Strengthening Connections Between Healthcare Providers and Patients

xerox™

Today's patients are empowered and savvy consumers with high expectations.

They want personalized experiences, instant access to their data, and communications and support delivered in the ways they prefer. But the healthcare ecosystem is complicated, compartmentalized and confusing. Resources are stretched. And in many cases, the technology that's supposed to make it all easier gets in the way.

WE'VE REIMAGINED A NEW AND IMPROVED WAY TO DELIVER BETTER PATIENT EXPERIENCES.

It starts with a long view of the patient journey. We identified touchpoints along the path where things could run smoother, work smarter or require fewer steps and free up staff and resources to focus directly on patients.

SERVICES FOR HEALTHCARE TRANSFORMS PATIENT COMMUNICATIONS ACROSS KEY PHASES IN THE JOURNEY:

INFORM	ONBOARD	SERVE	SATISFY
• Two-way personalized patient communications with multichannel management to support all communications and transactions • Send health alerts, billing notices and appointment reminders in print and digital formats	• Streamline patient registration process by simplifying information capture, data extraction and validation • Provide secure access to patient information with a Digital Vault • Reduce time spent processing new hiring and credentialing	• Allow single patient view by digitizing health records, communications and archives • Help prevent readmission by managing post-treatment communications	• Improve health outcomes by proactively using machine learning and analytics to provide personalized insights and advise next best actions • Monitor and improve patient experience with personalized surveys throughout the patient journey

Our suite of services leverages leading-edge technology to empower your people and create a consistent, improved experience for patients.
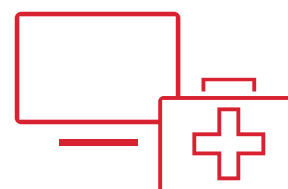
59% of U.S. patients want their digital healthcare experiences to be as frictionless as retail.

Source: NTT Data Services

67% of patients say that availability of relevant and accurate information online has influenced their decision to choose one healthcare provider over another.

Source: Doctor.com

A two-way personalized conversation designed to improve prevention and reduce costs.

Patient experience is everything. And everything you do affects that experience. Services for Healthcare can help ensure your processes are in sync with your patients' needs for consistent, engaging, personalized and positive interactions across every channel, touchpoint and interaction.

PATIENT ENGAGEMENT

Our services and platforms ensure the right message is deployed via the right channel at the right time. Targeted conversations in the channels patients prefer increases patient engagement, improves response rates and strengthens brand consistency. Keep patients in control of their care by sending health alerts, billing notices and appointment reminders in print and digital formats.

PERSONALIZED COMMUNICATION PLANS

We make it easy to develop pre-admission, treatment and post-admission plans, eliminate confusion, and help patients feel confident and secure in the care you're providing. All while reducing costs, optimizing your spend across channels, improving marketing cycle time and streamlining workflows.

DISCHARGE COMMUNICATIONS MANAGEMENT

Stay connected with patients past the point of care and help prevent readmission by digitally managing discharge and post-discharge communications, ensuring everyone is working toward the same goal, with an understanding of what they need to do next.

CASE STUDY

Helping a large district general hospital in the UK improve productivity and communications

We deployed a highly automated outsourced hybrid mail service, complete with on-demand printing of personalized inserts and end-to-end letter tracking. This resulted in:

- >50% savings in direct costs

- 3 FTEs worth of time redeployed to more fulfilling activities for staff

- Fewer delivery failures (down from 60% to 2%) and missed appointments

Faster access to information with less friction.

Healthcare leaves no room for inefficiencies, redundancies or roadblocks. Automation, workflow tools and technology can improve productivity and enhance service delivery. Our services are designed to free your resources to focus on patient care.

SUPPORT ADMINISTRATION SERVICES

Streamline patient registration process by simplifying information capture, data extraction and validation.

SECURE DOCUMENT ACCESS

Provide secure access to patient information with a Digital Vault — a secure cloud storage service that locks down sensitive data and protects it with multiple layers of encryption and security.

HUMAN RESOURCES

Reduce time spent processing new hiring and credentialing and eliminate costly errors associated with time-consuming manual tasks while eliminating redundancy and ensuring compliance with a comprehensive auditable trail and secure data transfers.

CLINICAL STAFF SUPPORT

Make clinical documents more accessible and available on-demand. Our platform ensures doctors and nurses have instant access to medical records and the ability to add and manage notes in real time.

