

# 3 STEPS TO BETTER CUSTOMER CARE

Healthcare is in the midst of a massive digital transformation.

Digital transformation makes up 30% of new initiatives.

10%



10% of Providers are actively executing digital transformation initiatives.

42%



This will grow to 42% of Providers by next year.

## THE TRANSFORMATION CHALLENGE

The industry must determine how to apply new technologies to integrate and improve the complex IT systems at the foundation of customer care.



To improve these “systems behind the smiles,” healthcare technology professionals should focus on the benefits of an agile application platform to transform and innovate care delivery.

## BEST PRACTICES

### 1 DRIVE COLLABORATION EFFICIENCIES

- ✓ Align with the shift from volume to value-based healthcare, which ultimately leads to lower costs.
- ✓ Create patient-focused care that keeps patients and providers informed of the people, data, and events throughout treatment.
- ✓ Eliminate errors, redundancy, and rework to improve quality of care and address cost demands.



### 2 EXTEND PROCESSES IN THE EXISTING INFRASTRUCTURE



- ✓ Use new digital technologies to ensure all stakeholders are informed of new health plan products and services.
- ✓ Integrate with legacy to create the proper workflow and deliver workflow transparency.

### 3 UNIFY DATA FOR IMPROVED QUALITY

- ✓ Ensure more accurate information with integrated patient-centric views.
- ✓ Enable greater efficiency with transparent reporting and performance dashboards.
- ✓ Improve the coordination of provider networks and directory information.



Appian, The Digital Transformation Platform™ helps healthcare organizations develop powerful applications that bring their individual systems and data together.

THE RESULT? FLEXIBILITY TO ADDRESS THE CHANGING NEEDS OF HEALTHCARE DELIVERY.

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