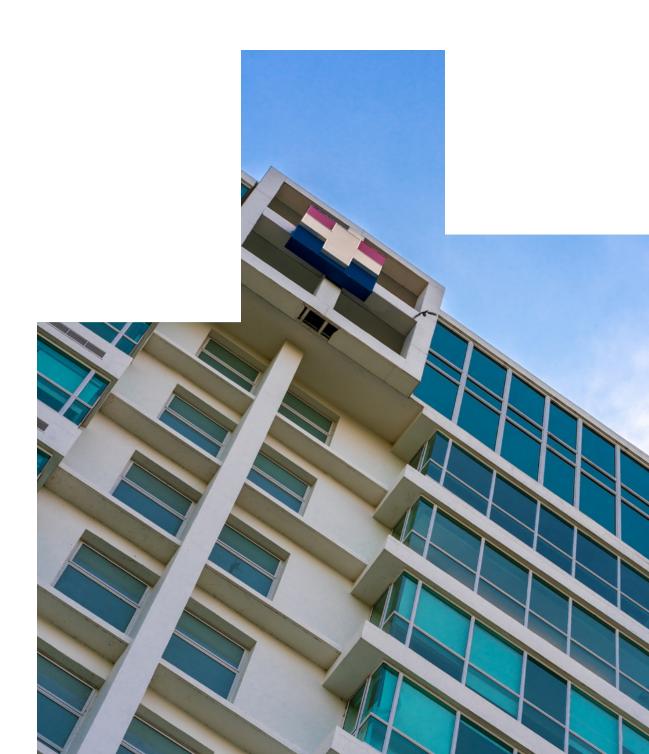


Rapid healthcare transformation demands a holistic approach





Introduction

As the healthcare industry continues its rapid shift toward value-based care, providers are facing a stark challenge: evolve quickly or risk losing patients. Consider the entry of big technology companies into the field; these disrupters have reshaped other industries with excellent customer service, and now they've set their sights on healthcare. To remain competitive, modern healthcare leaders are looking for ways to unify healthcare data—to unlock the connectivity and interoperability required to improve the value of care.

Thankfully, the Fast Healthcare Interoperability Resources (FHIR) standards—which facilitate the secure exchange of data between healthcare systems—have opened up the opportunity for more rapid progress.

Providers that can successfully unify their patient data will be well-positioned for a successful transformation. Imagine, for example, being able to vertically integrate your EHR data to improve business outcomes and key performance indicators throughout your entire institution. Now that's a breakthrough that can lead to a significant paradigm shift, and to a patient-friendly, cost-effective, and enhanced healthcare system.

But unifying data is just the first step. To truly transform, providers must find open, secure solutions to make that data accessible—and more importantly, actionable. Rather than implementing one-off solutions that address a single need, an effective modern strategy must address healthcare's core challenges holistically—with technologies that support multi-faceted goals to achieve exponential improvements.

Today, we see more and more healthcare organizations embrace four connected goals. They are:

- 1. Enable personalized care
- 2. Reimagine healthcare
- 3. Improve operational outcomes
- 4. Empower care teams

This ebook illustrates how unlocking interoperability can help you reach these four critical objectives, while further reducing costs, increasing revenue, and managing risk to improve patient outcomes dramatically.



"As we have started to take responsibility for the entire spectrum of a person's health, both during their periods of illness and during their periods of wellness, we have had to fundamentally rethink our business. How we effectively use technology is clearly going to be needed."

VISH ANANTRAMAN CHIEF INNOVATION ARCHITECT, NORTHWELL HEALTH

Improving Value Across Your Entire Ecosystem

What can you achieve with a platform that's built to create interoperability? Plenty! The following tangible examples illustrate exceptional opportunities for improvement in four key areas.

1: Enable personalized care

Under this new vision of interoperability, imagine a patient and provider embarking on a collective journey toward optimized care. Through secure portals, the empowered patient can view and update her personal health records in real time—knowing that the new information will be immediately available to her entire care team, across doctors and specialists. Gone are the days of filling out the same form whenever she moves to a new provider. In this scenario, providers can prevent readmissions through proactive outreach and the patient can receive personalized advice in the comfort of her own home.

When patient data is easily accessible, you can:

- Get a 360-degree view of patients to improve treatment.
- Gain insights from complex data to develop precision treatments for different patients.
- Facilitate patient education and interaction with consumer friendly omni-channel tools.
- Access secure portals and mobile tools for better care transparency and faster service.

