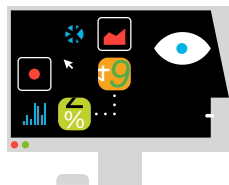# CITRIX®

CITRIX® | Partner Service Provider

Helping Healthcare Go Digital: Opportunities for Citrix Partners

Fast Facts About Healthcare

Global healthcare spending will reach $8.9 trillion (T) by 2020.

7 in 10 industry executives say using the latest technologies is key to growth.

1 in 2 say a lack of mature technology impedes digital transformation progress.

Digital Dilemma #1:

The Healthcare Industry Must Become a Digital, Mobile-First Business

Digital transformation has been slow-going for an industry that is essentially an interoperable network beset with challenging business processes, heavy regulation, and the need to protect sensitive data. Yet incumbents know that they need to transform their businesses to compete in the fast-moving marketplace and meet heightened customer expectations.
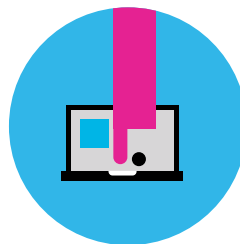
Mobile workflow enhances staff productivity and drives better outcomes.

Take your iPad to Room 23.

Clinical staff are mobile staff. Doctors can access electronic health records (EHRs) and apps on mobile devices, increasing productivity and spending time on patient care, not data-gathering, logging in, or launching apps. Care staff can spend hours a day logging into apps across devices and rooms if they lack follow-me capabilities.

Connect teams wherever, whenever.

Much of caregiving is asynchronous. Virtualized desktops and apps enable staff to collaborate on treatments, review records, and build on the previous work of care teams – optimizing communication and outcomes.

Ensure security.

Healthcare organizations must protect systems from hacking attempts, such as malware and ransomware. They also manage patient health information (PHI) and financial data, clinical data, and organizational information that must be safeguarded at all costs. HIPAA violations reach $1.5M annually for willful neglect – just one reason 70 percent of healthcare organizations have highly mature methods for securing mobile technology.

Your opportunity:

Virtualized desktops and apps enable secure collaboration and mobile workflows, while ensuring HIPAA and HITECH compliance. Link care teams easily, so that they can collaborate continuously across patients and interactions, developing insights for population planning. Use integrated mobility management to empower teams to work the way they want, while locking down data from unauthorized use, loss, or theft.

Digital Dilemma #2:

Healthcare Organizations Must Improve Patient Outcomes While Cutting Costs

Digital transformation has helped cut costs in other industries, and healthcare must follow. The industry is currently struggling with high drug and delivery costs and the need to manage sicker populations.

Manage high-dollar illnesses.

In the U.S., 60 percent of adults have a chronic illness, and 42 percent have more than one. Practitioners need easy access to medical records across facilities and treatments to increase diagnosis accuracy and treatment success.

Empowering practitioners to better manage their patients' data can help reduce healthcare costs.

Care costs are skyrocketing.

The US has become the world's #1 most expensive system per capita, 2X the cost of the UK, Canada, and Australia. By 2020, the US will spend $4.1T annually, while Western Europe and Asia and Australasia will spend $2T each, Latin America will spend $400B, and the Middle East and Africa will spend $139B.

Tie costs to outcomes.

Patients, regulators, insurers, and others are all pushing care providers to rein in costs. Analysts believe that the market can reduce up to $500B by optimizing services and improving technology. In the U.S., Medicare is pushing value-based payments, which tie reimbursement to outcomes.
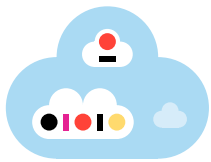
Your opportunity:

Provide healthcare teams with secure Citrix-powered digital workspaces that include seamless access to EHRs, Window and Web apps, legacy systems, and data. Enable secure file sharing and sync of patient files, so teams are using the latest data. Use free trials to win new business and reduce IT complexity by accelerating your customers' cloud journey. Save on CapEx investments and use pay-as-you-grow OpEx pricing to scale rapidly, only getting billed for actual customer usage.

