Yalantis

DIGITAL PATIENT ENGAGEMENT SYSTEMS AND THEIR ROLE IN TRANSFORMING HEALTHCARE FACILITIES

TIPS AND INSIGHTS FROM MARK BOUDREAU, COO OF HEALTHFULLY

WHAT'S IN THIS GUIDE?

- What is a unified patient engagement model?

- Current state of healthcare digitalization: digital facades and digital front doors

- Why should modern healthcare facilities adopt a unified patient engagement model? Industry convergence towards unified patient care systems

- Value realization strategy: from cost to profit

- How can partnering with Yalantis help you build a reliable patient engagement system? Healthfully case study

In general, healthcare systems are slow to accept change and are a few years behind current trends. However, the Covid-19 pandemic accelerated the need for comprehensive healthcare services, digital health, and patient-centric care.

One possible approach is to create healthcare software using the unified patient engagement model. We asked Mark Boudreau, COO of Healthfully and our long-term partner, to explain how this approach works and share some insights.

WHAT IS UNIFIED PATIENT ENGAGEMENT?

Unified patient engagement is a business model that allows for creating a cohesive environment for patients and integrating different aspects of healthcare communication into a unified system. This leads to an enhanced patient experience, improved health outcomes, and streamlined access to information, services, and support throughout the patient's healthcare journey.

Modern healthcare facilities already have some degree of digitalization prior to transitioning to a unified patient engagement model in the form of digital facades and digital front doors:

- A **digital facade** is a freestanding digital access point, typically a facility's website, where a patient can go and see what services they can get. However, if the patient wants further engagement, they need to make a phone call or write an email instead of being able to book services directly within the system.

- A **digital front door** is a few access points integrated within a specific setting, such as an app or a personal account on the website. This typically gives the patient access to certain information, such as electronic medical records, e-prescriptions, or telehealth services. However, the patient's information for all of these services is stored separately and lacks interoperability across all care settings.

As you can see, both of these models create subpar user experiences and are not sufficient for building patient-centric care. That's why we need a unified patient engagement model.
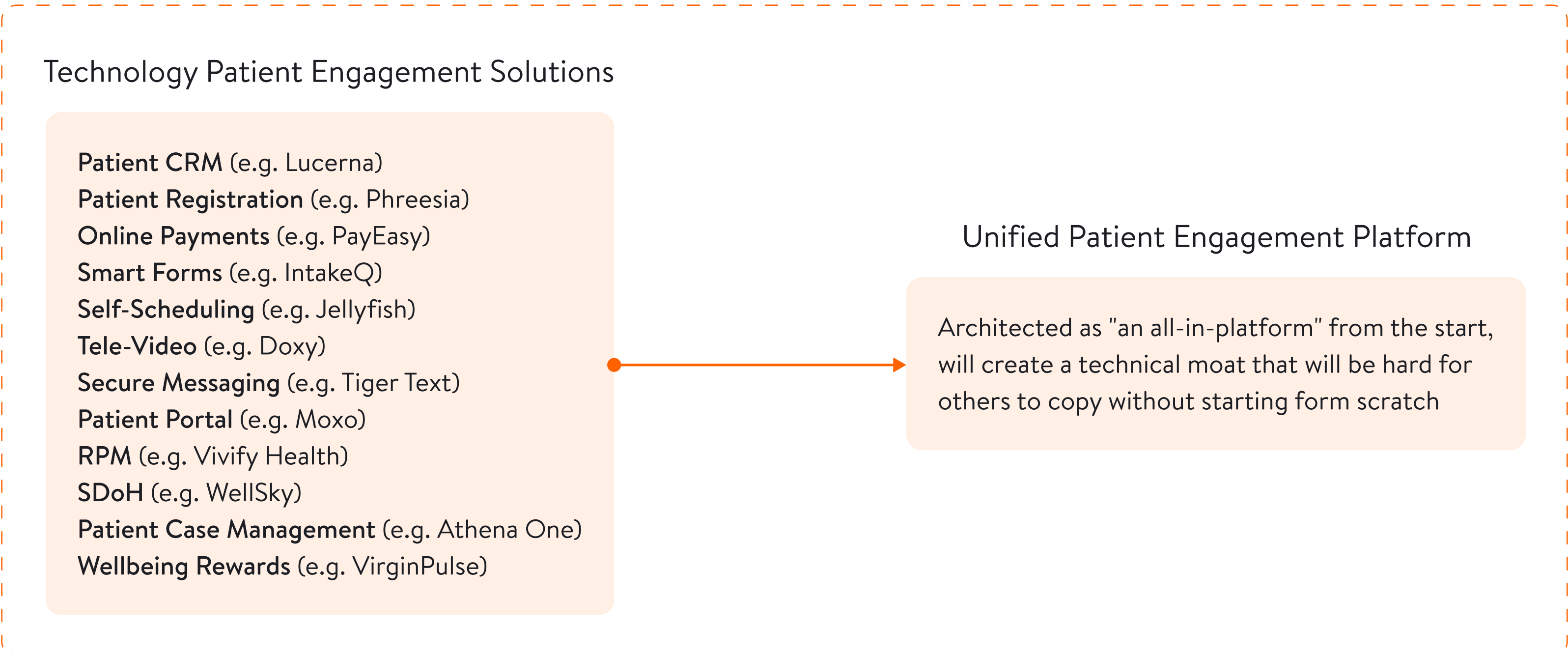
Yalantis

