

Sadigital front door is redefining healthcare experiences

Empower patients, members, and staff with an integrated experience



experience for consumers and staff alike. They want to improve patient and member access

front door strategies

Healthcare organizations

are implementing digital

and engagement, while also benefitting from centralized data and streamlined processes. Hitachi Solutions and Microsoft partner **U.S.** healthcare



with patients.

organizations

use a digital front

door to interact

critical business processes.

with healthcare providers and payors

to develop digital front door strategies,

create a connected experience, and optimize

A digital front door: • Is a long-term strategy for consumer care Provides single-point access to services Enables patients to access virtual

Gaining clarity on

an important trend

care delivery • Links teams to collaborate on care or

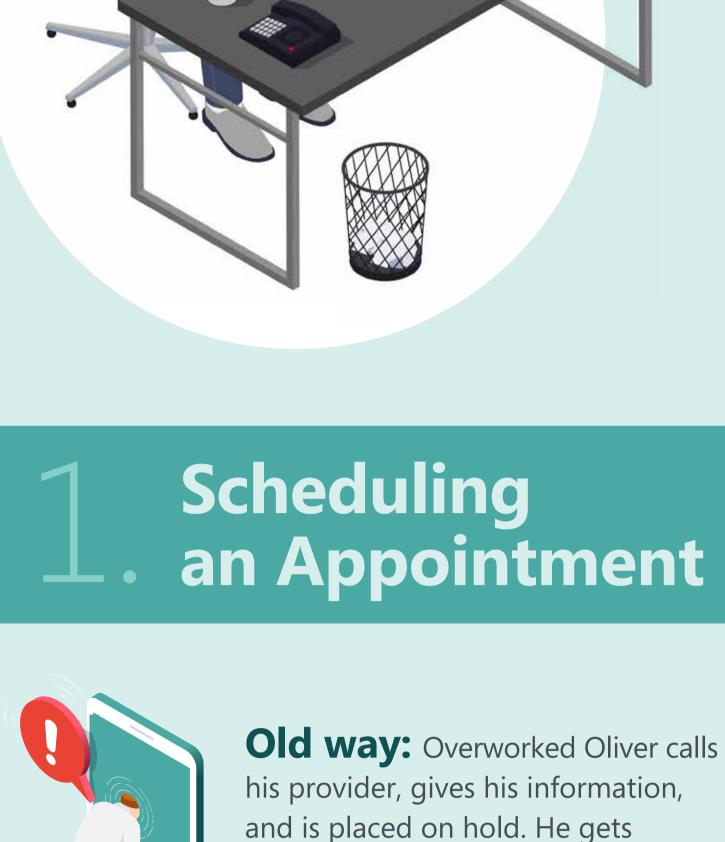
- operational processes • Streamlines services like scheduling,
- referrals, and payments
- **Overworked Oliver**

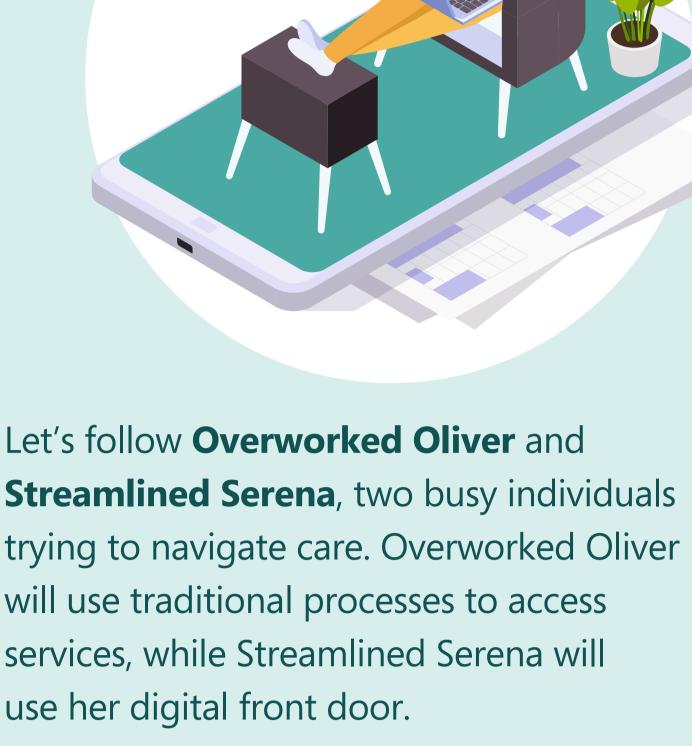
and Streamlined Serena



- Let's follow Overworked Oliver and

tackle common healthcare tasks





connected to a scheduling rep and must repeat his information in order to schedule an appointment.



deliver an exceptional experience from the first interaction on.

Old way: Overworked Oliver

arrives at his appointment

Benefits: With a digital front door,

healthcare providers and payors can

not just scheduling duties. They can



Completing the new-patient

Digital way: Streamlined

Serena receives a text message

38% of US healthcare

Digital way: Streamlined Serena

schedules a virtual appointment that's

logs in to her digital front door and

convenient for her.

30 minutes early to complete to login to the digital front door. paperwork and make a copay. She sets up a profile, completes a pre-visit questionnaire, and authorizes a copay ahead of time.



