



TRANSFORMING HEALTHCARE

THE SYSTEMS BEHIND THE SMILES

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INTRODUCTION



Healthcare is in the midst of an intense digital transformation.

The impact will be nothing less than life-changing as organizations prepare to deal with uncertainties of proposed legislation and new, innovative ways of delivering, coordinating, and paying for healthcare.

As technologies advance and consumers become increasingly digital-savvy, the complex IT systems at the foundation of healthcare are more important than ever.

Your customers—*patients, payers, clinicians, members, and partners*—depend on those “systems behind the smiles¹.” The challenge is to design, manage, and improve—and most importantly, integrate—those systems into an easy to use interface that provides the utmost in customer service to maximize those smiles.

Read on for insight into an agile application platform approach to digital transformation that will maintain and innovate the systems behind the smiles.





THE ULTIMATE CHALLENGE

The “systems behind the smiles” is a phrase made popular by the hospitality industry.

It refers to the challenging web of often disconnected systems and processes that need to come together to put organizational ideals into practice. If done well, the result is exceptional service, and thus, customer smiles.

For healthcare providers to achieve smile-worthy service, systems and processes must be integrated and presented in a way that is useful for both clinicians and patients. To do this, healthcare providers need to focus on digitally transforming to:

- 1 Improve collaboration
- 2 Extend processes
- 3 Unify data for patient-centricity

To meet the challenge, healthcare organizations are increasingly turning to an agile approach to application development. They're using this to automate workflows, unify data across multiple disparate systems, and quickly and easily create powerful applications that can tie together systems and help deliver a unified—and overwhelmingly positive—customer experience.



Healthcare organizations are building new apps to support an increased need for collaboration.

Drivers include:

- **Payment models** that are shifting from volume to value, rewarding collaboration across healthcare providers and payers
- **Patients** who are demanding more collaboration with everyone involved in their care, and increased coordination of the new sources of data that are emerging about them and the events surrounding their care
- **Cost pressures** that are increasing the demand for collaboration and coordination to eliminate redundancy, rework, and mistakes

New collaboration apps must be a part of an enterprise-wide application ecosystem as shown above, not separate and distinct, and they must be protected from real and perceived threats of patient data breaches. According to HIPAA Journal, in 2016 over 16 million healthcare records were exposed due to data breaches².



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BUILD NEW COLLABORATION APPS IN AN ECOSYSTEM

Meeting collaboration challenges requires the mastery of complex, dynamic, and mission-critical patient data management processes.

Requirements include having access to multiple systems of record (*care management, claims, recruiting, member services, and compliance*), while ensuring standardized cross-functional workflows, as well as data governance and quality assurance.

What's more, the apps put into place to share data, encourage collaboration, and manage risks, must be flexible enough to evolve with changing collaboration requirements.



To accomplish healthcare goals, apps are needed that extend and improve processes, as they integrate with existing legacy infrastructure.

As illustrated here, extending the usefulness of legacy systems by teaming them with new applications is absolutely vital in order to:

- **Keep everyone up-to-date** regarding peripheral but potentially relevant information; for example with new health plan products and services
- **Automatically trigger the proper workflows;** for example, when a physician applies to join a new provider network
- **Provide complete system transparency,** such that task status in the context of the workflow is constantly visible; for example, a list of pending physician credentialing tasks

Wil van der Aalst, one of the foremost business process management researchers today, has written³ about *“the ‘spider in the web’ connecting different technologies.”*

What's required are apps that:

- Rely on sophisticated data-integration technology to access data from across different functional systems and areas, and then coordinate user workflows while accessing that data
- Enable workflows to bridge multiple traditional data and work stream silos
- Provide process-aware data virtualization, critical for contextual awareness and more informed decisions