CASE STUDY

Helping one of the largest healthcare networks in Colorado, USA reduce costs and accelerate turnaround times

Working with 115 print vendors was driving up costs and inconsistencies. We deployed a centralized print center, with an online repository of more than 3,500 forms, giving them the ability to easily digitize and translate key documents and more. This resulted in:

- $225K savings in one fiscal year, with a projected $1M saved over 5 years
- Quicker turnaround times
- Greater control over print process
- Enhanced efficiency in legal and brand review processes
- Easy document translation across multiple languages

Tie it all together for your patients and your teams.

Services for Healthcare integrates with your systems to connect the front office with the back office and turn manual paper-intensive processes into fast, streamlined, compliant and secure digital ones.

HEALTH RECORDS AUTOMATION

Automatically organize, scan, classify and store patient records into one convenient place. Eliminate lost or incorrectly entered information associated with manual entry and redundant paper forms containing duplicate information. Easily integrate with existing Electronic Health Records system (EHR/EPR/EMR) and unify disparate systems for single patient view. Spend less time searching and managing patient data, and more time enhancing patient care.

PATIENT NURTURE AND CARE

Improve patient engagement, communication cycle times and patient response rates with relevant, targeted messages while ensuring brand consistency, optimizing your spend across central and local communications channels and reducing the cost to communicate. Automatically capture feedback and information requests to optimize and improve the patient experience in real time.

And improve back office service in the process: Gain total control of your processes and documents by simplifying process workflows and content management, including validation rules, retention policies and access control. Automatically capture valuable information from in-bound and out-bound documents and free your teams to focus on their core business.

CASE STUDY

Helping a large NHS Trust in the UK reduce paper-based storage, improve security of patient records and reduce record management costs

A phased transformation from their legacy system to minimize risk and disruption and enable them to:

- Locate 7,500 missing records
- Reduce missed appointments
- Maintain HL7 / FHIR compliance
- Enable immediate availability to patient record with increased security
- Achieve savings of approx. £2 million

Simplify processes while driving better health outcomes and loyalty.

Simplify management of patient communications across digital and print channels. Our process automation capabilities and analytics-driven insights further optimize your patients' experiences to drive greater loyalty and better outcomes.

MANAGED MARKETING COMMUNICATIONS

We help pharmaceutical companies and privately-owned health providers simplify and streamline the design, creation, sourcing, ordering, producing warehousing, distributing and invoicing of your marketing documents.

COMMUNICATIONS ANALYTICS

Gain a comprehensive understanding of who your patients are, and how to best serve them. Improve health outcomes by proactively using machine learning and analytics to provide personalized insights and advise best next actions.

SUPPLIER MANAGEMENT

Reduce the cost to serve by simplifying accounts payable and receivable processes and associated communications across channels.
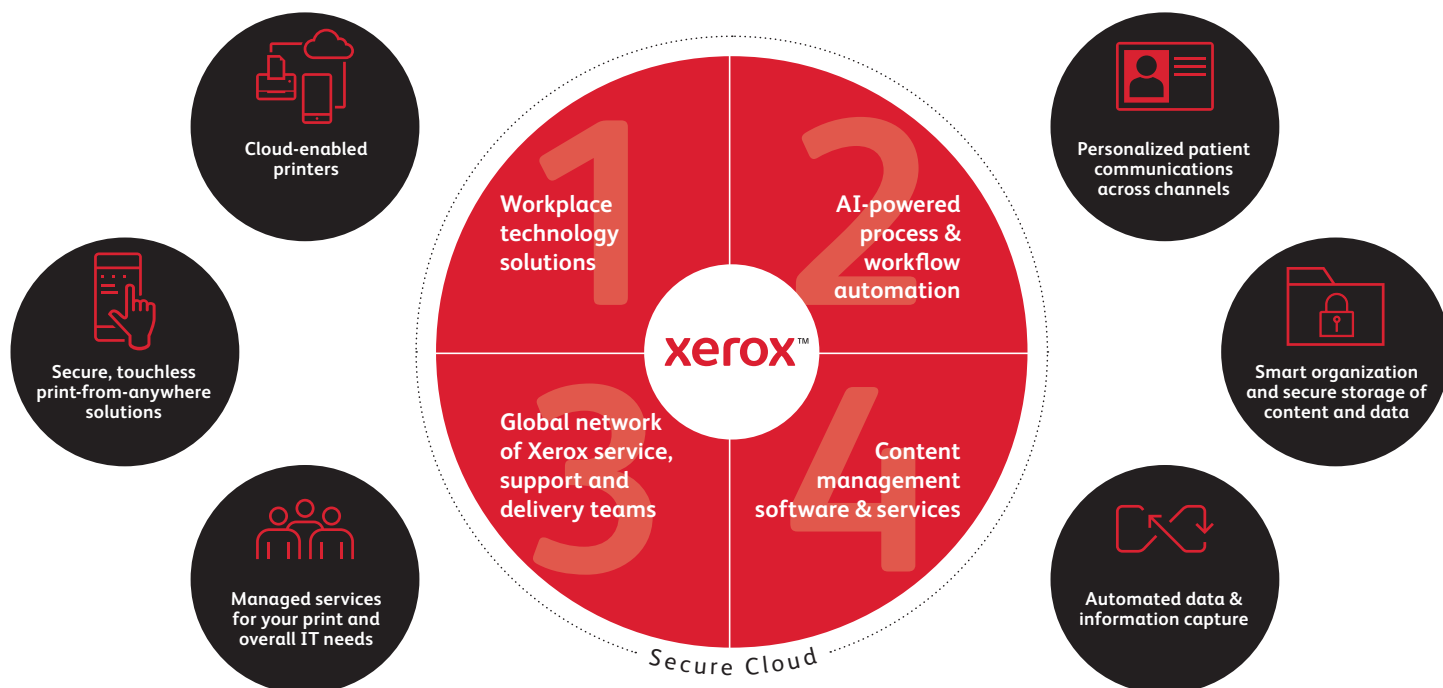
CASE STUDY