WHY SHOULD MODERN HEALTHCARE FACILITIES ADOPT A UNIFIED PATIENT ENGAGEMENT MODEL?

Here are four reasons why you should develop healthcare solutions based on a unified patient engagement model, aside from delivering a great user experience:

- **It's an inevitable step.** In order to increase patient engagement and retention, healthcare facilities must inevitably transition to value-based care practices, such as remote patient support, wellness programs, and easy-to-access primary care services. Adopting these practices will help hospitals cater to patient preferences, which will greatly improve patient outcomes in the long run.

- **It's a must for online-only healthcare.** Some segments of healthcare, such as mental health care, transitioned to online spaces during the COVID-19 pandemic. Both patients and clinicians prefer holding mental health consultations from the comfort of their home, which means the expansion of current digital services like telehealth and adoption of new technologies.

- **Adopting new forms of care requires patient involvement.** Things like value-based care, remote patient monitoring (RPM), social determinants of health (SDoH) management, and other forms of ongoing care require extensive patient engagement. Doing this by phone or through constant patient visits doesn't contribute to success; you need your patients to have a convenient environment to establish cooperation on both sides.

- **Digital expectations for healthcare are rising.** Some tech companies are developing proprietary healthcare products and raising the bar of patient expectations. One of these products is Amazon's One Medical, which connects patients with a team of healthcare professionals on a monthly subscription basis. Such services address rising demand for comprehensive healthcare and make other companies follow their example.

INDUSTRY CONVERGENCE UNDERWAY

All-in-one consolidation for improved outcomes

Technology Patient Engagement Solutions

Patient CRM (e.g. Lucerna)
Patient Registration (e.g. Phreesia)
Online Payments (e.g. PayEasy)
Smart Forms (e.g. IntakeQ)
Self-Scheduling (e.g. Jellyfish)
Tele-Video (e.g. Doxy)
Secure Messaging (e.g. Tiger Text)
Patient Portal (e.g. Moxo)
RPM (e.g. Vivify Health)
SDoH (e.g. WellSky)
Patient Case Management (e.g. Athena One)
Wellbeing Rewards (e.g. VirginPulse)

Unified Patient Engagement Platform

Architected as "an all-in-platform" from the start, will create a technical moat that will be hard for others to copy without starting form scratch

Yalantis

Aside from catering to patient demands, the adoption of convenient and all-encompassing healthcare products provides another advantage: it consolidates efforts across various fields and industries. To build a reliable patient engagement system, you need to cooperate with data analysts, software developers, healthcare industry experts, cybersecurity specialists, and so on.

By applying these consolidated efforts and creating an all-in-one platform from the start, you'll have an environment that's hard to replicate without building from scratch. In response, other companies will follow your example, advancing overall digital transformation.

