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20 Healthcare Organizations That Made the Digital Shift
The Digital Economy in Healthcare
Introduction

Healthcare organizations have entered a new era: the digital-industrial revolution, where human experiences and business models are being reimagined to create the industry leaders of tomorrow. The impact of this is visible in each component of the healthcare value chain — the emergence of new commercial models, accelerated clinical trials, personalized consumer engagements, re-imagined patient and physician experiences, simplified supply chains, and so on.

We are nowhere near the end state, and in fact, we are in a state of constant evolution. Organizations cannot afford to merely focus on incremental productivity improvements and cost savings and wait for the next big digital disruption. Instead, they need to look at their business very differently and holistically — “front to back” — and assess how digital can significantly improve healthcare outcomes across the value chain. Organizations that will stand apart and emerge successfully are the ones that set the bar high and adapt to the new way of working and enablement.

The Power of Human Insights

Though it seems counterintuitive, being digital requires us to also be more human. Organizations must study, analyze and harness the power of humanity in order to discover the moments best primed for the injection of digital technologies. These insights must then be transformed into value creation opportunities and help businesses capture value from them.

The Power of Strategic Foresights

Though no one can predict the future, organizations must actively explore various possible futures in order to anticipate the coming disruptions. While it is self-evident that strategic planning necessitates the need to prepare for anticipated futures, it also requires companies to be ready for unanticipated changes. We need to translate these foresights into visions and scenarios that drive business and technology investments.

The Power of Speed and Scale

Our proven approach is an accelerator at work: a living methodology enabling us to ideate, prototype and move ideas to reality at enterprise scale within weeks. Rapidly moving ideas to viability also allows us to take advantage of market momentum and accelerate our learning curve. Leaders of tomorrow must redefine the rules and set the pace of competition. They need partners that can execute with speed and scale.

We have many successful examples of how we have helped our clients accelerate the digital shift. In this book, you will find examples and real vignettes across the life sciences value chain from our clients that demonstrate how our work achieved tangible results. These examples combine human insights, strategic foresights and agile/scalable delivery models to help our clients uncover new ways of delivering value, and we endeavor to repeat our success with unprecedented scope and scale.

I look forward to working together with you as we continue this exciting journey of digital transformation, and to building and scaling the capabilities that will ensure your future success.

Bhaskar Sambasivan
SVP & Global Head, Cognizant Life Sciences
The Challenge

This not-for-profit, member-based network specializes in administrative healthcare information exchange (HIE) for more than 50 member organizations in the northeastern U.S., including 55 hospitals, eight health insurance plans and tens of thousands of practitioners.

After struggling to keep pace with its member needs via an assortment of proprietary systems and tools, the network sought a more modern, cost-effective, technologically streamlined alternative to a federated processing model, in which every member organization managed its own transactions. The goal: take infrastructure concerns out of the equation and allow the network and its members to focus on process innovation delivered through a new platform.

Our Approach

By moving the network’s legacy system to the Amazon Web Services (AWS) cloud infrastructure, the organization could take advantage of standards-based communications protocols to process nearly 12 million transactions monthly. Infrastructure is no longer a primary concern or gating factor, thanks to AWS’s relatively inexpensive and virtually unlimited bandwidth and processing capacity. And with the new platform, open application programming interfaces (API) allow members and trading partners to continuously innovate and improve cross-institutional interoperability and outcomes across the healthcare value chain.
Foundational Technologies

• Cloud and the evolving modern technology platform can generate tremendous economies of scale and facilitate greater innovation for the exchange’s member organizations by enabling them to focus on value-based activities.

• Enable delivery of more efficient workflows and smarter ways of processing advanced administrative data, such as prior authorizations, referrals and the convergence of administrative and clinical content.

• Provide member decision-makers with the ability to not only conduct efficient transactions but also discern data patterns using analytics tools. There are implications for community and population health improvements based on this approach.
The Challenge

A large, international health network has made its reputation delivering high-quality, affordable patient care. Despite this, the organization recognized the processes in the intensive care units (ICUs) spread across its 57 facilities remained paper-intensive and manually driven. Paper charts and limited integration of data from various hospital information and clinical systems resulted in caregivers having incomplete or inaccurate data for decision making. Such gaps can result in delayed diagnosis, medical errors and inaccurate patient records.

