# Zero in on the Patient Experience

## 5

### STEPS TO A DIGITAL TRANSFORMATION IN HEALTHCARE

In the era of value-based healthcare, digitization and mobile connectivity are empowering patients to gain greater control over their health outcomes and transforming the way healthcare providers and payers deliver care. Using a range of digital devices, patients expect access to their health records and other data instantly. That means all stakeholders across the care continuum need to be smart about their digital transformation. Here's how you can make sure you're ready.

## 01

### Create a value-focused digital ecosystem

Your digital journey starts by establishing a digital ecosystem that delivers real-time access to electronic health record (EHR) and other health data anytime, anywhere. With a healthcare customer experience (CX) network, you can unify your entire ecosystem – affiliated and non-affiliated providers, payers, regulators, med-device manufacturers, developers, clinicians and patients – into a secure and agile force for innovative services that engage mobile patients and help improve outcomes. Axway's AMPLIFY™ platform makes CX networks possible.

## 02

### Unlock data to move information securely

The universe of digital patient data is expanding fast and disparate health IT systems can't keep up. To overcome the challenges of interoperability and unlock data, you need to adopt APIs that establish secure integration and handle translation between many different systems. Leveraging industry standards such as FHIR (Fast Healthcare Interoperability Resources) can provide you with the means to facilitate data exchange across health IT systems old and new.

## 03

### Eliminate data silos to achieve better outcomes

Sharing is caring. Providing controlled access to health data in secure environments is key to enabling better care coordination and outcomes across the healthcare ecosystem. But it takes collaboration and system interoperability. By creating a healthcare CX network and using today's health IT standards and targeted APIs, you can share the tremendous value of data stored in disparate systems not originally designed for health data exchange. Want to realize improvements in patient outcomes? Insist on making healthcare data secure, open and available to the right person, in the right place, at the right time.

# 04

## Engage patients with meaningful experiences

Value-based healthcare relies on continued patient engagement through mobile technology and the Internet of Things (IoT) to reach individuals on smartphones, tablets and other mobile devices.

Patients want convenient and meaningful experiences. When you create a healthcare (CX) network, you're able to unify your entire ecosystem – including mobile devices and the IoT – and use APIs to ensure interoperability and address Meaningful Use Stage 3 requirements for patient engagement.



# 05

## Optimize health data value with analytics

Volume, velocity, variety and value. The 4 "V"s of healthcare data can be looked at in many ways, but they're key to knowing what's succeeding and what isn't. Your IT infrastructure needs an analytics engine to process data and deliver actionable insights to increase operational efficiency and boost value to the patient and your organization. Making the most of health data will optimize your return on investment in a robust health IT infrastructure.



Engaging today's digital patient is easier than you think.

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