Case Study: US Healthcare provider

Digital Technologies Help Healthcare Firm Deliver Superior Patient Care

Healthcare provider undergoes digital transformation to deliver superior services.

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Director of Digital Innovation and Strategic Partnerships

Digital technologies are helping to transform patient care in ways never thought possible ten years ago. This is resulting in new patient services, ways of working and use of new technologies to support how they are delivered.

Fully embracing digital transformation in the past two years, one U.S. healthcare organization has achieved great success in adopting innovative approaches to deliver healthcare to patients. By establishing their own digital platforms and integrating mobile commerce and e-commerce systems, they are making healthcare services accessible to more individuals. Examples of this include virtual doctor visits, applications to find personalized healthcare recommendations and suggestions and e-health devices to connect patients in rural areas. The Director of Digital Innovation and Strategic partnerships explains that during this period, “we have almost doubled our digital investments and are utilizing data and data analytics to improve the experience of our customers”.

Mirroring the evolving behavior of customers, who demand real time engagement and 24/7 services, healthcare companies are prioritizing software-based approaches. It has become critical to the organization to develop these solutions to offer “omnipresent services through digital platforms” he points out.

“Thanks to innovative technologies, medical researchers can find out the effectiveness of drugs targeting a certain segment of the population, and hospitals can track supplies and manage inventories more effectively. Doctors and medical researchers generate a large amount of data, from basic patient information to digital data from medical devices. Clinical trials databases are available on the internet, and EMR (Electronic Medical Records) are being used more often. To match this fast pace of digitization, the organization moved to the cloud, a decision which has proved to be both cost efficient and underpinned further internal process speed and efficiency gains.

Use of predictive analysis and artificial intelligence is further helping unlock the value within data, to give greater understanding of customer needs. This in turn is enabling innovative solutions and services to be proactively offered. For instance, the organization is enabling patients to view their medical records while at the same time providing options of mobile video chats for consultation purposes.

Software-based technologies have not only transformed the way the organization serves its customers, but the expectations of the patients themselves. As patients increasingly access their data in other areas of their lives, they expect to be able to access their medical and treatment information online and in a secure and personalized transaction. This requires the organization to hold and provide secure access to increasing amounts of data across a range of devices, which considerably increases the security risk. The need to secure personal information and intellectual property from the attacks of hackers and competitors is paramount. “Data is
Data is considered the most valuable asset for the healthcare provider. With growing reliance on information technology to meet our business objectives, and the possibilities of cyber-attacks and security breaches, the potential impact has expanded. Consequently, security is always the number one concern”, he said.

The increasing amount of digital information such as medical records, financial and payment information and medical trial and product development has led to the healthcare industry becoming an important target for cyber-attackers.

Med-jacking, or the intrusion into the IT infrastructure via connected devices such as insulin pumps, is a new risk and of serious concern to the healthcare industry. Hacked medical devices can reveal sensitive information not only about medical history but also the organization’s research data. Such security breaches carry several risks for the companies targeted, from reputational setbacks to class action lawsuits.

The organization has put in place several specialist teams, including system and network security, vulnerability and configuration assessment, cyber-intelligence and security operations centers. It has recruited staff with skills in dealing with specific attacks and recognized security as an increasingly driving factor in network architecture and design decisions.

The organization is also increasing focus on security authentication due to hackers carrying out fraudulent activities using stolen or fake ID’s. To combat these threats, it is implementing measures such as installing data loss prevention and device management tools to identify and stop unsolicited activities, and solutions to protect mobile platforms. A policy of least privilege access has been introduced to control access to sensitive information and further reduce internal security risks.

While the organization is already seeing the benefits of improved patient services, it is not complacent about the need to continually develop its services and the security measures to protect both the organization and the patients is serves. Investment in digital transformation can be expected to continue to grow as competition increases and customer needs continue to evolve.

About the research

This case study is based on a September, 2016 interview with the Director of Digital innovation and Strategic Partnerships within a leading U.S. healthcare provider, conducted by Coleman Parkes research and sponsored by CA Technologies. For more information about this research, read Keeping Score: Why Digital Transformation Matters

About CA Technologies

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