Our Approach

The health network partnered with us to develop a solution that would improve efficiencies and eliminate errors to deliver better care and shorten patient stays in its ICUs. Achieving these goals would enable the provider to increase the number of patients treated and reduce the resources needed to deliver care.

We created a digitally connected ICU solution – a comprehensive, completely paperless, fully connected tablet- and cloud-based point-of-care solution optimized for the hospital network’s ICU. The solution provides real-time and clinically guided inputs to caregivers, connecting labs, EMR, radiology and devices to provide a single view of patient data at the point of care. It monitors more than 150 patient parameters, providing clinicians with intuitive dashboards.
Paperless ICU Solution Reduces Errors and Improves Efficiencies

Digitizing the many paper-driven ICU processes greatly improved efficiencies. As a result, caregivers were more likely to follow the processes, improving patient outcomes. We also developed a consolidated nursing tasks checklist customized for each treatment plan, making shift transitions more seamless. With these improvements, nurse efficiency has increased by 45%.

Life-Saving Efficiency

15% decrease in patient ICU stay.

45% increase in nurse efficiency.

80% reduction in human oversight of standard processes.

50% increase in patient satisfaction.
Improving Long-term Care by Responding to Real Patient Needs

Industry: Life Sciences

The Challenge
As institutions specializing in long-term care (LTC) increasingly see patients’ needs shift from mobility support to coping with mental health illnesses, the medical technology that these institutions require is changing as well.

These shifting needs were becoming apparent to one of our clients, a global medical technology company, that saw this new reality reflected in the sales numbers of its existing portfolio. The company realized it needed help to explore potential growth opportunities in priority segments of long-term care, such as mental disabilities support, rehabilitation and self-sufficiency for residents in institutions. Our shared goal was to identify gaps in offerings, which opportunities to pursue and what levers to use.

Our Approach
After conducting extensive and in-depth research with 450 caregivers and resident patients in LTC institutions across the world, our partner ReD Associates found that dementia was the mental health issue affecting most institutions, and at a rising rate. LTC institutions were, among other things, spending a significant amount of time and energy keeping track of residents’ physical location and manually registering health data.

Together with our client, we saw a clear opportunity and designed a digital solution that could automate key tasks, such as tracking residents’ health, whereabouts and behavior, in order to address core challenges at LTC institutions. Automated tracking could also prevent monitoring errors, identify health concerns early and provide residents with greater independence overall.
Leveraging Digital Innovation for Improved Care, Efficiency and Patient Experience

The needs of long-term care institutions have evolved as resident health needs have changed. The digital solution we developed attempts to fulfill some of the most pressing, current needs. Leveraging digital solutions is not only about saving time and energy; improved efficiency can translate into better experiences for resident patients, as well, with higher quality of care delivered and more freedom for the patient.
Driving Adherence with Accessible Support During the Initial Treatment Journey

The Challenge
Addressing patient adherence is a longstanding challenge to the healthcare industry, since low adherence rates lead to not only preventable health consequences for patients but also significant financial losses as patients forego regular medication regimes while putting themselves at risk for higher-cost emergency treatment. Despite large investments into initiatives to increase patient adherence, the problem continues to vex healthcare players.

A leading pharmaceutical company came to our partner ReD Associates seeking help to increase patient adherence. The goal was to combine deep human insight with digital recommendations to understand the obstacles to and motivators for patient adherence, identify key intervention opportunities, and advise how to leverage technology to improve or build offerings to support patient adherence.

Our Approach
To understand the underlying factors driving patient behavior around adherence, the team conducted deep dives with patients and physicians across the U.S. We collected rich ethnographic and longitudinal data through in-person immersions and mobile diaries, observing and tracking patients’ daily practices, moods and needs.

