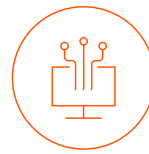
Talent Agility



Healthcare is one of the most demanding industries and as a younger workforce enters the market, retention is vital to prevent staffing shortages. This younger workforce is native to technology and digital ways of working and collaborating.

Digital transformation is required to attract and retain the best and brightest people.

The Resilient Core



Health data interoperability has been a challenge for some time and the digitization of health, IoT and wearables is creating even more health data for HCOs to leverage.

Creating value from data is made possible with cloud, cognitive artificial intelligence (AI) and machine-learning to increase business resiliency and insights.

Customer Care and Operations



Patients and members want to own their health journeys throughout the health ecosystem. Improving customer service, the ease of information sharing and care team collaboration are critical.

Improved patient-member experience and better health outcomes relate directly to the bottom line.

Customer Care and Operations



HCOs depend on digital technologies to offer the next generation of care, including virtual patient visits and the uploading of data to electronic health records.

Payers harness data to offer competitive health insurance plans. Pharma and medical device companies leverage cloud computing for data and research and faster time to market.

5 priorities to improve the care experience, power collaboration and inspire new insights

Case Study

Accenture and Avanade keep 1.2 million health and social care workers connected with NHSmail

The COVID-19 pandemic placed significant demands on service delivery within the NHS and forced care teams to work from remote locations.

Within seven days, our team implemented Microsoft Teams and connected all 1.2 million NHS workers across England so they could collaborate and fight the pandemic together.

They are now able to use the platform to securely send instant messages, complete audio and video calls and host virtual meetings between users across England.



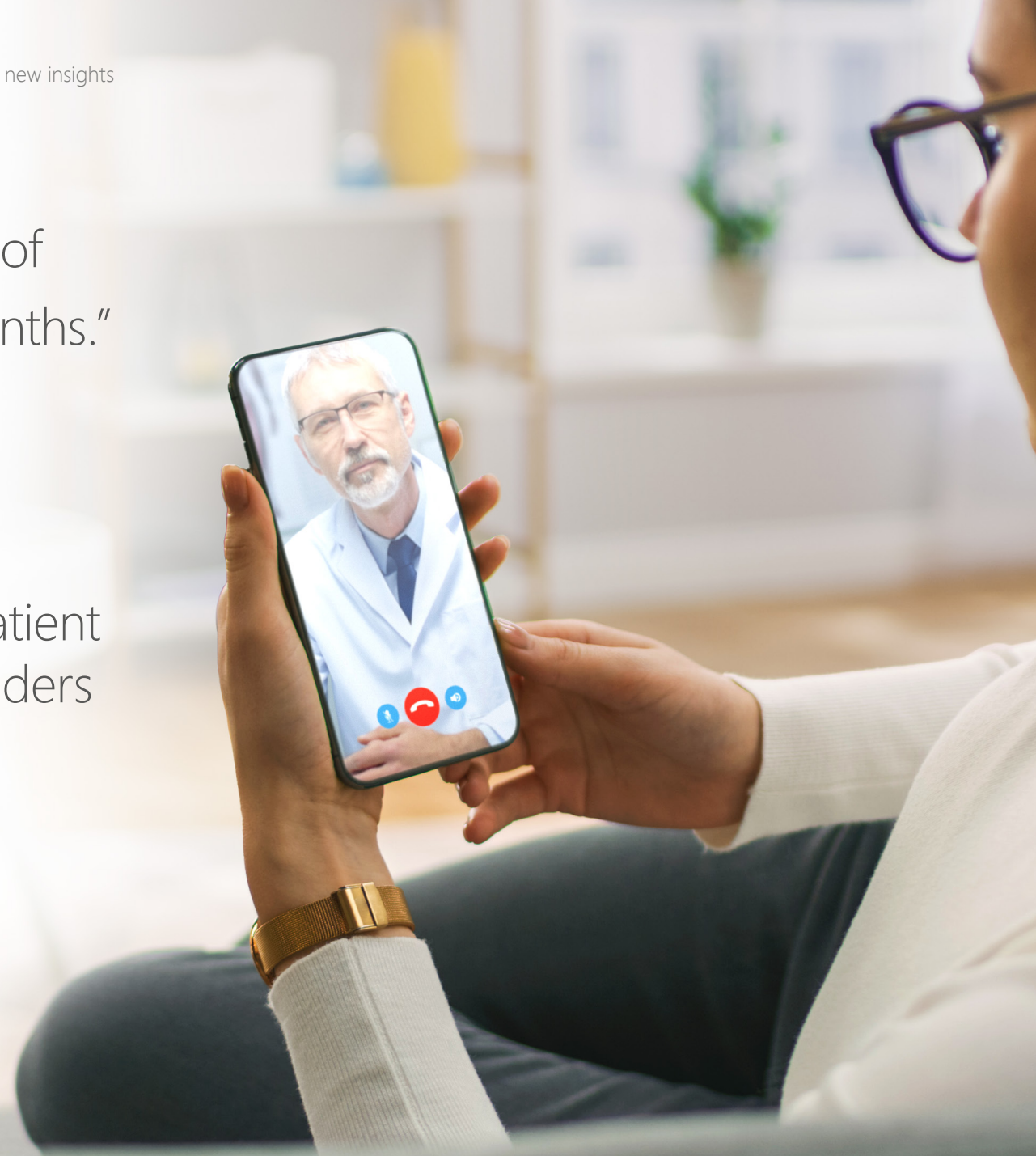
5 priorities to improve the care experience, power collaboration and inspire new insights

