avanade | SITECORE®

Do what matters

Reimagine the digital healthcare journey through accessible, personalized and patient-centered experiences

Healthcare Experience Accelerator

Part of the Avanade Care 24/7 suite powered by Sitecore

"The newly empowered consumer will make the shift to new healthcare offerings and turn not to the organization that is closest geographically, but to the [provider] that offers the best experience."

— Arielle Trzcinski, Principal Analyst, Forrester

As the healthcare landscape becomes more consolidated and competitive, organizations must provide a differentiated patient experience

2,395

healthcare **merger and acquisition deals** were recorded in 2022 – an **8% increase over the previous record** of 2,214 deals in 2021.[1]

92%

of healthcare consumers agree that having a **good patient experience is "extremely important" or "very important"** – yet 76% said that they have *not* had a positive experience in the past year.[2]

20%

of healthcare providers will shift away from patient portals tethered to the EHR in favor of **digital front door solutions** as the **primary method of digital patient engagement** by 2026.[3]

Sources:
1. Irving Levin Associates, "*Record-Breaking Health Care M&A Activity Recorded in 2022, According to Acquisition Data From LevinPro HC,*" January 13, 2023.
2. The Beryl Institute, "*Ipsos PX Pulse Consumer Perspectives on Patient Experience in the U.S.,*" November 2022.
3. Gartner, "*10 Strategic Data and Analytics Predictions Through 2028*," May 22, 2023.

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Do what matters

Providers face challenges creating engaging experiences across the entire digital health journey

Acquiring new consumers / patients in a saturated market

Increasing patient lifetime value and share of wallet

Operating with high patient churn and market share loss

Optimizing marketing performance and budget efficiency

Removing logistical and financial barriers for underserved patient populations

Improving low patient engagement and satisfaction scores

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Do what matters

Providers that put patients at the center of their modernization journey drive business value and patient outcomes

Maintain and grow market share

Improved market share and competitive intelligence

Omnichannel data analyzed across systems to improve business decision-making

Measurement of customer lifetime value and increase of share of customer wallet

Improved patient acquisition

Enhance the patient / customer experience

Lower call center volume and more online appointment scheduling

Delivery of consumer-grade omnichannel, personalized experiences

Higher patient satisfaction scores achieved

Better brand loyalty

Optimize marketing operations

Automated marketing campaigns

Optimized advertising and marketing technology spend

Improved third party ratings (i.e., US News & World Report)

Optimized marketing and technology costs

Do what matters

Patients and clinicians alike want **better experiences.**

1.Accenture, "Patients Want to Continue to Use Virtual Care Even After the Pandemic Ends," July 9, 2020
2.PatientEngagementHIT, "COVID-19 Accelerates Patient Experience Efforts, Care Coordination," March 8, 2021,
3.Medscape, "2021 Physician Burnout Report," January 25, 2021

60%
of consumers say they want to use technology more for communicating with providers and managing their conditions.[1]

72%
of patient experience strategies include an emphasis on care coordination for all healthcare organizations.[2]

79%
of physicians say that their burnout began before the COVID-19 pandemic.[3]

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From acquiring market share and attracting new patients to enhancing the patient experience and improving brand loyalty – healthcare organizations need to re-envision how they provide a connected, patient-centered digital experience.

Where are you in your digital health transformation – are you differentiating from your competitors to provide your patients with truly integrated, personalized care?

Do what matters

Lead with experiences by being obsessively focused on the patient experience and enhancing access for all – particularly underserved populations – across the entire healthcare journey.

Personalize thoughtfully by leveraging patient data – without compromising HIPAA privacy laws – and using those insights to create future interactions that feel authentic, personal and unique.

Continuously improve by developing a mindset of continual change and implementing feedback loops and monitoring overall performance.

Meet patients where they are with an easy-to-use digital experience that increases access to personalized care and builds brand loyalty

Our Digital Front Door solution enables providers to deliver industry-leading experiences for patients through a prioritized set of features and capabilities that modernize the digital healthcare journey.

