

# Welcome to the Age of Digital Health

**Digital and Industry Disruption Require a New Look at Customers. Workplace. IT.**

Avanade's health practice shines a light on what you need.

Here's what we mean by Digital Health »

Here's how we've helped health organizations use digital »

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Here's what we mean by Digital Health »



### Avanade's health practice: Helping you operate in the digital age

It's hard to deny the importance of digital in today's healthcare world: Patients are demanding more and better access to their medical information and caregivers; Healthcare professionals want and need a more collaborative approach to patient care; Healthcare organizations see digital as a way to be more efficient and effective while still striving to improve care. Leveraging the work we've done with many healthcare providers and payers across the globe, we can help you define your digital and cloud strategies and capabilities so that you can more effectively operate in the digital age:



#### Your patients and customers

The health industry is changing at an incredible rate, fueled by the consumerization of healthcare and an array of emerging digital technologies. Let Avanade help you navigate changing consumer behaviors and apply digital customer approaches and technologies that allow you to keep up with patient/customer demands while you improve access, cost, quality and treatment.



#### Your workplace

The health workplace should be a social, mobile, always-on and data-driven environment that focuses on driving the maximum increase in employee and process efficiency, performance and innovation, Avanade can help your organization design and build this kind of next-generation workplace using new digital technologies and optimized business processes.



#### Your information technology

With unprecedented levels of technology disruption and increasing expectations from digitally savvy customers and employees, traditional IT architectures, methodologies and technologies may soon become obsolete. Avanade's strategy, transformation and managed services help you embrace the cloud-first digital world using new IT approaches to maximize efficiency, increase agility and allow the freedom to innovate.

Go to [www.avanade.com](http://www.avanade.com) to learn more

### Our Digital Health Capabilities

- Digital Operations (IoT)
- Digital Advisory
- Digital Marketing
- Digital Marketing Analytics
- Digital Employee Experience
- Digital Enterprise Analytics
- Digital Sales and Service (CRM)
- Unified Communications and Collaboration
- Cloud Operations
- Technology Services

### Our Commitment to Innovation

We focus on client-centric innovation that helps you not just envision future opportunities but drive change within your business as well. Only ideas that generate value are considered innovation.

[View](#) our short Digital Innovation in Health video

Here's how we've helped health organizations use digital »



Just a few examples of how we are working with health organizations to improve customer interactions and workplace experiences through digital:



#### **UBC puts patient needs first**

#### **Far reaching benefits from digital upgrade**

United BioSource Corporation (UBC) was well aware of the importance of minimizing delays in access to therapies for patients. But a legacy system where each of its major units relied upon its own distinct platform was hampering efficiency and effectiveness.

Avanade helped UBC transition to a fully integrated customer-facing platform, resulting in continuous improvement in the quality, access and continuity of care for patients in need of specialty drug therapies. [Read more](#)



#### **Bupa modernizes its workplace**

#### **Representatives now have answers at the ready**

Bupa, the Australian health insurance company, needed to modernize how its call center representatives sourced information for customers' inquiries, which currently required referencing multiple systems and opening a number of PC windows to handle routine calls.

Avanade partnered with Bupa's customer service and IT teams to build Know-it, a responsive and proactive knowledge portal. The portal gives representatives real time access to relevant content so they can answer questions in a timely way, helping customers make the right decision at the right time. [Read more](#)



#### **Westfriesgasthuis integrates financial and logistic processes**

#### **Not just the technical solution but how to make it work**

This Dutch healthcare organization knew it needed to better organize and incorporate all of its processes. The hospital was looking for a simpler, cheaper and more efficient information and technology system and found it in the Avanade ERP for Healthcare Providers solution, based on Microsoft Dynamics AX.

Avanade not only provided the solution but also supported Westfriesgasthuis through the implementation and training. [Read more](#)

*"By orchestrating and managing a seamless patient journey, this new platform is playing a critical role in supporting appropriate access to therapy, minimizing barriers to access, and optimizing care for hundreds of thousands of patients."*

**Brett Huselton,**  
VP of Commercial Strategy and Opportunity Development UBC

Here's  
more about  
Avanade and  
our health  
practice »



### Who is Avanade?

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 29,000 professionals in 23 countries.

Learn more at [www.avanade.com](http://www.avanade.com)

1,000+  
Avanade professionals service  
healthcare clients each year

75  
health clients  
globally

Microsoft Alliance  
Partner of the Year  
8 years in a row

Work with  
10 of the top 15  
U.S. health insurance  
players

Work with  
41 of the top 100  
hospitals in the U.S.

