Hitachi Solutions

Microsoft

5 ways

a digital front door is redefining healthcare experiences

Empower patients, members, and staff with an integrated experience

Healthcare organizations are implementing digital front door strategies

Healthcare providers and payors are creating digital front doors to transform the experience for consumers and staff alike. They want to improve patient and member access and engagement, while also benefitting from centralized data and streamlined processes.

55% **U.S. healthcare organizations use a digital front door to interact with patients.**

Hitachi Solutions and Microsoft partner with healthcare providers and payors to develop digital front door strategies, create a connected experience, and optimize critical business processes.

Gaining clarity on an important trend

A digital front door:

- Is a long-term strategy for consumer care
- Provides single-point access to services
- Enables patients to access virtual care delivery
- Links teams to collaborate on care or operational processes
- Streamlines services like scheduling, referrals, and payments

A digital front door is not:

- Just the latest buzzword
- A fancy web portal
- A new app or system
- A band-aid on broken processes

Overworked Oliver and Streamlined Serena tackle common healthcare tasks

Let's follow **Overworked Oliver** and **Streamlined Serena**, two busy individuals trying to navigate care. Overworked Oliver will use traditional processes to access services, while Streamlined Serena will use her digital front door.

1. Scheduling an Appointment

Old way: Overworked Oliver calls his provider, gives his information, and is placed on hold. He gets connected to a scheduling rep and must repeat his information in order to schedule an appointment.

Digital way: Streamlined Serena logs in to her digital front door and schedules a virtual appointment that's convenient for her.

Benefits: With a digital front door, healthcare providers and payors can focus front-line staff on consumer care, not just scheduling duties. They can deliver an exceptional experience from the first interaction on.

38% of US healthcare patients have received virtual care in 2022.[2]

2. Completing the new-patient onboarding process

Old way: Overworked Oliver arrives at his appointment 30 minutes early to complete paperwork and make a copay.

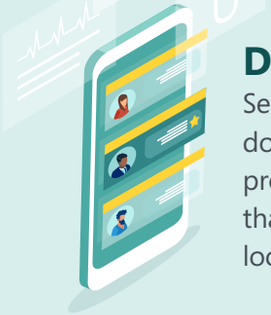
Digital way: Streamlined Serena receives a text message to login to the digital front door. She sets up a profile, completes a pre-visit questionnaire, and authorizes a copay ahead of time.

Benefits: With a digital front door, patient data is seamlessly integrated into electronic health records (EHRs). Clinicians and front-desk staff have data at their fingertips, enabling them to deliver better care.

Asynchronous messaging simplifies clinician-patient interactions by reducing phone tag.

3. Getting a referral

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.



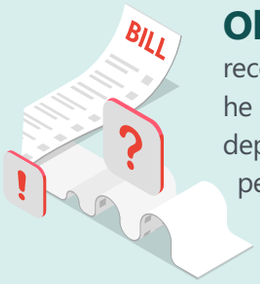
Digital way: Streamlined Serena logs in to her digital front door and is served up an array of providers. She selects the best one that meets her needs for expertise, location, and near-term availability.

Benefits: With digital referrals, healthcare systems can improve patient care and outcomes, while driving revenues.

15% to 25%

Estimated revenue increase in the first year for specialists who use digital referral solutions.[3]

4. Navigating a billing question or dispute



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 is placed on hold. He fills out a dispute claim, scans it, and emails it back. A week later, the dispute is resolved but he still needs to wait for a new bill.

Digital way: Streamlined Serena receives a push notification to her phone about a new charge. After reviewing it, she contests the test fee by interacting with a virtual agent or chatbot. With digital workflows, the inaccurate charge is removed that same day. She then pays her bill using click-to-pay, since her card information is stored in her online profile.

Amount the U.S. healthcare industry spends on administrative costs.[4]

15% to 25%

Benefits: Healthcare organizations and payors can decrease invoicing costs and improve working capital by accelerating digital payment processes.

5. Improving Customer Communications

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

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.

Benefits: Healthcare organizations can reduce marketing and communications costs with digital front doors, while gaining analytics on consumer engagement.

27% **Healthcare members would use their insurer's site more if they received regular healthcare reminders via email or text.**[5]

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.

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

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Why create a digital front door?

When your healthcare organization implements a digital front door, patients and members can:

Streamline care access

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

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.

41% **Patients would consider changing providers for a better digital experience.**[6]

Healthcare providers and payors benefit by:

Winning new business

Healthcare organizations can use digital processes to woo new patients and members, standing out from the competition.

Increasing productivity

Digital workflow makes it easier for clinicians to see more patients and support staff to complete key duties.

Maximizing self-service

Patients and members can handle routine requests independently, saving calls for more important issues.

Streamlining operational processes

Digital front door strategies make both front- and back-office processes more efficient.

Reducing no-shows

Offering telehealth appointments reduces no-shows by up to 75% because they're easy for patients to keep.[7]

77% **Healthcare organizations are investing in technology to win new customers.[8]**

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Get started building your digital front door today

Connect with a Hitachi Solutions digital healthcare expert

Watch more about how healthcare organizations are using digital front doors

Read Digital Front Door: Improving Patient Experiences in 2022

1 Beckers Health IT, December 7, 2021
2 MHealthIntelligence, March 4, 2022
3 Healthcare Finance, October 23, 2019
4 JAMA Network, October 20, 2021
5 Forrester infographic
6 Hitachi Solutions blog
7 Telemedicine and e-Health, December 13, 2021
8 Forrester infographic, ibid