Do what matters

Create a patient-centered experience by reimagining three key areas of your digital healthcare journey

Website purpose

The specific pages and content that site visitors use to complete a task or achieve an outcome

User experience

Specific experience design and website attributes and features

Brand strategy

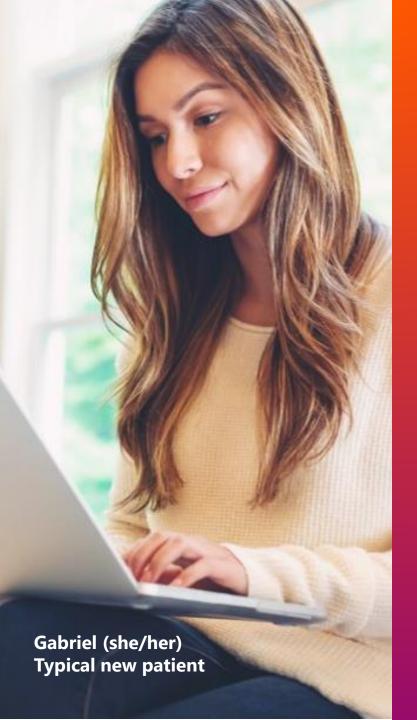Overall experience, brand and voice of the health care provider's website

Digital experience capabilities

- Online appointment scheduling
- Find a provider
- Search for a condition or treatment
- Provider detail pages
- Location pages

- Accessibility
- IA and navigation
- On-site search
- Mobile device experience
- Search engine performance

- Brand purpose
- Visual brand and identity
- Diversity, equity, and inclusion (DE&I)
- Environmental, social and governance (ESG)
- Recruiting

Discover how the Experience Accelerator supports a consumer grade Healthcare Experience

Patients want to be met where they're at – they are looking for a healthcare experience that is inclusive, accessible and intuitive.

Gabriel (she/her)
Typical new patient

Attitude
The user's overall attitude towards healthcare and personal wellness

Prefers community-based healthcare options over a large hospital campus or location

Wants to see a primary care physician with a connection to her community

Access
How the user prefers to access healthcare information, services and treatment

Prioritizes same-day or next day appointments

Prefers digital channels for all interactions with her physician and healthcare planning

Approach
How the user goes about searching for / selecting a provider and managing wellness

Prefers a PCP who speaks both English and Spanish

Looks for physicians with large number of online ratings and reviews

Willing to visit retail clinics or urgent care for minor issues versus waiting to be seen

Do what matters
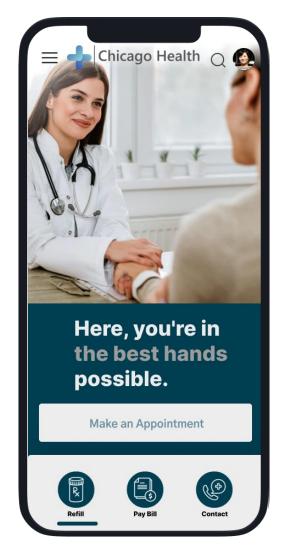
Deliver a consumer-grade healthcare experience

Give your patients complete control over finding a doctor, scheduling online appointments, accessing medical records and engaging with content that builds loyalty while delivering world class care.

- Provide intuitive and easy-to-use experiences across desktop, mobile devices and tablets
- Reduce call center volume with digital capabilities and functionality
- Enhance accessibility for all consumers and patients
- Optimize for search engines and improve brand reputation

As 77% of patients search online for doctors either often or sometimes, a strong web presence is critical – 36% of patients say that a practice's website is a primary factor when choosing a provider.[4]

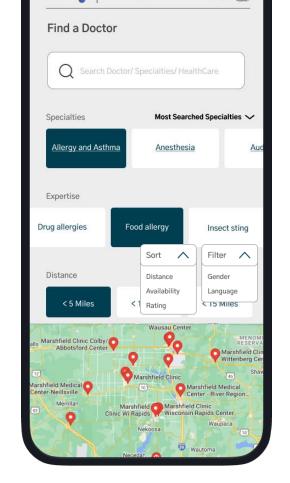*Source: PatientPop, "Patient Survey Report 2023," 2023.*

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Make finding a physician simple

Give consumers and patients the appropriate controls to easily find a new doctor or specialist based on a variety of factors, including:

- Specialty
- Expertise
- Insurance
- Location
- Schedule availability
- Languages spoken
- Ratings and reviews

78% of healthcare providers agree that an online presence has become increasingly important over the past few years as the rise in healthcare consumerism has led to a patient preference for self-service and digital engagement.[5]

Source: PatientEngagementHIT, "Docs Want Bigger Role in Online Presence, Scheduling, Patient Loyalty," June 27, 2022.
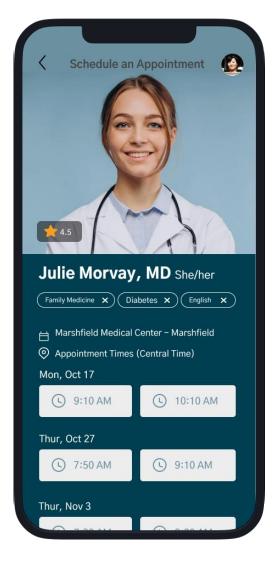
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Select an online appointment with ease

Make booking an online appointment with a physician as easy as making a restaurant reservation. Enable patients to find the right provider for their needs with filters like:

- Date
- Time
- Location
- Waiting list
- Important information for the appointment, such as:
  - Directions
  - Parking
  - Location wayfinding

68% of healthcare consumers agree or strongly agree that their trust in healthcare has declined over the last two years – one of the top reasons cited for this decline is difficulty in getting needed appointments (39%).[2]

Source: The Beryl Institute, "Ipsos PX Pulse Consumer Perspectives on Patient Experience in the U.S.," November 2022,.