2: Empower care teams

In the healthcare industry, the stakes are often life or death. As such, it's critically important that your staff and clinicians are focused on creating the best outcomes for patients.

"Microsoft helps us capture data from every engagement and use it to improve processes and inform future engagements."

TOM PACEK
CHIEF INFORMATION OFFICER, INSPIRA HEALTH NETWORK

When staff has access to real-time data insights, along with useful productivity tools, they can do their jobs more easily and effectively. This makes it possible to:

- Improve patient care by enabling care teams to communicate and collaborate in a single secure place, integrating data, clinical systems, apps, and electronic health records.
- Share knowledge easily and securely across teams with advanced messaging features, including priority notifications, smart cameras, and message delegation.
- Coordinate the activities of clinical personnel to deliver patient-centric care using the specialization of multidisciplinary teams and surfacing relevant insights.
- Continuously monitor the patient's condition through data from remote devices to provide timely alerts, interventions, and personalized treatment plans.

3: Improve operational outcomes

People don't often think about how patient data can help improve operational efficiency and reduce costs. But when finance and operations teams are armed with end-to-end patient data and predictive analytics, they can better understand what practices drive the most value. And in turn, improve operations and unlock savings.

But that's not all, using data in centralized systems can help providers reduce operational risk. It enhances patient outcomes, both on an individual patient level and holistically at a population level. Internal processes can also be analyzed and improved, while medical trends can be monitored to identify health risks and proactively combat outbreaks.

From ordering medical supplies more efficiently to effectively managing surgery scheduling, unified data delivers the insights you need to:

- Increase patient throughput by managing expanding caseloads
- Provide insight to providers, administrators, payers, and the government
- Reduce process latency and redundancy with proactive treatment and wellness plans
- Leverage a trusted cloud to ensure the compliance, confidentiality, integrity, and accessibility of data
- Create a single communication channel for messaging, video, voice, photo annotation, and screen sharing
- Optimize care delivery plans and operational efficiency with predictive insights and role-based workflow
- Simplify compliance operations with enterprise grade security and native data classification to support data governance and audit readiness



4: Reimagine healthcare

Creating a healthy community hinges on reaching and nurturing each individual to provide them with the best possible healthcare. The challenge is addressing their disparate needs as communities diversify.

By using audience segmentation, targeted messaging, and campaign automation, you can create a personal connection with potential patients—and ultimately, enable more people to gain access to care.

But it doesn't stop there.

Once you've attracted new patients, you can continue to optimize their individual experiences to help them sustain their health. Plus, you can track existing patients to gain insights into your larger community to provide more personalized care.

"Technology needs to facilitate relationship building that enables quality real-world experiences."

LACEY HART
MBA, PMP®, MAYO CLINIC

Connected data makes it possible to:

- Gain insights from complex data to develop precision treatments for different patients.
- Continuously monitor patients' conditions by gathering data from remote devices to provide timely alerts, interventions, and personalized treatment plans.
- Innovate on new technologies such as PHR, wearable devices, Al, mixed reality, predictive analytics, and data visualization.
- Gather and analyze data to support better insights and improve community health outcomes.
- Provide self-service data analysis capabilities to clinicians.





Putting the Solution into Action

Northwell Health is one of the nation's largest health systems, serving a population of about 11 million people in the New York metropolitan area.

To rapidly evolve—and deliver a higher quality of healthcare at a lower cost—Northwell Health needed to be able to use its massive volumes of data more effectively.

With Microsoft Dynamics 365 Healthcare Accelerator, Northwell Health was able to integrate its EHR data in a matter of days, with just one developer. Here are two examples of how it is piloting the Microsoft platform to progress.



EXAMPLE 1:

Driving innovation with easy app development

CHALLENGE

Improve workflow efficiency during interdisciplinary rounds to help ensure patients are discharged on time—to both improve the patient experience and reduce the costs associated with "excess days."

SOLUTION

Using Microsoft PowerApps, one of the hospital's more tech-savvy doctors developed a workflow solution—dubbed "The Rounding App"—in just a few weeks. The basic application consists of a couple of clinically meaningful screens that give physicians and nurses visibility into each other's teams. The app reads data from Microsoft's Common Data Service, which in turn is fed in real time from the hospital's systems of record to its EHR.

