

# How to Get Digitally Fit

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## STRATEGIES FOR ENABLING DIGITAL PATIENT ENGAGEMENT TO SUPPORT VALUE-BASED CARE

Equipped with an array of mobile devices loaded with engaging apps, today's tech-savvy patients want – and expect – greater control over their healthcare information, treatment, and choice of provider and payer.

They want to interact with a system that gives them anytime, anywhere access to their healthcare data and adds maximum value on top of the medical services they receive.

The shift toward value-based care models requires healthcare organizations to create a digital ecosystem that supports a patient-centered, outcome-based approach and emphasizes interoperability, care coordination and patient engagement powered by APIs and mobile technology. To deliver, healthcare IT departments need strategies that transcend traditional cost reduction business models and offer technology-enabled services centered around new patient demands. Here's the prescription for an effective value-based digital health ecosystem.



### 01

#### Reimagine the patient experience

The patient is the common denominator for all stakeholders in the healthcare ecosystem. Providers and insurers need to embrace a digital, value-based model that puts patient engagement first. Meaningful Use Stage 3 specifically focuses on delivering improved outcomes through deeper patient engagement. To accelerate Meaningful Use Stage 3 compliance, an API-powered, FHIR (Fast Healthcare Interoperability Resources) standard-enabled approach offers a consistent, secure and easy way to exchange data between healthcare IT systems and mobile apps.

The Axway AMPLIFY™ platform provides full lifecycle API Management functionality and makes ecosystem collaboration and engagement possible through healthcare CX (customer experience) networks.



### 02

#### Create a healthcare customer experience network

Hospitals and health systems, physicians' offices and labs, pharmacies, health insurers, fitness wearable companies and nutrition apps (among other organizations) each play a critical role in shaping the patient experience. A CX network combines data from everywhere with contextual intelligence to create a unique ecosystem for each customer, resulting in unparalleled efficiency, a highly personalized care experience and better outcomes.

With Axway AMPLIFY™ healthcare organizations can improve collaboration across the ecosystem, anticipate and adapt readily to changing patient expectations and quickly design and launch differentiating patient services and experiences.



## 03

### Ensure secure, compliant access control

Centralized identity management provides a single connection point for stakeholders both inside and outside the healthcare provider system. For those connecting from outside, it enables providers and members to access self-service portals without having to manage their credentials directly, which also reduces the burden on IT. For those connecting from inside, it imparts a consistent user experience within a legacy environment, enables single sign-on, provides seamless integration with cloud services, and delivers a more secure level of integration than can be achieved by syncing LDAPs across domains. Identity Federation capabilities such as encryption, authentication, identity management, and more are also included.

Axway provides the technology healthcare organizations need to securely engage with rapidly expanding digital ecosystems – from quickly building a new app, to enforcing access controls, to understanding how your online and mobile services are actually being used. Consumers encounter digital health experiences that provide meaningful services and information anywhere, at any time, on their devices of choice.

## 04

### Establish a single point of entry

In a field where preserving patient data and privacy is of prime importance, a single front door strategy ensures that secure gateways are in place to protect legacy applications. The right API gateway offers enterprise-grade delivery and governance of FHIR APIs that securely connect back-end applications and third-party systems, cloud apps and mobile devices. It also provides real-time operational monitoring and analytical reporting to give IT, business and operational users visibility into API usage.

Facilitating interoperability across electronic health record (EHR) systems – within and across healthcare systems – enables better care coordination, while complying with HIPAA, HITECH, Meaningful Use and other industry regulations. Axway also provides the capabilities health IT professionals need to quickly transform existing IT services and business applications into a single, lightweight, flexible and secure API-oriented platform for mobile devices, machine-to-machine communications and the Internet of Things.



## 05

### Standardize data structures

Standardizing data structures enables organizations to meet Medicare and Medicaid mandates and certain operating rules that require consistency (in error messages, for example), and standardizes formats for other data structures.

It permits data set conversion for legacy systems and eliminates data inconsistencies that can drive up complexity and drive down process reliability. Axway API Management Plus gives developers access to a microservice-oriented solution that allows them to create APIs on the fly and host the application on a managed cloud infrastructure instantaneously. API Management provides a connection to the back-end data source and allows extraction of only desired data elements, which can be combined into a single API.

Axway API Management gives API administrators complete control over API deployment across development, testing, staging and production environments. It can be used to expose information from an EHR – such as EPIC and other legacy systems of record – and enforce security controls for compliance.



## 06

### Create rich, captivating experiences

APIs are the lynchpin of a digital strategy. They enable integration between internal information and the broader ecosystem, and provide interoperability between proprietary/closed systems and applications that currently prevent

the secure flow and exchange of critical data. It's important to help developers easily build and run new APIs, while giving integration teams control over management, security, and governance.

With a complete API lifecycle solution, everything needed to achieve this – app and API creation, implementation and management – is available in one place. Developers can design, build and test rich, fully native mobile apps – all from a single JavaScript code base, a common language used by web developers. It also provides the ability to see how apps will look and perform on iOS, Android and Windows devices. Develop once. Apply to many.



## 07

### Evaluate success and drive improvement

You can't manage what you can't measure. Analytics provide actionable insights into provider, insurer and manufacturing operations and open a window into indicators of app and API behaviors for a 360-degree view of what's working and what's not.

This way, healthcare organizations can optimize the care experience by increasing engagement not only with patients, but also among partner communities and regulatory entities throughout their digital ecosystem.

Axway Analytics provide at-a-glance understanding of app success, measure FHIR API usage and consumption, help you quickly identify and resolve app and process issues for a better user experience, and inform fast product decisions for continuous delivery releases.



Ready to digitally engage with patients for better outcomes?

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