Insights revealed the reality of how and why patients were or were not able to build sustainable adherence habits. The team used these to identify the most effective intervention opportunities, against which we could evaluate existing adherence initiatives. The most effective current and new offerings were then streamlined into a comprehensive digital system of support.
Greater Patient Adherence with Digital

To generate an effective system of support, we recommended an adherence platform with a digital patient interface. Along with providing a centralized platform for initiatives, a digital engagement channel enables direct patient communication so that healthcare providers and other stakeholders can provide consistent adherence support throughout patients’ initial treatment phases, and beyond the doctor’s office.
Taking the Mystery Out of Clinical Trial Participation

Industry: Life Sciences

The Challenge

Recruiting qualified candidates for clinical trials is difficult, and failing to meet enrollment goals can delay and increase the cost of therapy development. One pharmaceutical company’s clinical development team conceived of a digital experience to improve recruitment by helping patients and caregivers understand how clinical trials work. The experience had to provide patients and caregivers with easily searchable information about available clinical trials and assist them in finding nearby trials relevant to their health condition.

Our Approach

We worked with the company to leverage existing materials to develop a global design and content strategy optimized for discoverability and scalability. We leveraged user behavioral insights to develop content for effective search engine optimization. Responsive web design, navigation and an architecture based on user-centered thinking enhanced usability and the user experience. Animated video with a photo-realistic style was developed to answer patient and caregiver questions about what to expect during a clinical trial.
Achieved Best-in-Class Experience to Launch Long-term User Engagement

The updated, modernized design aligned with corporate brand guidelines and provided visitors with easy-to-navigate content and a satisfying, engaging experience.

User-First Design

Globally scalable website with best-in-class user experience and content organization.

Easier navigation to relevant content.

Innovative video content about what to expect from clinical trial participation.

Dynamic search features enable users to find trials by location and/or condition.
Pharma Gives 3,000+ Speakers One Voice for Key Brands

Industry: Life Sciences

The Challenge

Effectively delivering key brand messages while also ensuring strict compliance is critical in today’s sensitive global regulatory environments. Imagine meeting that requirement with 3,000-plus speakers contracted to teach about more than a dozen different brands. This was the challenge faced by one large pharmaceutical company.

The company wanted to create a single point of access that speakers could use to update their personal profiles, manage their engagements and access brand materials. Yet developing a portal that could provide a customized training experience to speakers, support administrative tasks and track compliance activities on the necessary scale quickly proved daunting.

Our Approach

Using our community web, content management system and portal framework, we developed a solution that featured a highly branded corporate web portal, as well as 11 sub-brand “store front” portals. We designed a consistent user experience across all the portals, which provided each speaker with tiered access to training materials, presentations and schedules. Brand, enterprise and agency stakeholders could manage content for each store front.

A profile module captured and managed all speaker information, including biographical information and contract status. A training and certification module enabled brand personnel to post training content and assess speakers’ knowledge. As speakers achieved certification, the module unlocked presentation assets. A presentation module managed approved slides.
Portal Enhances Compliance, Messaging and Brand Affinity with Thought Leaders

Integration between a speaker profile module and an existing back-end contract management platform ensured timely two-way flows of speaker information and payment updates. The portal also displayed speaker scheduling and meeting information, while a survey module enabled the company to gather data about popular topics and speaker experiences.

Delivered Solution within Six Months

3,000+ speakers engaged and trained.
Reduced administrative tasks.
Cut training costs.
The Challenge
Life sciences sales reps rely on mobile tools and rich media to provide compelling brand stories during calls with decision makers. A pharmaceutical company with a strong franchise wanted to improve its reps’ use of interactive visual aids (IVA) and speed new content to market.

But different agencies of record (AOR) represented the organization’s collection of brands so sales reps had inconsistent experiences with their devices. They could not smoothly pivot from one brand’s IVA to another, and content lacked desired interactivity and functionality. This lessened the impact of brand messaging and reduced call effectiveness. On the back end, lack of standardized IVA production increased costs and inefficiencies.

Our Approach
We became the digital AOR for the company, as well as its technology implementation partner. In a unique twist, our creative and technology team members worked together and with the brand AORs. This integration of creative and technology expertise eliminated requirement gaps, enabled shorter IVA delivery timelines and reduced redundancies.

We engaged all brand stakeholders, including the reps, to understand their needs. We then streamlined the different operational protocols, optimized the IVA user experience, developed brand standards, built a creative asset inventory, and developed a plan to roll out content faster. On the IVA production, we standardized content organization and navigation, giving reps a seamless experience across IVAs and enabling them to quickly access appropriate brand content during calls.
Creating Relevant Content for Memorable Interactions

We worked with each brand to create experiences that enabled reps to quickly connect their targets to the most relevant content and add value by presenting additional brand tools and resources. Actively engaging the reps to enhance content led to greater IVA use.

