

BUYING OFF-THE-SHELF SOFTWARE VS. CRAFTING IN-HOUSE SOLUTIONS: WHICH APPROACH SHOULD YOU CHOOSE FOR HEALTHCARE DIGITALIZATION?

WHAT ARE THE MAIN CONSIDERATIONS BEFORE YOU DECIDE?
YALANTIS EXPERTS AND PARTNERS SHARE THEIR OPINIONS.

WHAT'S IN THIS GUIDE?

- Why don't off-the-shelf solutions always work right out of the box?
- The importance of data architecture
- Finding out when it's more reasonable to choose custom software development
- Why is Yalantis your reliable partner in driving digital healthcare transformation?

When it comes to the digitalization of your healthcare company, there are two paths you can take:

- Purchase software from vendors
- Build your own solution from scratch

Before you choose, you need to be aware of the advantages and potential caveats of each option. Let's examine them.

WHY DON'T OFF-THE-SHELF SOLUTIONS ALWAYS WORK RIGHT OUT OF THE BOX?

There's a growing need for integrated medical systems, such as systems that integrate electronic medical records, e-prescriptions, and telehealth. A growing need means lots of vendors, so buying a premade solution seems like a great idea.

However, keep in mind that vendors usually conceal **lots of processes that go into implementing their solutions**, such as:

- **enabling compatibility with legacy systems.** Legacy systems, like electronic health record (EHR) or appointment scheduling systems, often cannot be fully integrated into a new digital environment out of the box and require a middleware layer. The same goes for integrating different software versions, such as in medical equipment.
- **meeting diverse user requirements.** Each patient and clinician has their own definition of easy-to-use software. Off-the-shelf products often provide a limited solution and sell customization as an additional service.
- **using specific connectivity protocols for medical equipment.** Vendors often like to say that their product works right out of the box. In reality, an off-the-shelf solution almost always will have some compatibility issues or require a lot of connectivity protocols for medical equipment.



HERE'S A TIP FROM SIMON JONES, ONE OF OUR LONG-TERM PARTNERS AND THE CEO OF [HEALTHFULLY](#):

“Define an MVP before you find a vendor and they start working on your product. The vendor will most likely try to offer you a solution on their terms so they can quickly implement it and start getting paid. That’s why it’s important to know your goals and requirements before searching the market.”

THE IMPORTANCE OF DATA ARCHITECTURE

Another important thing to consider before you direct your digital transformation efforts is your **data architecture**. While it’s true that many ready-made solutions have a toolkit for migrating and storing patients’ data, it might not apply when dealing with:

- Integrating with your internal systems and between different healthcare facilities
- Defining data governance practices that align with your system
- Establishing Infrastructure & network connectivity
- Providing IT and data security

Finally, some people think that purchasing an off-the-shelf service is more cost-efficient than building a product from scratch. Simon isn’t so sure:

“People often don’t count all of the work needed to implement a ready-made solution as a part of the cost. Software isn’t cheap. Licensing isn’t cheap. If you add up all the costs like these, you’ll find out that ready-made solutions are often equal in cost to building from scratch.”

WHEN IS IT MORE REASONABLE TO CHOOSE CUSTOM DIGITAL HEALTH TECHNOLOGIES?

A lot of the work that goes into integrating custom and licensed solutions is relatively the same. Moreover, at some point, you will probably have to build something when implementing a licensed solution in order to tailor its functionality to your needs.

So why not turn to custom development and create a service that will improve your workflow and have the potential to become a scalable product that responds to your challenges? Simon has this to say:

“Only build when you have to – and you have to. So, really choose what you need to build.”

Here's when it's justifiable to build custom software:

- **You have a niche market.** If you're working on digitalizing a highly specific healthcare solution, there might be no product on the market that meets your needs. So your only option is to invent it.
- **You have defensible intellectual property.** If you work with unique technologies or processes that nobody in the market can recreate, it's reasonable to build infrastructure that aligns with these processes.
- **Building custom software will increase value within and around your business.** If you're sure that your healthcare solution can increase patient satisfaction and bring you more patients as a result, then building it is justified. Also, having your own healthcare product is good for companies that plan on going public.
- **Vendors' contractual terms are unacceptable.** This is especially common for software vendors that hold monopolistic positions. These vendors might not allow you to work with competitors, or they might make you use their software for a certain period of time defined in the contract. If you don't want to depend on a vendor's decisions, building a product on your own terms is a great alternative.
- **You plan to offer a product to external customers.** If this is included in your roadmap, then building your own product is the only way to ensure you'll deliver what you advertise.

Referring to your business goals and identifying how your product will help you achieve them will allow you to make an informed decision on which approach to take and how to reach your objectives.

WHY IS YALANTIS YOUR RELIABLE PARTNER IN DRIVING DIGITAL HEALTHCARE TRANSFORMATION?

Here's what we can offer if you choose to work with us:

- Operational efficiency
- Change management
- Adaptability and agility
- Top-notch data management

YALANTIS IN BRIEF

- 15+ years of experience
 - 35+ active clients
 - 500+ IT experts on board
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Project inquiries:

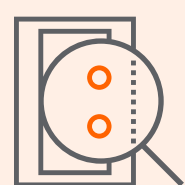
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