EXAMPLE 2:

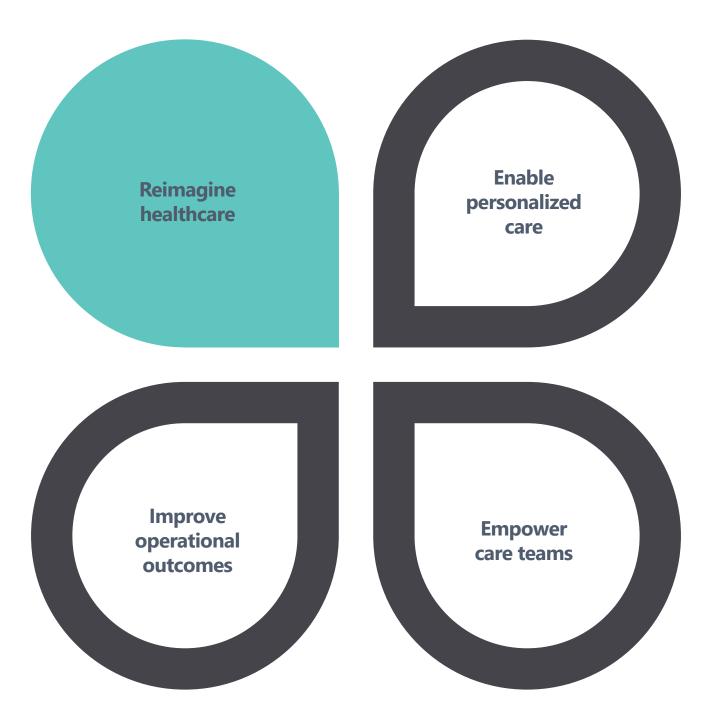
Improving outcomes with intelligent data

CHALLENGE

Identify which patients have a high likelihood of complications within 30 days of leaving the hospital—to both improve the quality of care and reduce patient readmissions.

SOLUTION

Leveraging the Dynamics 365 platform, Northwell Health applies predictive models on real-time data to identify patients with a higher chance of readmissions. Using this information, the hospital can effectively triage those patients and provide specialized care management services—before they leave the facility.



Create quality experiences and build efficient care systems to optimize the value of care.

Advancing Healthcare with Unified Data

To achieve rapid progress, you need to unlock the full potential of your data. That requires interoperability and integration of the EHR and other systems. Unless you can unify your data, you will never have a complete view of your individual patients and patient populations. Indeed, it is this holistic view of data that drives innovation.

When data is united, it can also become accessible, which drastically changes the way care can be administered. A future where connected homes help mobile clinicians monitor patient health through fixtures in their homes, such as bathroom mirrors, is not far off. In fact, the technology already exists, it's just a matter of finding the right way to harness it.

Data also helps predict outcomes, which can be applied across patient care, but also assists providers in finding the right talent and recruiting high caliber employees in a competitive market.

The Microsoft Cloud

The next generation of intelligent applications built to support your entire ecosystem.

Marketing

Brand Promotion and Social Engagement Patient Acquisition and Retention Population Health Education

Sales

Wellness Programs
Physician Referral Management
Community Events

Reimagine healthcare



Finance and Operations

Intelligent Supply Chain Retail and Point of Sale Merger and Acquisitions



Customer Service

Patient Access
Patient Care Plan Adherence
Eligibility and Claims Management

Field Service

Virtual and Home Health Med Device Management and Scheduling Emergency Services and Bed Management



Talent

Onboarding Clinicians
Training and Development
Employee Retention

Unlocking Your Transformation

The Healthcare Accelerator seamlessly integrates with your existing EHR system to provide a frictionless gateway to digital transformation.

Integrating your EHR with Healthcare Accelerator makes your data more valuable.