Improved IVA Utilization Across Brands

**Improved** user experience.

**Reduced** costs.

**Faster** deployment.
Pharma Refines its Brand Messaging by Unifying the Customer View

Industry: Life Sciences

The Challenge
Marketing a single brand across multiple disease states and key customer groups requires precision messaging and execution — particularly when the same targets span multiple groups. One pharma company wanted to optimize its marketing efforts by ensuring these customers had a unified experience while the company gained a single view of them across all activities.

This required coordinating a multitude of campaigns delivered across multiple channels by many brand agencies and internal stakeholders. Because of our success with its healthcare professional and consumer campaigns, the company named us as the primary agency. We coordinated activities across all core partner agencies, managed MLR submissions and, ultimately, led transformation of operations and procedures.

Our Approach
In our role as agency of record, we led the strategic development and tactical implementation of all multichannel programs, from customer engagement strategies to digital, social and mobile innovation consulting; corporate, branded and un-branded campaign strategies; and many additional tactics across websites, mobile apps, social, print and conferences.

Our segmentation strategy captured a deep understanding of consumer audiences through personal development, patient experience mapping and journeys. We documented their objectives, challenges, channel preferences and needs. This information enabled us to understand how key customer groups overlapped and to define the optimal programs, materials and services to deliver appropriate — and complementary — messages at the right time.
Innovation and Integration for Optimal Omni-channel Programs

Integrating our efforts with the company’s marketing automation platform and trade show activities enabled a comprehensive view of customers and optimized omni-channel campaigns. We also introduced the company to social campaigns for unbranded disease education and implemented one of the industry’s first “ask an expert” programs via click-to-chat and later via Facebook Live.

Enabled Sharply Focused Campaigns and Strategic Oversight Across Agency Partners

360-degree view of key customer groups.
Integration with marketing platform.
Analytics across all channels.
Digital Social Ecosystem Creates Community for Patients, Caregivers and Physicians

Industry: Life Sciences

The Challenge

Creating an unbranded experience on a web page or app helps educate patients, physicians and caregivers about a disease and can reveal valuable early market signals. One pharma company serving a niche population recognized it could create a community while also integrating education and support by building an unbranded digital social ecosystem. The goal was to raise awareness and help understand the needs of clinicians, caregivers and family members as well as patients.

The strategy required 24x7 operations and listening capabilities, plus governance to help ensure adverse events and other conversations of interest were identified and triaged. The company turned to us for a social playbook and execution.

Our Approach

We built and maintained an unbranded social ecosystem that integrated a website, YouTube channel, Pinterest and Facebook. Gauging health literacy was central: We analyzed audiences and developed personas to ensure each channel offered audience-appropriate educational resources aligned with key messages.

We adapted the design elements to these different platforms to maintain a common user experience while still making optimal use of each channel's unique features. The website provides more detailed information for those coming to it from a social outlet. The three social channels leverage the power of visual storytelling to convey key messages and offer tools for visitors to share their stories and engage with each other.
Growing Traffic Strengthens Community Ties & Recognition Program

The channel integration drives traffic among and between channels, building stronger community ties. The ecosystem has also strengthened a program in which community members may nominate patients, caregivers, physicians and organizations for awards honoring outstanding inspiration and support.

Growing Momentum

74% increase in web content sharing.
157% more time spent on website.
538% increase in Pinterest followers.
5,000% growth in Facebook likes.
Focus on Patients, Not Just Prescriptions, to Improve Outcomes

The Challenge

The shift to patient experience and treatment outcomes in the healthcare industry means that pharmaceutical companies must put a new focus on the person behind the diagnosis. With complex insurance rules, and an upcoming patent expiration on its flagship drug, a large global biopharmaceuticals company needed a strategy to engage with patients more deeply – and keep them loyal.

This pharma company valued our deep expertise in specialty drug marketing and our past successful engagements, and asked us to partner on a strategy and approach for this important initiative.