Helping a large pharmaceutical company improve customer communications in record time

A Centralized Internal Print Center, online repository of existing collateral, along with consulting services, dashboard reporting and document supply chain management, helped them better support sales teams and customers, resulting in:

- 6% savings document reengineering + 18% on brochures + 12% on monographs + 20% on POS collaterals

- Quicker turnaround times

- Greater control over print process

- Enhanced efficiency in legal and brand review processes

The Xerox Ecosystem:
Connect, Communicate, Transform

We take a holistic approach to improving patient experience from prevention to loyalty. Our technology ecosystem is built around four core capabilities to enable a secure, connected, responsive and scalable workplace — all enabled by our secure cloud infrastructure.

Cloud-enabled printers

Secure, touchless print-from-anywhere solutions

Managed services for your print and overall IT needs

Personalized patient communications across channels

Smart organization and secure storage of content and data

Automated data & information capture

Center diagram

1 Workplace technology solutions

2 AI-powered process & workflow automation

3 Global network of Xerox service, support and delivery teams

4 Content management software & services

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Secure Cloud

Xerox® Managed Print Services

We use comprehensive security, analytics, digitization and cloud technologies and software to deliver a more seamless work experience across paper and digital platforms.

Xerox® Capture & Content Services

Xerox® Capture & Content Services automatically ingests multichannel data to feed to downstream processes — making it easy to capture, digitize, archive and access paper and digital documents quickly and efficiently.

Xerox® Accounts Payable Services

Evolve the way you manage accounts payable and receivable. Xerox® Accounts Payable Services is a package of capabilities tailor-made to simplify back-office operations from automated processing to full e-invoice management.

Xerox® Digital Hub & Cloud Print Services

Xerox® Digital Hub & Cloud Print Services delivers a fast, cost-controlled way to design, produce and deliver a variety of on-demand digital and printed materials through a web storefront.

Xerox® Campaigns On Demand Services

Xerox® Campaigns on Demand Services makes it easy to create, manage and deploy campaigns with proven results.
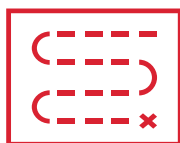
Digital transformation is an ongoing process.
Our four-phased approach gets you where you need
to be today and ensures continuing progress tomorrow.

XEROX® SERVICE DELIVERY APPROACH

DISCOVERY

- Understand the market, industry challenges and disrupters

- Establish current state, explore process, structure, channels and listen to customers
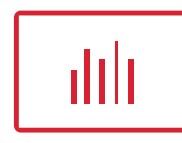
ANALYSIS AND MAPPING

- Map the customer journey; establish opportunity to scale, optimize and transform

DESIGN

- Develop solutions that innovate the way people work with process and technology

- Plan change at an individual level throughout the organization

DEPLOY AND OPTIMIZE

- Roll out target operating model and employee engagement program

- Revisit solution looking for incremental improvement and scalability

Helping you do what you do, even better.

Let us put our industry experience and technology expertise to work to free up your employees, improve outcomes, lower costs and drive more positive experiences.

Learn more at **xerox.com/ServicesforHealthcare**