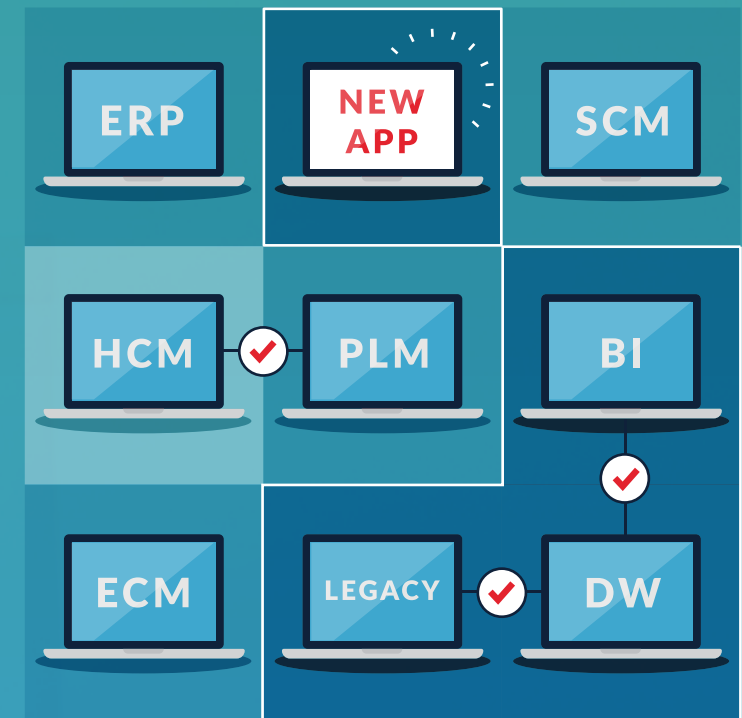


Focusing on the patient journey requires the unification of front-and back-office functions to provide a complete, transparent view of all data and relevant tasks.

As shown here, by connecting these existing systems into which significant monetary investment has already been made over the years, this newly-unified data allows healthcare providers to:

- Improve the management of provider networks
- Ensure more accurate data
- Guarantee more timely processing
- Enable greater efficiency

What is needed is a digital platform that provides a single, unified experience.



UNIFY DATA TO SUPPORT THE PATIENT JOURNEY

Instead of front-line employees having limited (or no) access to relevant transaction history, that information can be delivered through immediate, custom reports.

And, perhaps most important of all, instead of employees facing customers alone, they can network and collaborate with relevant staff and experts, and as a result:

- Reduce time to resolution
- Lower costs
- Improve the customer experience

According to Forrester Research, if healthcare providers want to both attract, and maintain customers of all types (whether it be patients, physicians, payers, etc.) a connected customer experience is vital. More and more customers demand a single, unified view to connect with their healthcare providers that includes consumer engagement tools for finding physicians, or paying bills, and having real-time access to their providers and the entire healthcare organization through mobile devices and apps⁴.





TRANSFORMATIONAL TECHNOLOGY

Traditional health IT has had to choose between two evils:

- 1 Software someone else created to solve what are considered standard problems versus using traditional programming methods to create your own customized solution.
- 2 Ripping-and-replacing healthcare enterprise-wide systems versus adding even more isolated silos of data and workflow.

Today, making that choice is unnecessary. The right digital application platform can be transformational; a genuine alternative and escape from both of these sub-optimal choices.





TRANSFORMATIONAL TECHNOLOGY

A digital platform lets you keep the systems you already have—with all their important historical data remaining intact—and add new apps to keep up with new customer requirements.

This approach also increases speed to market, maximizes flexibility post-implementation, and provides complete transparency of health data and processes.

Provide a single, unified experience focused on solving a customer's problem to eliminate the need for front-line employees to switch back and forth among multiple applications.

With this new approach, you **don't**: buy packaged software that is a poor fit, write your own software from scratch, or add more siloed applications. Instead, you **do**: create powerful, unified, cross-functional applications with integrated access to workflows, as well as legacy and new data sources.





APPIAN, THE DIGITAL TRANSFORMATION PLATFORM™

Behind the Smiles

What's needed in hospitals, clinics, health plans, and every place else within healthcare are systems—not just smiles—that guarantee good service.

Every healthcare organization is dependent on their systems. Those systems must work together to create a process that is efficient and responsive to a healthcare customer's wants and needs. Customers demand both a flawless experience while working in-person with healthcare organizations, and easy to use follow-up resources that keep them constantly connected as well. And what better software to help create efficient and responsive processes than Appian, The Digital Transformation Platform™?



ABOUT APPIAN

Appian provides a leading low-code software development platform that enables healthcare organizations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and competitive differentiation.

For more information, visit www.appian.com.

