

DELIVERING PERSONALIZED PATIENT ENGAGEMENT WITH DIGITAL FRONT DOOR

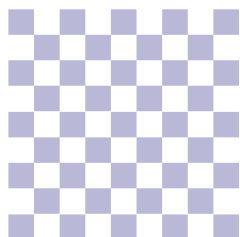


CASE STUDY

HEALTHCARE - DIGITAL



By implementing HTC's Digital Front Door, a leading health system leveraged a collaborative platform that brings care teams, patients, devices, and medical systems together.



THE CLIENT

The client is a U.S.-based non-profit health system with the largest multi-specialty physician groups and several medical clinics across counties in its operating region.

THE CHALLENGE

Leading the care delivery and serving hundreds of patients, our client is constantly evolving to make healthcare easier, more effective, and to meet patients' evolving expectations. Prior to our engagement, they identified a need to modernize their patient engagement experience across the key touchpoints of the patient journey, from registration, engagement, and care delivery to post-care support. To meet their broader digital health imperatives, this became crucial.

However, their legacy tools and infrastructure around digital patient engagement lacked the necessary capabilities. They faced many challenges due to a fragmented digital presence, inconsistent consumer experiences, and siloed data spread across systems. Given the background, the client decided that it was high time that they opened their digital front door, went the cloud way, and ensured it worked across a wide array of devices and applications.

And they chose HTC Global Services for this important initiative. It is to be noted that HTC has partnered with the client on some key transformative projects, and the client is aware of HTC's strong healthcare domain knowledge, healthcare IT expertise, and most importantly, a value-driven partnership approach.



THE SOLUTION

Once on board, HTC implemented its industry-leading, omnichannel Digital Front Door (DFD) solution aligned with the provider's transformation objectives and patient/consumer needs. HTC started with an assessment and understanding of their existing processes and systems, then identified the operational and technological enablers, prioritized functional capabilities, and established the governance model. HTC's DFD is cloud-driven and hosted in our HIPAA-compliant, secure environment. In addition to Digital Front Door implementation, as part of the engagement, HTC provided monitoring services, ensuring the provider was completely "hands-off" from any management or maintenance challenges and could fully concentrate on improving care delivery and patient experiences.

HTC's DFD solution enhanced the provider's care quality, patient acquisition, and patient retention while expanding their digital footprint, highlighted by the following functionalities, including but not limited to:

- **Find a Provider:** It is a fast, seamless, and user-friendly search tool that allows the patient to quickly filter through the provider's network of hospitals and physicians based on specialty, location, and more. Integration with the physician ratings and reviews API shows this key information on provider profile pages.
- **ER Wait Time:** This ensures urgent care. Without further wait time, patients can visit the nearest location in case of an emergency.
- **Registration:** It is an interface that allows patients to search for and register for health-related classes and courses, either for free or for a fee.
- **Integration with the Epic EMR System:** This ensures managing appointments and other care services; the functionality opens up self-service touch points for patients without having them wait for hours.
- **Third-party Integrations:** As a certified partner for various third-party applications, HTC not only recommended the right products but also ensured seamless integrations across devices and by bringing their analytics tools, payment gateways, review and rating systems, CRM systems, other enterprise-grade systems, and home-grown apps together. With multiple integrations aligned, the overall performance of the website significantly improved.
- **Implementation of two other sites** affiliated with the provider's health system (the ambulance site and the surgery center site) was carried out.

THE BENEFITS

Building a digital front door is an important step for our client as they continue to meet patient expectations while remaining competitive. Our solution, at its best, ensured better access, engagement, and experiences across the care continuum. The business impact of our DFD implementation includes:

- **Saved hours of manual work** by their care team and administration staff, especially during COVID-19, which in turn allowed staff to focus on patients and provide quality care.
- **Improved patient experience** due to convenient and accessible ways for patients to engage with the health system.
- **Increased efficiency** as the DFD streamlines administrative tasks, such as appointment scheduling and check-in, and allows the physician and staff members to spend more time on patient care. It also helps **reduce the number of missed appointments and no-shows**.
- **Better data management:** Our client can now collect and manage patient data more efficiently and accurately, leading to improved patient outcomes.
- **Cost savings:** with reduced administrative tasks and automated processes, the client saves time and money.

