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Healthcare is changing:
How to empower providers to deliver better experiences through digitization

Introduction

Healthcare systems are under pressure to transform the way they operate, so they can quickly adapt to the changing world around them while delivering excellent care.

But changing the way things work is complicated. Different departments and teams use unique systems and processes that require data to be pulled and shared manually, creating visibility issues and a lag time in reporting. Low-tech processes and paperwork move work along slowly, putting a high administrative burden on staff. Introducing new tools or technology often adds to operational complexities due to issues integrating with existing systems.

These fragmented middle and back office processes often surface as sources of frustration for patients and staff.

To affect large-scale change, providers must look at challenges— and digital solutions—in a more holistic way, taking into consideration a variety of interconnected pressure points:

Patient pressures: Quality of care is always a top priority. Patients expect convenient and consistent care from all their healthcare providers. Additionally, they increasingly expect virtual, personalized interactions.

Financial pressures: Providers are constantly challenged to find ways to make healthcare more affordable for patients, while also investing in initiatives that will drive transformative change. Resources are limited and budgets are tight.

Staffing pressures: Clinician burnout is a growing problem, with many healthcare systems facing intense, continued strain. Empowering staff with more efficient ways to get work done can alleviate some of the stress.

Data pressures: Organizations need better ways to leverage and share data across their ecosystem, while keeping security and compliance a top priority.

80%

Healthcare CEOs believe that healthcare needs disruption and change

79%

expect that all aspects of care delivery models will be transformed within the next three years

"There is consensus amongst health leaders that current delivery and business models are ill-equipped for the coming changes, and many are making efforts to prioritize quality over quantity of care."

Source: KPMG, Healthcare CEO Future Pulse, 2021

A more modern, cloud-based infrastructure provides the connectivity and flexibility providers need to empower clinicians and staff to:

Improve patient experiences from end-to-end

Patient experiences are shaped by every interaction with their healthcare provider—from direct interactions with clinicians to the way billing processes are handled. They want fast, clear answers to their questions, easy ways to schedule appointments, and flexibility in the way they connect. In essence, they want healthcare to be simpler and easier to navigate.

To make patient-centricity a reality, healthcare executives say they are focused on:

71%
the quality of communication between their organizations and patients

74%
patient customer experience

72%
digitally enabled services

Source: KPMG, Healthcare CEO Future Pulse, 2021

To meaningfully improve patient experiences, providers must address the entire journey from the front end all the way through to the back end. A patient might be pleased with their physician interactions, but their satisfaction level may drop because of the way billing services are handled or because of how long it takes to get answers to seemingly simple questions (outside of scheduled visits).

ServiceNow gives you a powerful cloud-based platform to transform processes from end-to-end. The Now Platform® unifies systems used by different teams across the healthcare value chain—including EHR, billing, and compliance—improving the flow of information and visibility into what's happening with patients. Everyone has better access to the data they need to respond to patients quickly. And service can be scaled quickly through patient self-service portals and virtual agents that assist with information gathering and routing queries appropriately.

Using a digital solution that addresses the experience in whole creates more sustainable change than a piecemeal approach.

Empower clinicians/staff to work efficiently

Retaining and hiring talent is a growing challenge, with many healthcare systems still freshly stressed by the intensity of a global pandemic. The World Health Organization estimates a global shortfall of 18 million health workers by 2030.

One major source of frustration for clinicians and staff alike: administrative work. Administrative tasks take away time that could be spent better serving patients. You can't eliminate documentation and compliance requirements in a highly regulated industry like healthcare. However, adopting the right technology can help everyone achieve those tasks much more efficiently.

It's all about workflows—the logical sequence of steps involved in taking a specific request or task from start to finish.

Consider the details involved in scheduling a planned surgery, for example. What steps must happen before the patient walks through the door? What are the tools, systems, and processes that are used to exchange information between the provider, scheduler, billing, and customer services representative? How much redundant information is collected or completed by the patient and/or provider?

ServiceNow takes these factors into consideration and simplifies the way work is orchestrated. By digitizing and automating the way work flows, the process moves faster and more efficiently:

Customer Service Reps
can see the status of every task in a single view

Patients
have a clear view of what's happening and when

Forms
are easily exchanged, signed, and stored online

Communication
with the patient is primarily handled online, reducing the need for phone calls and giving patients more flexibility to respond at their convenience

Information
is automatically routed between different parties at the right time to eliminate bottlenecks

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It's a more efficient way to get work done.