Our Approach

We helped the pharma company craft a service strategy that focused on simplifying and streamlining treatment for the patient, and then delivered the underlying infrastructure. By coordinating care, we helped the company create a patient-centric experience by connecting the various parties involved, from insurance to nurses to pharmacies, to valuable information about patient care. A mobile app further empowered patients to better manage treatment.
Support Beyond the Prescription Means Better Quality of Life

We helped the company create a program that would provide enrolled patients with improved quality of life, fewer hospitalizations and lower overall healthcare costs. The company benefits from continued loyalty and adherence to treatment plans.

Delivering Business Value

$3,000 savings per year per patient on cost of care.

+26% number of days an average patient is covered by the company’s drug.

26% of health professionals use the program to prescribe more drugs.
Developing Empathetic, Engaging and Empowering Patient Experiences

The Challenge
As clinical trial enrollment in North America continues to decline, pharmaceutical companies are faced with the challenge of maintaining and attracting new participants to trials. This important research is vital in helping to discover new molecules and devices to treat a growing number of humans who suffer from chronic diseases. Without sufficient participation, pharmaceutical companies will continue to face cutbacks and be forced to move research to developing countries where appetites and interest are high.

To reverse this trend, a global pharmaceutical company partnered with us to re-imagine its Patients@Heart support program in an effort to build a patient-centric program capable of maintaining and increasing enrollment in its clinical trials.

Our Approach
To develop a deep understanding of the clinical trial experience, we conducted a series of context labs through which the team had the privilege of discussing intimate disease and trial moments with real patients. Insights generated from these labs and clinic visits with healthcare providers helped to paint a complete picture of the clinical trial ecosystem, including pre- and post-trial activities.

The team considered patients’ physical and emotional states and plotted tactical pain points to help gain an empathetic understanding of the true patient journey. These inputs led to the creation of 16 distinct program ideas, which were then prioritized down to three core concepts.
Supporting Patients Through Clinical Trials Ensures Better Outcomes

All three concepts have been put through rigorous patient and healthcare provider testing to ensure alignment with business objectives and to create a truly patient-centric program.

The new support program contains web-, print- and event-based elements that work together to provide an empathetic, engaging and empowering experience for patients enrolled in clinical trials. The program has already won internal awards.
The Challenge

The aging population has been plagued by invasive, impersonal and isolated care in a health ecosystem centered on providers instead of patients. A leading healthcare company's investment in at-home care was aimed at healthcare delivery and guidance in the home, but the organization needed to uncover future-state concepts in this identified opportunity space.

We were brought on board by the health provider’s innovation team to frame the design of the experience in 2020.

Our Approach

Coupling a thorough ethnographic exploration and synthesis of the organization’s existing research, we isolated the patient support activities and players that would need to be accounted for. Through mapping and subsequent rapid concept design, the team provided a vision into at-home care in 2020.

Guided by four design principles constructed upon the insights, we applied a foresight lens to the company’s strategic opportunity space. Profiles of elders with chronic health conditions and varied levels of emotional well-being and independence were leveraged to ensure both practical and emotional needs were reflected in the design.
A Focus on the Future of At-Home Care Moves Forward

The future experience comprised 14 early digital and wearable product concepts for data-enabled, real-time solutions. Features were natural extensions of the care provider’s offering. The seamless, integrated health experience employed a palatable digital product suite, extended feelings of comfort and amplified proactivity for care providers. The health provider is now moving forward with building out a roadmap to meet this future vision of at-home care, including plans to prototype facets and products of the delivered future-state experience.

Delivering Results

Health plan provider featured as keynote speaker at 2015 Connected Health Summit.

Established partnership with AMC Health to implement our recommended strategies for post-discharge at-home care.
Designing Products that Identify and Meet Real Patient Needs

Industry: Life Sciences

The Challenge

For the first time ever, a large life sciences company and leading producer of stoma bags was missing sales targets. The company needed a strategy that would lift the existing portfolio as well as point to future successful innovation.

Rather than produce incremental product improvements, the business wanted to develop innovations that would truly solve customer problems. We worked with our partner ReD Associates to help the business better understand customer needs, reframing the question from “How do we sell more products?” to “What is patients’ experience with ostomy care?”