VALUE REALIZATION STRATEGY: FROM COST TO PROFIT
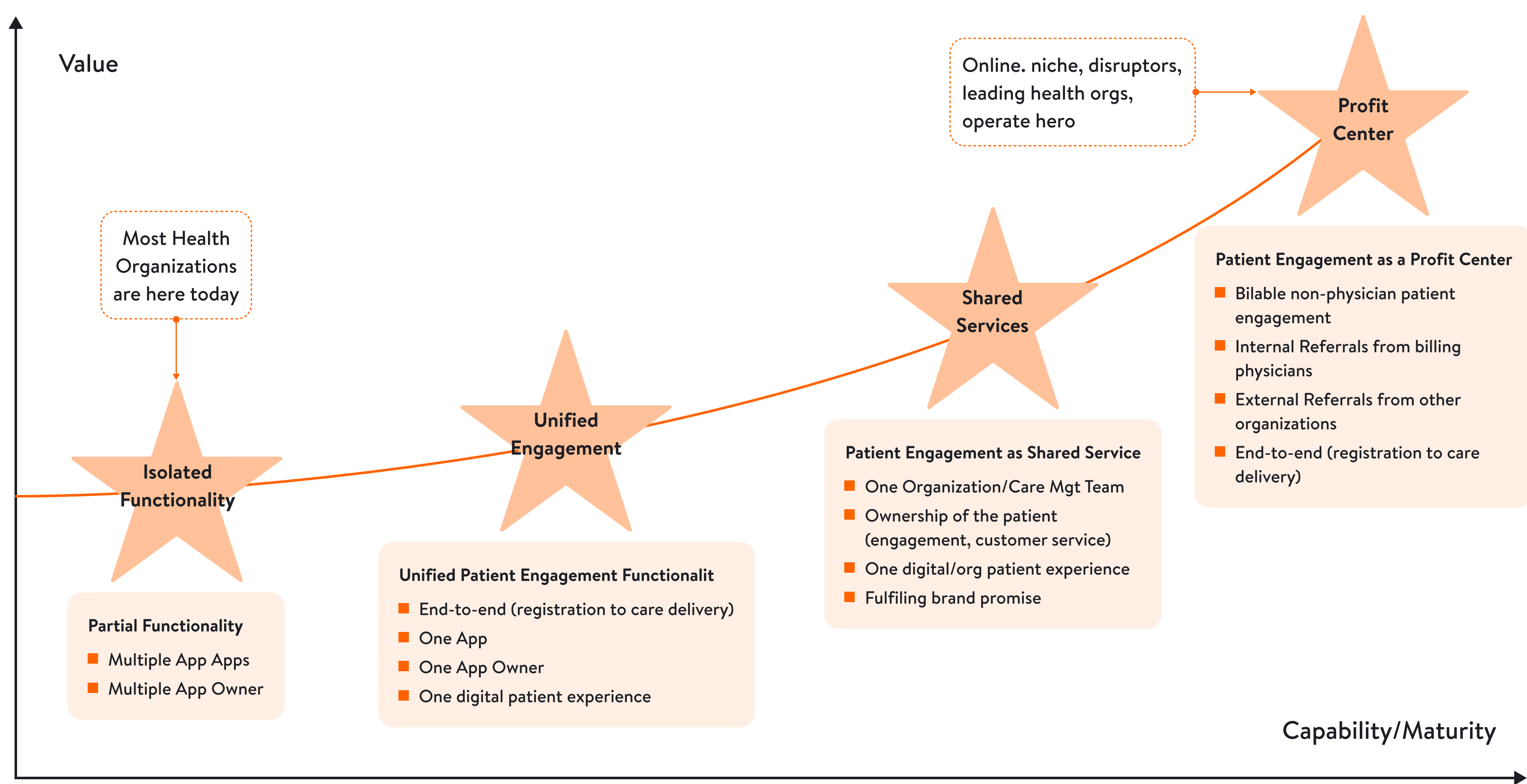
By implementing better ongoing care practices, healthcare facilities can achieve outcomes like lower costs, better patient retention, and improved clinical outcomes. However, from a broad strategic perspective, most healthcare organizations are still at the stage of providing scattered functionality via multiple apps that store patients' data separately.

Transitioning to a unified patient engagement model is the first step in generating value. By consolidating patient and hospital data inside a single app with a registration to care delivery approach, you'll get better outcomes and open multiple options for further development.

For example, you can switch to a shared services operation, where you share patients' data within your system with primary care providers in nearby areas. This leads to further cost reductions, as you don't have to create a separate software client for clinicians and can optimize your integration budget.

Yalantis

Once you have streamlined shared services delivery, you can turn it into profit for your healthcare organization by engaging in technologies like RPM and hospital in the home (HIH), first using them for your own healthcare facility and then offering them to others.

HOW CAN PARTNERING WITH YALANTIS HELP YOU BUILD A RELIABLE PATIENT ENGAGEMENT SYSTEM?

Building secure, reliable, and HIPAA-compliant healthcare solutions is one of Yalantis' pillars of expertise. We deliver a vast range of services, including:

- Development and integration of electronic health records (EHR) platforms
- Development of telehealth apps
- Education for patients on the use of telehealth apps
- Medical device software development and integration with medical equipment and wearables
- IoT medical solutions with real-time data analytics
- Business intelligence and data engineering for healthcare products
- Healthcare IT consulting and security risk management

We were able to assist Healthfully on their path to a unified patient engagement model:

- by integrating their patient management system with a multiple third-party EHR solution, which minimized medical errors and increased the security of data exchange between systems
- by integrating a patient-facing app with smartwatches and fitness devices, which assisted patients in tracking their health metrics in real time and improved the diagnostic process for clinicians
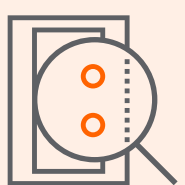
WANT YALANTIS TO HELP YOU WITH YOUR DIGITAL TRANSFORMATION?
CONTACT US

Yalantis