It also is easier to consistently execute the same way, no matter where an employee sits. When processes run more smoothly behind the scenes, it improves productivity—but, more critically, it improves satisfaction among patients and staff.

"Artificial intelligence (AI) can help remove or minimize time spent on routine, administrative tasks, which can take up to **70 percent** of a healthcare practitioner's time."

Source: McKinsey, "Transforming healthcare with AI: The impact on the workforce and organizations," 2020

Securely leverage data to create value

One of the biggest focal points for technology investments is related to cybersecurity. Healthcare systems must continuously up their game to manage evolving vulnerabilities and security threats across the organization. Patients expect their data to be protected—it's essential to the trusted relationship they have with their healthcare providers.

But it's a struggle to keep up. IT and security resources are stretched thin. And siloed legacy systems limit visibility into the issues that surface and the cause of the problem, making it challenging to prioritize what's most critical.

IT, security, and risk teams need a better way to share and react to information fast.

ServiceNow advances providers' digital transformation goals in a secure cloud-based environment, while keeping data security at the forefront. The Now Platform connects the systems and tools used to monitor incidents across the organization in one place. A single system of action provides a centralized view of what's happening. Tasks are automatically routed to the right people at the right time. Everyone works from the same playbook with real-time information. With every action digitally recorded, reporting and auditing becomes easier too, bringing down the cost of compliance.
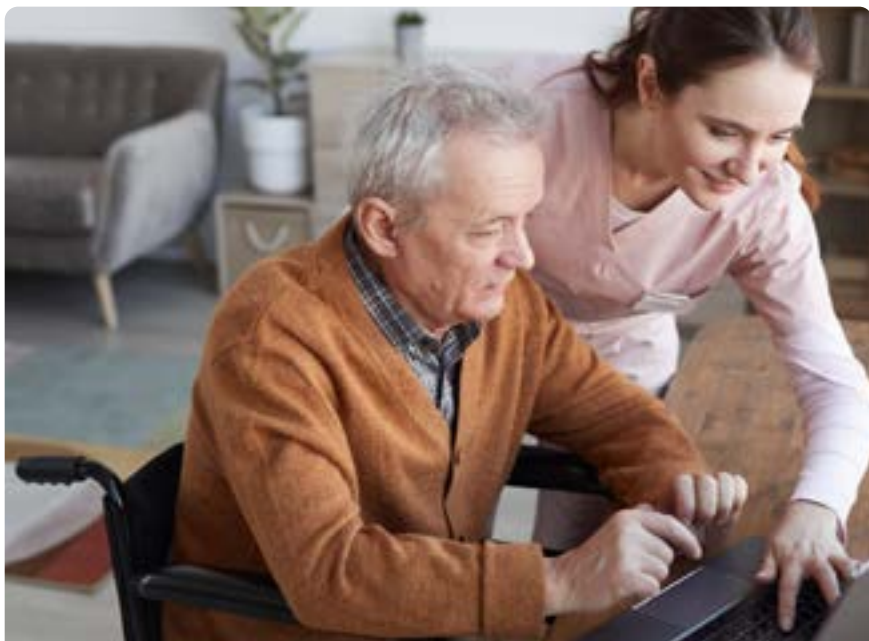
Learn about ServiceNow's transformative approach to healthcare security and risk.

"Organizations that had not deployed security automation experienced breach costs that were **95% higher** than breaches at organizations with fully deployed automation ($5.16 million average total cost of a breach without automation vs. $2.65 million for fully deployed automation)."

Source: Ponemon Institute, "Costs and consequences of gaps in vulnerability response"

Make ServiceNow your nerve center for work

ServiceNow enables innovation and operational excellence, leading to better patient experiences.

Streamlined healthcare workflows, connected data, and connected teams free up more time for patient care.

ServiceNow delivers fast time to value.

Cloud-based platform

Our platform integrates easily with other systems

Workspaces

We provide intuitive, user-friendly workspaces

Workflows

We offer a low-code/no-code approach to creating new workflows fast

Data model

It is built upon a healthcare data model

Our industry-specific data model conforms to FHIR HL7, an industry standard that enables us to follow a proven set of standards, architecture, and methodology to facilitate interoperability of patient and health (EMR) data. This data model reduces duplication and provides faster time to value.

ServiceNow can streamline a variety of tasks, including:

- ✓ Vaccine administration management
- ✓ Pre-visit management
- ✓ 360-degree view of patients
- ✓ Consent management
- ✓ Digital documentation
- ✓ Help desk requests for EMR

LEARN MORE

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