Our Approach

Our research revealed the core problem that patients experienced with stoma bags was bag leakage.

Moreover, the team realized that while products were made with an idealized body in mind, real-world patients are different – they have surgery scars and bumps, and some people have lost weight while others have gained a great deal. While seemingly simple, no industry players had solved for this problem.

This perspective transformed the company’s design approach from improving marginal features to building products from the bottom-up for all different body types.
Creating a Product Portfolio that Fits All Body Types

Based on the research, the company developed a new set of products for each of the seven most common body types — enabling the stoma bags to better fit the patient, reducing incidents of bag leaks.

The new perspective provided the company with a guiding principle, allowing it to re-center its portfolio and streamline its pipeline. As a result, the company’s share price has more than doubled.
Counting on the Digital ICU at Patients’ Most Critical Hour

The Challenge
Saving lives is serious business with no room for error in the ICU. A large international health network recognized that paper charts and limited integration of data from various hospital information and clinical systems resulted in caregivers having incomplete or inaccurate data for decision making.

The health network partnered with us to create a solution that would improve efficiencies and eliminate errors at a patient’s most critical hour, the time spent in intensive care.

Our Approach
We embedded a research team into the ICU for six months to observe interactions between staff and patients. Through this process, we created a digitally connected ICU solution - a comprehensive, completely paperless, fully connected tablet- and cloud-based point-of-care solution optimized for the hospital network's ICU.

The solution provides real-time and clinically guided inputs to caregivers, connecting lab, EMR, radiology and devices to provide a single view of patient data at the point of care, while monitoring more than 150 patient parameters. We enabled automated alerts to prevent oversights, and implemented connectivity for personal mobile and wearable devices.
Digital Insights and Real-Time Alerts Ensure Caregivers Don’t Miss a Beat

Digitizing the many paper-driven ICU processes greatly improved efficiencies. As a result, caregivers were more likely to follow the processes, improving patient outcomes. Access to the latest data, accessed via the application, alerts and personal devices, has reduced gaps of omission in patient transfers and decreased errors.

15% decrease in patient ICU stay.

45% increase in nurse efficiency.

80% reduction in human oversights of standard processes.

50% increase in patient satisfaction.
Communication and Coordination at the Heart of Transforming Patient Care

The Challenge

With a shifting focus to patient outcomes, health providers are challenged to improve patient experiences. A large nonprofit health system recognized that by digitizing, it could reinvent the healthcare landscape by driving consistency, responsiveness and quality. This would greatly improve patient and provider satisfaction in a highly competitive market, in which 22 area hospitals serve fewer than two million residents.

The organization partnered with us to improve patient engagement and enable more effective communication and coordination among primary care physicians, hospital physicians and system facilities.

Our Approach

After working to understand the organization’s business objectives, completing interactive workshops, interviewing key stakeholders and analyzing workflows, we deployed an as-a-service, high-touch patient engagement platform. This solution incorporates live interactions, portals and communications tools, including chat, e-mail, phone and social media feeds to create a comprehensive view of patient and care information.

We built analytics into the platform to track performance and create real-time alerts for nurses, such as when a prescription has not been filled, an appointment has not been made or a PCP has not been assigned. The platform now coordinates a large number of administration and care services.
Digitizing Care Coordination Keeps Caregivers Connected

Our partnership in transforming patient communications and coordination has helped the health system continually differentiate itself with its quality of care and patient and physician experiences it delivers. The health system has moved from the 24th percentile in the Centers for Medicare and Medicaid Services’ HCAHPS Patient Satisfaction Survey Top Box to the 98th percentile.

15% reduction in no show appointments through improved care coordination.

Improved primary care physician experience, with 24x7 on-demand live clinical call support and real-time information.

350% increase in incoming patient transfer volume.

100% patient follow-up post discharge within 48 hours.
Automation Enables Growth and a Focus on Providing Care

The Challenge
Tending to ill children requires special expertise. As a children’s health organization grew, it took on a new line of business to better meet member needs, but faced a need to increase staffing from 350 professionals to more than 1,100 in less than a year.

To avoid the increase, the organization needed to significantly leverage automation to enable its claims examiners to manage existing work plus the new workload. Meanwhile, the organization saw an opportunity to address a troublesome monthly data process that was error-prone, time-consuming and costly. The health organization engaged our TriZetto team for help.