Schedule an Appointment

★ 4.5

Julie Morvay, MD She/her

Family Medicine ✕ Diabetes ✕ English ✕

📅 Marshfield Medical Center – Marshfield
📍 Appointment Times (Central Time)

Mon, Oct 17
| 🕐 9:10 AM | 🕐 10:10 AM |

Thur, Oct 27
| 🕐 7:50 AM | 🕐 9:10 AM |

Thur, Nov 3

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Streamline managing appointments

Simplify scheduling by reducing the number of clicks needed to complete an online appointment and proactively communicating important reminders.

- Leverage EMR login to reduce the number of questions and time needed to complete appointment
- Provide guest check-out
- Send SMS reminders and cancellation notifications
- Enable SMS re-scheduling
- Build in marketing opt-ins

70% of patients who tried booking an appointment online using a self-scheduling tool or patient portal were eventually referred to a call center staffer to finish booking – negatively affecting care access and the overall patient experience.[6]

Source: PatientEngagementHIT, "Online Appointment Scheduling Falls Short, Dissuades Care Access for 61%," Nov 15, 2022.
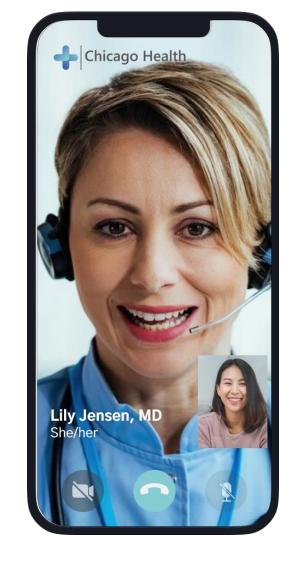
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Enable access to telehealth services

Make it easy to find and engage a healthcare provider or specialist with one-click telehealth services, including:

- Finding telehealth appointments or availability
- Scheduling an online appointment
- Engaging with a doctor on desktop, cell phone or tablet

88% of patients want to use telehealth to address non-urgent matters such as engaging in live chats with medical staff to discuss test results.[7]

Source: Adobe, "The biggest healthcare marketing trends for 2023," Nov 8, 2022.

Chicago Health

Lily Jensen, MD
She/her

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Do what matters

We're ready when you are

Let's have a conversation about how we can work together to achieve your patient experience goals.

One-hour call

Discuss the trends impacting healthcare and how we can help your organization do what matters for your patients to accelerate growth

.

Half-day workshop

Hold a collaborative session to uncover opportunities and converge on key business goals to begin designing your digital health transformation journey

Proof of value

Bring together our experts and your teams for a four to six-week engagement to co-create your patient experience strategy, business case, and roadmap
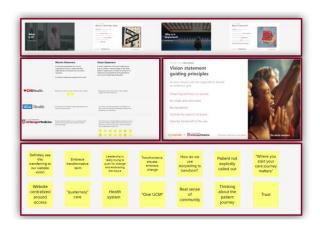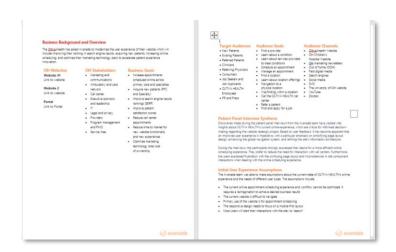
Do what matters

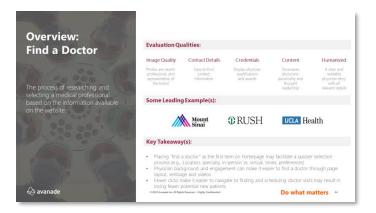# Proof of value deliverables

Interviews

Workshops

Competitive and comparative review

Patient personas, mindsets and journeys
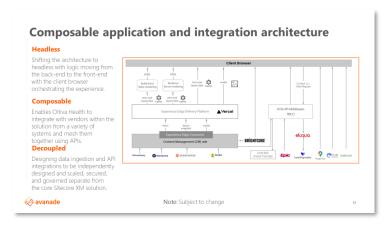

Creative or UX project brief
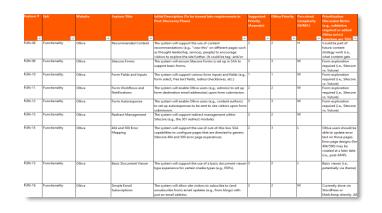

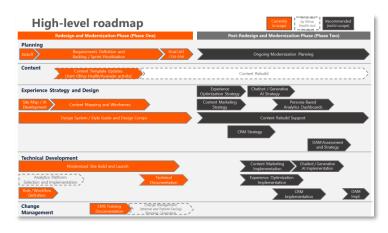Website vision and guiding principles

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Proof of value deliverables contd.