“... We’ve seen two years’ worth of digital transformation in two months.”

Satya Nadella, CEO, [Microsoft](#), April 2020

Virtual care is here to stay and can be an integral part of the patient experience with healthcare providers and as part of clinical trials.

[Accenture, Patient Behavior Report, July 2020](#)



Rethink to Respond, Reset and Renew the healthcare experience

Most healthcare organizations will pass through three phases as they assess the impact of the pandemic and prepare for the future.

Respond

Save and protect lives

Healthcare organizations, particularly those delivering direct patient care, have moved quickly to “respond in place” as the bulk of their resources and energy are being used to absorb the impact of the pandemic. HCOs will work to ensure a safe, secure, healthy workplace, which includes ramping up of remote work capabilities and virtual patient care capabilities.

HCOs will shift and right size their resources to areas of need to deliver continuity of care and minimize disruptions in other busy workloads.

At the same time HCOs will look to understand and react to how the pandemic is affecting costs, revenue and their overall financial health.

Reset

Apply learnings and set a new course

The next step is to apply the learnings of the pandemic experience’s subsequent acceleration toward digital transformation. HCOs understand what they wish they had done before and know better what they need to enable going forward.

HCOs will imagine how they can optimize care and make it more robust and more patient centric vs. system centric. Security, scalability, flexibility and interoperability with training and user adoption of next-generation technologies are needed to establish a culture prepared for challenges and continual change.

Renew

Take actions to accelerate into future state

Healthcare organizations will acknowledge their most obvious and impactful learnings and will seek quick wins to start their acceleration toward the future state. Virtual care enablement, better enterprise collaboration systems and health data interoperability powered by AI are likely to be three of the most obvious needs for future growth and resiliency.

HCOs should make a bold move to the cloud as this will be the foundation that enables future growth, agility and change. It’s not about what moves to the cloud, but what moves first. Understanding the platform and data storage strategy as an accumulation of data means less rework that needs to be done later and the sooner HCOs can capitalize.

5 priorities to improve the care experience, power collaboration and inspire new insights

Case Study

Ascension Wisconsin extends cancer case reviews to 4X more patients

[Ascension Wisconsin](#) partnered with Avanade to create a virtual tumor board where multiple clinicians with different specialties and in different locations could collaborate to view, review and discuss cancer cases.

Clinicians can participate from anywhere, on any device and since the sessions can be stored and recorded, participation can be at any time.

This industry award-winning solution accelerated time to diagnosis, time to treatment and increased the number of patient cases seen by 4X.