Our Approach
Our TriZetto consulting services helped the organization model process workflows, validate payment accuracy on test claims and manage and monitor day-to-day activity. We also enabled our Healthcare Process Automation Solution to process the low- to medium-complexity work that represents the bulk of claims received, and tuned it to process many common edits.

To address the issues with the monthly file, our electronic data interchange team helped the organization clean the data and fine-tune automation processes to load the files and reduce the amount of human intervention required.
Software Robots Form the Backbone of Claims Processing

Software robots log onto the organization’s system each day to process hundreds of claims automatically. The combination of our hosted technology, advanced automation and consulting services support has enabled the organization to significantly grow its business without adding headcount, paying expensive overtime or sacrificing quality. With costs controlled, more money is available for ensuring quality member experiences.

65% reduction in claim backlog in a single week.

$4,800 cost savings per month, per examiner over six months.

75%+ reduction in time for monthly processing, from four days to a single night.
Insurer Cures Data Issues with Automation

Industry: Healthcare

The Challenge
Financial transparency is emerging as a key driver of customer satisfaction in the increasingly competitive health insurance industry. A large health insurer had this lesson driven home when issues in reconciling claims data and resulting member service issues nearly led to the loss of a large customer.

An out-of-sync claims engine led to incorrect follow-up billing, requiring the insurer to manually address members whose claims had been paid incorrectly or had been completely unpaid. Members were deeply dissatisfied with their service, and one of the plan's largest employer groups was preparing to leave. The issue was also creating challenges in efficiently adding new client accounts.

Our Approach
Identifying, extracting and re-submitting affected transactions was forecasted to take at least two weeks, so we streamlined this process by creating a set of automation tools that used minimal amounts of data to identify out-of-sync accounts, correct errors, such as demographic data mismatches, and generate new transactions that brought the systems' totals into balance.

We also enabled the insurer to successfully add several large employer group accounts, with our automated tools synchronizing member-shared accumulator data across multiple claims engines.
Keeping Claims Data in Sync Makes Members Happy

As the healthcare industry’s focus on serving individuals sharpens, accurate member-facing financial data will be a critical competitive prerequisite. Our automation tools for synchronizing shared accumulator data will continue to enable the insurer to deliver high-quality member service, streamline administrative performance and ensure data quality and accuracy.

89% reduction in workforce hours spent on reconciliation.

10% improvement in accuracy in claims adjudication by reducing incorrectly paid or unpaid claims.

86% reduction in time for new account onboarding and migrations processes.

Improved customer retention and satisfaction.
Medical Device Maker Brings Therapy to Patients’ Homes

Industry: Life Sciences

The Challenge
For any patient, at-home treatment is almost always preferable. When a medical device manufacturer saw an opportunity to turn one of its specialized treatment devices from a hospital-only product into a connected mobile solution, enabling it for use in home therapy, the company acted to do so. Success would make treatment more affordable, reduce patient costs, and lay the groundwork for real-time monitoring.

The company began development on the new device, but creation of the basic therapy consumed more time than anticipated, and it cut into the schedule for building connectivity. With an aggressive timeline, the company sought out our help with connectivity and user experience.

Our Approach
After collecting basic requirements on data integration and documentation, we engaged in planning and delivering a connectivity roadmap. Addressing data storage was imperative, so we provided a PLM administrator to work on-site to manage the system of record.

We also helped to address the end-user experience for using the device, ensuring simplicity so patients and caregivers could easily operate it for home therapy, and transmit data from the device. Now, we are delivering on projects directly tied into connectivity, including deploying RFID for the device’s rechargeable components for capturing data into the supply chain system.
Affordability and Accuracy of Treatment Improve with IoT-Enabled Medical Devices

Our role in accelerating development of this new product, through IoT strategy, staff augmentation, user experience and technical expertise, will ensure that this medical therapy is delivered in a timely and meaningful way, greatly benefiting the client and its patients worldwide.