Asynchronous messaging simplifies clinician-patient interactions by reducing



records (EHRs). Clinicians and front-desk staff have data at their fingertips, enabling them to deliver better care.

Digital way: Streamlined

Serena logs in to her digital front

door and is served up an array of

providers. She selects the best one

that meets her needs for expertise,

location, and near-term availability.

Benefits: With a digital front

door, patient data is seamlessly

integrated into electronic health

Old way: Overworked Oliver accesses an outdated list of clinicians on his payor's website, many of whom no longer take his insurance. He desperately ping-pongs between calls and website searches, finally finding a clinician who can see him.

ing revenues.

Setting a referral



Old way: Overworked Oliver receives a bill in the mail for a test he didn't have. Oliver calls the billing department, is routed to a different

person, repeats his information, and

dispute claim, scans it, and emails

is placed on hold. He fills out a

it back. A week later, the dispute is

a new bill.

spends on

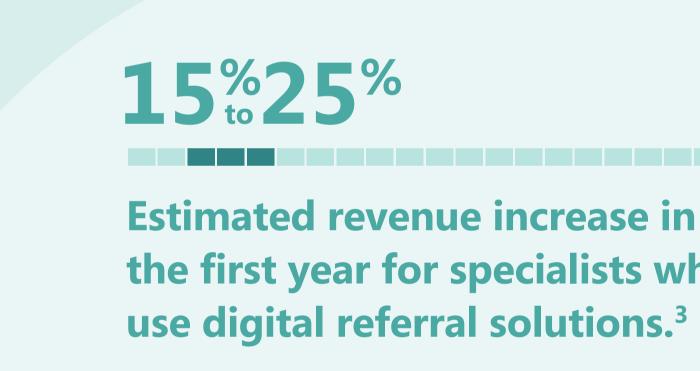
administrative costs.4

resolved but he still needs to wait for

Benefits: With digital referrals,

healthcare systems can improve pa-

tient care and outcomes, while driv-



the first year for specialists who use digital referral solutions.³ Navigating a billing question or dispute

Digital way: Streamlined Serena

phone about a new charge.

After reviewing it, she contests

virtual agent or chatbot. With

charge is removed that same

click-to-pay, since her card information

is stored in her online profile.

digital workflows, the inaccurate

day. She then pays her bill using

the test fee by interacting with a

receives a push notification to her

Amount the U.S. Benefits: Healthcare healthcare industry organizations and payors can decrease invoicing costs and



. Communications Old way: Overworked Oliver receives a marketing flyer for a free flu shot. However, he's already had one.

Benefits: Healthcare

organizations can reduce

while gaining analytics on

consumer engagement.

marketing and communications

costs with digital front doors,



processes.

would use their insurer's site more

if they received regular healthcare

reminders via email or text.5

Digital way: Streamlined Serena updates her profile to indicate an interest in fitness. When she receives a discount for a local gym membership, she signs up immediately. **Healthcare members**

Gain rapid and ongoing value with Hitachi Solutions' iterative development approach. Transform business processes with Microsoft Dynamics 365, gaining intelligent CRM and business ERP applications that work seamlessly together in the cloud.



@Hitachi Solutions

Accelerate innovation with Microsoft Power Platform by enabling the development of low-code/no-code applications.

Start taking a step through your digital front door

Hitachi Solutions helps healthcare organizations including insurers, hospitals, medical

groups, and more develop digital front door strategies with Microsoft technology.

Microsoft

Patients and members can more easily find clinicians that are covered, schedule and hold appointments, and do after-care follow-up.

Why create a

digital front door?

When your healthcare organization

implements a digital front door,

Streamline

care access

patients and members can:

Interact the way

they want to

Select the digital tools

that meet their needs and

help fulfill key tasks,

including online insurance

policies, self-serve symptom

checkers, virtual assistants, chat, and more.

Proactively

manage care

Gain access to health

care records, care notes,

prescriptions, and digital mes-

saging to better

manage their care.

Winning new business



independently, saving calls

for more important issues.



processes

make both front- and

77%
Healthcare organizations

5 Forrester infographic 6 Hitachi Solutions blog

8 Forrester infographic, ibid

Get started building your digital front door today

Connect with a <u>Hitachi Solutions digital healthcare expert</u> 1 Beckers Health IT, December 7, 2021 Watch more about how healthcare organizations are using 2 MHealthIntelligence, March 4, 2022 3 Healthcare Finance, October 23, 2019 4 JAMA Network, October 20, 2021

41% Patients would consider changing providers for a better digital experience. Healthcare providers and payors benefit by: **Maximizing** self-service Healthcare organizations can Digital workflow makes it Patients and members can handle routine requests

use digital processes to woo new patients and more patients and support members, standing out from staff to complete key duties. the competition.

Streamlining operational Digital front door strategies

> patients to keep.⁷ are investing in technology

Reducing

no-shows

Offering telehealth

appointments reduces

no-shows by up to 75%

because they're easy for

to win new customers.8



digital front doors 7 Telemedicine and e-Health, December 13, 2021 Read Digital Front Door: Improving Patient Experiences in 2022