1

Reduce the cost of care and increase operational efficiency

2

Make healthcare more accessible and convenient 3

Gain a holistic, unified view of patient data 4

Enable better collaboration across care teams

5

Identify trends and opportunities for early intervention 6

Segment out communities to personalize messaging 7

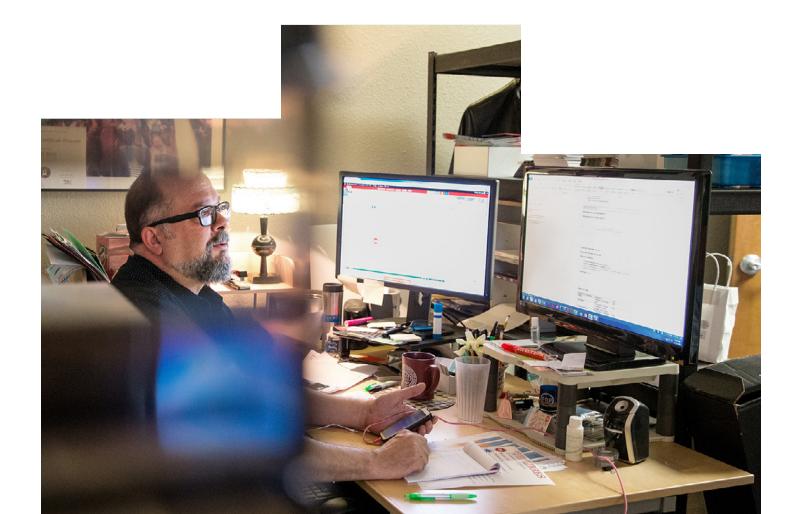
Benchmark and improve patient satisfaction indicators

By unifying your data onto a single cloud platform, Microsoft helps you dramatically improve outcomes for your patients, your staff, and your bottom line.

Accelerate your data integrations at no cost

Available for free on AppSource, Healthcare Accelerator and other configured entities offer a wide range of capabilities, including:

- Analytics–Gain real-time data insights and monitor trends over time
- Workflow–Drive accountability and connect to hundreds of other applications
- Native Office 365–Get support for email, document templates, and collaboration
- Azure Intelligence–Improve insights with language understanding, machine learning, image analysis, and more



Empowering Your Innovation

The Healthcare Accelerator provides a single connected platform that makes it easy to build and deploy new healthcare solutions. Architected in Microsoft's Common Data Model, it includes a wide range of FHIR entities—such as the patient, condition, and care plan. You can also extend the model by configuring additional entities, relationships, and business logic.

Designed for fast and easy app development:

45+

pre-defined healthcare entities

200+

data source connectors

Integration

Dynamics 365, Office 365, and Azure integration

Pre-Built

dashboards and workflows

Extend your capabilities

The Healthcare Accelerator lets you create healthcare-relevant solutions that support Marketing, Sales, Patient Engagement, Field Service, Talent, Operations and Finance, and Supply Chain Management.

And you can build at a pace that's right for you.

Start with simple point-and-click apps; add more complex functions as you evolve; and continue building all the way to managed line-of-business applications with embedded custom code—all on one scalable platform.

"We want to make sure that both customers and partners can develop and configure their solutions with a low barrier to entry."

REBECCA CROWE
NATIONAL DIRECTOR BUSINESS APPLICATIONS, US HEALTH AND LIFE SCIENCES

Why partner with Microsoft:

- Our integrated platform is the most comprehensive for end-toend solution-building across workloads
- Solutions are built to communicate with one another seamlessly
- Our unique FHIR strategy allows you to unlock your data at no extra cost
- Data and systems are grounded in cybersecurity and threat defense
- We provide streamlined access to regulated information for compliance
- You can easily maintain privacy and control through managed permissions



Points of Digital Transformation

Create solutions to advance your systems across the board with the Healthcare Accelerator.

Reimagine healthcare

Find patterns and improve patient outcomes through AI

- Tailor treatments with access to holistic genomics, care history data, and better insights
- Ensure care plan compliance with remote monitoring
- Provide better care with virtual, intelligent tools

Enable personalized care

- Strengthen patient relationships with predictive, automated services
- Put patients in control of their health through mobile cloud delivery
- Reduce readmissions and reach patients at the right time with automation

Improve operational outcomes

- Get ahead of health trends and population needs with Al
- Connect critical data systems to measure, predict, and optimize delivery
- Proactively manage critical systems with remote monitoring

Empower care teams

- Share deeper patient insights across the care team
- Coordinate activities of clinical personnel to deliver patientcentric care
- Support secure, compliant, and timely communications

Our Mission

At Microsoft, we strive to empower every person and every organization on the planet to achieve more. Our mission is ambitious, and it is at the center of everything we do.

In today's mobile-first, cloud-first world, the transformation we are driving across our businesses is designed to enable Microsoft and our customers to thrive in the world in which we live—and in the future we strive to create.

"We create technology to make others better."

SATYA NADELLA

The Most Trusted Cloud in Healthcare

Microsoft provides unbeatable security, privacy and control, compliance, and transparency. The Microsoft Healthcare Accelerator is fully compliant with industry standards, including:

- GDPR
- HIPAA
- HITRUST

Visit the microsoft.com/trustcenter for more information.

Learn more about the Microsoft Dynamics 365 Healthcare Accelerator <u>here</u>.

To discuss your unique needs call **1.888.477.7989** or send us a <u>contact request</u>.

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