5 priorities to focus on as you move forward

Begin taking steps to lay the new foundation while realizing a few quick wins to gain favor for your digital transformation agenda. As you move through the various phases, your priorities will shift. This summary illustrates the key tasks to consider and helps assess where you are on your recovery journey:

	Respond	Reset	Renew
 <p>Cost Containment and Optimization</p>	<p>Reduce operational costs, free up capital to respond to the pandemic and shift resources to areas of need. Right size spend and prepare to reset as pandemic nears an end.</p>	<p>Assess departmental efficiencies and technology usage. Assess digital transformation and areas of greatest need. Operationalize remote working wherever feasible and make the patient-member-clinician experience a digital one.</p>	<p>Implement your cloud strategy. Understand savings and get to a scalable cost model that allows investment in follow-on digital transformation initiatives that deliver quick wins. Allocate funds for phase 2 initiatives.</p>
 <p>Talent Agility</p>	<p>Nurture health team collaboration to leverage cross-functional skill sets and quality care. Train staff to ensure efficient use of modern technologies.</p>	<p>Move to a more flexible and adaptable workforce with advanced collaboration tools, providing support as feasible and developing new skills (i.e., AI, analytics). Focus on talent acquisition and retention, growing digital capabilities and talent internally.</p>	<p>Create a superior employee value proposition that differentiates around workplace experience. Coordinate return to work, ensuring employee well-being, minimal risk and improved productivity. Commitment to technology will help attract the best talent.</p>
 <p>The Resilient Core</p>	<p>Unlock the value of the cloud with AI cognitive capabilities, connected IoT devices, such as wearables and intelligent automation to increase operational resiliency and ability to scale.</p>	<p>Grow capacity for handling increased patient demand, prioritize apps and infrastructure legacy projects. Build resilience into the organization and create flexibility to scale, with diverse supply chains/supplier ecosystems, increased security and training.</p>	<p>Move to cloud aggressively, automate and adopt AI at scale, transform legacy system into digital transformation projects. Strengthen your health ecosystem around patients-members to drive innovation.</p>
 <p>Customer Care and Operations</p>	<p>Propagate data across every point of care to continually improve patient-member experiences, using virtual care capabilities for improved collaboration and outcomes.</p>	<p>Envision better virtual care experiences with hyper-personalization in engagement and improvement processes. Enable physicians, clinicians and care professionals with predictive analytics, cognitive AI and improved insights.</p>	<p>Have a digital-first mindset with all points of the care continuum. Focus on patient-member centricity and ownership of the health journey. Adopt a data-driven operations for high-value engagement of health ecosystem partners.</p>
 <p>Products and Services Portfolio</p>	<p>Rapidly respond to market changes and increasing care needs to scale, transform and create health products and services across the organization and with trusted health ecosystem partners.</p>	<p>Scale and automate processes and operations. Create agile platforms for rapid launch of new products/services. Use data interoperability for insights into health trends and what patients and members look for in their health needs.</p>	<p>Mine your cloud environment, data interoperability and AI for new products, services and revenue streams. Create these products and services faster and integrate them more easily into internal and external systems required for success.</p>

Get started today

We've curated multiple solutions that span people, processes and digital technologies. They can help you accelerate positive patient, member and business outcomes across numerous operational, clinical and technical domains.

Workplace Experience (WX)

A modern workplace, in the canvas of Microsoft Teams, can deliver top-notch clinician, patient and member experiences and can empower the entire organization around a better patient-member experience.

AI and IoT

Better data interoperability and increased amounts of data from IoT and digitization provides a tremendous opportunity to use AI and gain insight and take action to improve patient outcomes.

Responsive Customer Care

Create a seamless patient-member journey across the care continuum using technologies that empower patients and health organizations alike to work together in common fashion toward healthy outcomes.

Azure Migration and Data Modernization

Start with simple cloud initiatives like modernizing data centers and applications, then advance to cloud-based endeavors that create new revenue streams, products and services. Plan for activities that open new markets and businesses that use new and existing intellectual property.

Supply Chain Resilience

Build an impactful data-driven approach to automate more decisions regarding demand planning, forecasting and pricing, inventory management, fulfillment and distribution. Help find innovative ways to improve the value chain.

Secure Enterprise

Meet and keep up with the highly regulated health industry compliance and security standards available with the Microsoft Cloud for Healthcare. Play offense as well as defense against bad actors in the cyber-world that mean to steal intellectual property and disrupt operations.

The **path ahead** will not be **linear**

The path ahead requires more agility, collaboration and partnerships to move quickly and safely.

"... You know, I'm absolutely convinced that great innovation is going to come from great collaboration. As I look at it, Avanade brings the capability and the technology.

You know, the biologists and neurologists that we've engaged bring the domain knowledge, and together I think that's where the solution is going to lie."

Ed Rapp, Chair of the
[Answer ALS Advisory Board, Johns Hopkins](#)



Avanade can help with your journey to **respond, reset** and **renew** your healthcare organization.

Contact us today.



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About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 39,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

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