Technical design document

MVP definition and prioritized backlog

Strategy and roadmap

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About Avanade

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Do what matters

Why Avanade? We bring unparalleled Microsoft and health industry experience to our clients

Avanade's Health and Life Sciences (H&LS) team knows the industry challenges that our clients face and how to address them with the Microsoft platform. We have a global practice of 1,000+ technical, functional and organizational change-professionals, health strategists and consultants serving healthcare providers, health insurance plans, life sciences and medical device organizations.
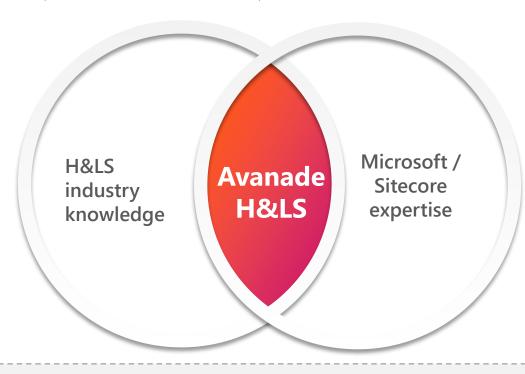
All top **10 global pharmaceutical** companies

90% of Fortune 500 life sciences companies

125+ public health organizations in more than **20 countries**

H&LS **business value frameworks**

H&LS industry knowledge

Avanade H&LS

Microsoft / Sitecore expertise

18X consecutive winner of **Microsoft Global Alliance SI Partner of the Year**

Microsoft Global Healthcare Partner of the Year 2020

60,000+ Microsoft certifications – more than any other partner

Largest Sitecore partners

| Our Capabilities | Care 24/7 | Healthcare on Azure | Epic on Azure | Digital Front Door |

Do what matters

Our end-to-end customer experience services

Achieve business outcomes and deliver industry-leading experiences

Digital strategy and innovation

- Transformation planning
- Digital capabilities benchmarking
- Digital products and services design
- Always-on digital innovation

Customer experience

- Customer experience design; strategy / journeys
- Web or mobile experience design and front-end development
- Digital in physical / retail experience design
- Content and customer service technology platforms

Marketing modernization

- Content strategy, marketing and search (e.g., SEM, SEO)
- Social campaign management platforms
- Digital asset management
- MarTech campaign, marketing and CRM automation platforms

IT modernization

- IT strategy and consulting
- Enterprise architecture
- Cloud technology migration and managed support
- Custom development and systems integration
- Platform upgrades and SaaS migration

Commerce

- Omnichannel commerce strategy
- Commerce experience design
- Commerce and OMS technology platforms
- Commerce optimization and management

Managed services

- Content creation and production support
- Infrastructure support
- Application support
- 24/7 or custom support
- Call center tech support

Do what matters

Avanade excels at Sitecore

We are proud to be Sitecore's first and largest Global Platinum Partner.

More than

450

digital marketing clients in

22
countries

Demant Most Impactful Human Connections in a Changing World Award

Subway Best ROI; Ultimate Experience & People's Choice Award

Sitecore best website awards

TakeDownCholesterol.com Health & Wellness

StockLand.com.au Real Time Engagement

Mobil.com Data Driven Category

Volvocars.com Best Experience

Open.edu.au Best ROI

Zurich.com Insurance

3,500
analytics professionals and
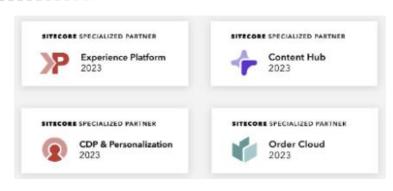
4,200
business excellence and automation experts

Practice specialization awards

Market-leading credentials for XM Cloud, Content Hub, Order Cloud and composable Sitecore ecosystem.