Digital Dilemma #3:

Healthcare Organizations Must Improve IT Predictability and Agility, While Planning for Constant Change

Change is the new normal in healthcare, and organizations know they need to transform legacy infrastructures to decrease complexity and reduce costs.
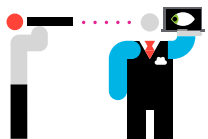
Adopt hybrid cloud infrastructures.

Healthcare organizations are increasingly adopting Infrastructure as a Service (IaaS) capabilities. They are mixing fit-for-purpose Software as a Service (SaaS) applications with private clouds to manage vast reams of patient data and business data and using public clouds for non-confidential workloads.

Healthcare organizations will need to go digital-first to compete with new market entrants.

Build an "IT machine" to compete effectively.

Healthcare M&A surged to $332B in 2017, and Amazon announced a healthcare partnership with JPM Morgan Chase and Berkshire Hathaway. Healthcare organizations need to become operational savants to compete effectively.

It's an era of heightened regulation.

HITECH and HIPAA regulations put increased pressure on healthcare organizations to protect data. The increase in cyber-attacks has exposed the danger of keeping data on endpoints and revealed the need to secure big data at scale with cloud services.

Your opportunity:

Use Citrix Cloud to centralize and automate provisioning to enable new users fast, accommodate organic growth, and accelerate mergers and acquisitions. Roll out backups, updates, and fixes from a single platform and a single image, keeping cloud services high-performance and reliable. Secure data with strong policies, secure file sharing, and full encryption, with data stored in data centers, not on devices.
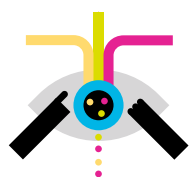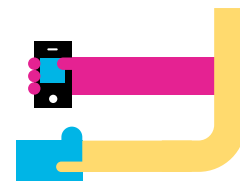
Digital Dilemmas Solved

Citrix Partners Help Healthcare Organizations Drive Digital Transformation Forward

Grow your healthcare business by providing secure cloud solutions on the Citrix stack for speed, service, and scale, without ever compromising security. High-potential use cases include:

Simplify access to secure EHRs: Centrally manage and secure EHR applications. Deliver either full desktops or just apps to any device. Enable an exceptional real-time experience for clinicians that boosts their productivity. Citrix provides single sign-on and smooth roaming of apps with smart card/tap and go authentication, streamlining access and putting back hours into practitioners' days.

Streamline clinical workflows. Empower clinicians with mobile workflows and secure file sharing that increase team effectiveness and patient engagement. Support mHealth initiatives, while maintaining control over devices, restricting sensitive data access, and ensuring regulatory compliance.

Improve healthcare agility. Increase IT agility to perform in complex scenarios such as mergers and acquisitions, disaster recovery, and multi-site environments. Scale large environments with single image management and ensure continuity during any type of disruption.

Keep patient data secure. Secure sensitive patient data while at rest, in use, and in motion by controlling contextual access. Meet HIPAA compliance standards and simplify audit requirements by enforcing data management policies. Prevent patient and clinical data loss by keeping data in the data center, not on devices.

Citrix Empowers You to Grow Your Business!

Join the Citrix Service Provider program to access all of our solutions and deliver subscription based services. You can:

- Offer complete hosted workspaces, with EHR apps, desktops, mobility, file sharing, networking, and more
- Rest assured compliance is built in to Citrix technology, protecting data and facilitating HIPAA and HITECH compliance
- Differentiate yourself in the market with advanced solutions and customizable offerings for market verticals
- Benefit from Citrix Cloud advantages for your business, including lower costs, greater efficiencies, an easier to manage platform, highly reliable performance, and exceptional security
- Drive value and reduce risk by scaling with best practices, reference architectures, and turn-key sales and marketing tools
- Keep flexibility, by delivering services in the Citrix Cloud or on hybrid environments

Learn more today.

CİTRİX®

Learn about the opportunity that awaits you.
Find out how to become a Citrix Service Provider.
Explore Citrix use cases for healthcare.
Contact csp@citrix.com