Reduced company’s projected completion date by six to eight months.
Reduced device downtime.
Improved patient experience.
Increased clinician productivity.
Enabled data analysis for preventive maintenance.
IoT Plays Primary Role in Preventing Faults in Surgical Equipment

Industry: Life Sciences

The Challenge

When patients are anticipating surgery, the last thing they want is a delay, especially one caused by the surgical equipment. To prevent such delays, a large U.S. manufacturer of endosurgery equipment routinely sent highly trained personnel into the field to visit hospitals and tend to each piece of equipment, gathering status and device health data and servicing the devices.

However, this was extremely costly in time and effort, not to mention lost sales as the personnel were also responsible for selling the devices. Further, the manual nature of maintenance meant slow response to actual failures. The device maker sought our help to improve the process.

Our Approach

The devices already stored important data like surgery type, tool usage sequence, the time used for incision, ablation and cautery, and total lifetime usage. We helped the company create a process for capturing this data in an automated and remote way, eliminating the need for field personnel to visit sites for simple data collection.

We helped devise an IoT instrument to plug into the device maker’s existing equipment, which prevented major delays in deployment and avoided the need for recertification of the field devices.
Capturing Every Data Point Enables Better Equipment Health

Using IoT, data about the health of the devices is transmitted automatically, enabling strategic and maintenance planning, as well as remote and faster updates. Problems are caught immediately, and downtime can be reduced.

With a better way to provision updates and enhancements, and a better understanding of device performance, the medical device maker will provide more effective tools, which will deliver better customer and patient experiences to thousands of people worldwide.

$6M in projected savings annually.

<1 year to achieve ROI.

Improved patient outcomes and faster deployment.
Solution to Billing
Problem Opens Door to Expansion

Industry: Life Sciences

The Challenge
A problem with billing customers can have far-reaching effects. Not only does it jeopardize relationships with the customers in question, but it also puts growth and expansion at risk.

One diversified technology company was struggling with its non-standard billing requirements and legacy systems. Because of these obstacles and performance issues from outdated technology, the company could not fully automate billing and experienced errors, late invoices and increasing costs due to the manual work and lengthy processing involved. As it hoped to grow, the company sought us out for a solution.

Our Approach
We helped the company migrate its legacy billing system to a more efficient cloud-based system, and introduced the S3P subscription platform, enabling the technology to overhaul the company’s billing processes completely.

We worked with the company to manage business rules defined within each customer’s contract to automate bill calculations accurately. The solution also provided configurable milestone and recurring billing rules, which gave the company even more flexibility for its many types of contracts. We also helped implement regional currency features, which, combined with the extensive business rule management, allowed the company enough capability to expand to international markets with its products.
Opening New Markets and Models with Pay-Per-Use

With billing issues resolved, the technology company is also able to take advantage of S3P’s subscription selling capabilities. By defining new billing models, the company’s healthcare division launched an innovative new way to sell its life sciences equipment to customers, enabling customers to spread out the costs of much-needed equipment to a pay-per-use payment subscription. Customers are now able to pay by the number of scans produced, rather than by purchasing equipment outright, creating a completely new revenue stream.

40% reduction in manual billing work effort.

60% reduction in time to generate invoices.

Improved cash collection, accuracy and ability to expand to new markets.
With the power of new sources of data from wearables, genomics and their own development processes, life sciences companies can go beyond creating effective drugs and devices to personalizing therapies, treating conditions before they arise, and partnering with providers and people to advance lifelong healthy living.

We’re helping leading companies lead with digital.
About Cognizant’s Life Sciences Practice

Cognizant’s Life Sciences practice is committed to helping change millions of lives for the better by partnering with clients to build solutions to healthcare challenges, continually improve the way they do business, set the pace in clinical development, strengthen their regulatory infrastructure, and increase competitiveness. Cognizant serves 30 of the top 30 global pharmaceutical companies, 9 of the top 10 biotech companies, and 12 of the top 15 medical device companies. With a large team of dedicated professionals including doctors, pharmacologists, physicians, biomedical engineers, pharmacists, biostatisticians, medical writers, and GxP consultants, the practice provides domain-aligned consulting, IT, business process, software and as-a-service solutions globally. Visit us at http://cognizant.com/life-sciences.

About Cognizant

Cognizant (NASDAQ-100: CTSH) is one of the world’s leading professional services companies, transforming clients’ business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 205 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

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