SITECORE SPECIALIZED PARTNER
Experience Platform 2023

SITECORE SPECIALIZED PARTNER
Content Hub 2023

SITECORE SPECIALIZED PARTNER
CDP & Personalization 2023

SITECORE SPECIALIZED PARTNER
Order Cloud 2023

6
Global Sitecore **Center of Excellence for Innovation** and 6 Global Sitecore delivery centers.

27 Sitecore Experience Awards
in partnership with our clients in the last five years

700
Over 700 UX professionals and 320+ LUMA human-centered design practitioners

800
Sitecore certified developers

1,300 Sitecore-trained consultants
More than any other firm in the world

10
Sitecore MVPs – 71 MVP awards since 2014

Do what matters

Demant brings life-changing hearing health to a global audience

Challenge

For more than a century, the Demant Group has played a vital part in developing innovative technologies and know-how to help improve people's hearing and health. In addition to providing hearing devices, hearing implants and diagnostics equipment and services for hearing care, Demant is a growing business in audio and video solutions for business professionals and the gaming community.

Over time, its web experience became increasingly complex to manage, with multiple brands and 217 websites in 130 countries.

Solution

Together, Demant, Avanade and Accenture brought all sites from multiple digital platforms, including Sitecore 8.2, to a single instance of Sitecore Experience Platform 9.0.

All sites are now hosted in the Microsoft Azure cloud. This accelerated the organization's journey to making better connections with its B2C customers and B2B clients.

Results

With increased agility and faster time to market – now rolling out 10 new websites per month – Demant can continue creating life-changing differences through hearing health. Results also include:

- An accumulative 71% increase in web traffic (up to 1.2 million monthly visits)
- Increased e-commerce conversion rates
- New B2B e-commerce functionality to offer 150 products across the platform
- 50% faster regression testing for production releases

Hospital Israelita Albert Einstein builds sustainable digital capabilities in record time

Challenge

As a leader and an innovator in medical and hospital care in Brazil, Hospital Israelita Albert Einstein is constantly improving its processes, relying on technology to serve its patients and business.

Faced with COVID-19 challenges, the hospital needed a new solution to safely and securely treat patients and support its medical teams.

Solution

Avanade worked with the hospital to build a patient self-service system allowing for online registration, appointment scheduling, check-in and printing ID bracelets. New digital and mobile at-home health services enable e-signatures, online payments and medical requests.

We helped Hospital Israelita Albert Einstein modernize an AI-enabled surgery center system where doctors can manage surgery scheduling logistics, assemble virtual teams, view electronic medical records and more.

Results

Today, the admission process for medical appointments takes just 55 seconds, compared to a previous six minutes. In unprecedented times, faster service can be a matter of helping to save more lives.

Merck's web content experience wins Sitecore Experience Award

Challenge

Merck Manuals, a comprehensive medical information source covering thousands of topics, recently switched to a digital-only strategy, with an ambitious goal to reach three billion people in eight years.

But the publishing cycle with its old CMS was too long, and there was a real risk that science would have changed by the time the update was eventually published. It was also critical to create a more accessible experience for users from different continents, viewing in different languages and on a variety of devices.

Solution

The Sitecore solution, hosted on Microsoft Azure and implemented by Avanade, has already provided the flexibility, scalability and cost-predictability that Merck was seeking.

It has also helped to drastically improve the way Merck manages and publishes localized medical content.

Results

Following the deployment, traffic to the Manuals website increased to approximately 450,000 impressions garnered each day, with more than 14 million sessions logged each month.

> "This is a great example of good user experience. Not only does the end consumer – such as physicians and patients – get a great experience, so do those who update and publish the content. It is critical to have an excellent platform with efficient, user-friendly, and well-configured tools."
>
> *– Michael DeFerrari, Director of Digital Publications for the Merck Manuals*

Premier creates personalized experiences across multiple brand sites

⛰ Challenge

After recent M&A activity that left their brand, content and experiences fragmented across dozens of disconnected internal systems, Premier Inc. needed a unified content management solution.

Its legacy systems were becoming increasingly costly to maintain, while manual processes were hindering employee productivity. Moreover, the current ecosystem was not able to provide personalized experienced to support the customer journey.

☆ Solution

Avanade performed an eight-week discovery and design process to: explore the current issues within the Premier content ecosystem; set a north star vision and goals for the future-state ecosystem; evaluate the current state architecture; design and optimize process workflows and journeys supporting key content and audiences to identify areas of improvement; and evaluate and recommend platforms to support the ideal future state.

◎ Results

The new solution supports key client segments and employee needs by creating effective, collaborative experiences across multiple brand sites and repositories.

The now unified enterprise technology stack saves management and IT costs by consolidating fragmented systems and streamlining and automating contract lifecycle management to prevent costly errors.

Premier is able to attract new customers through personalized experiences based on the customer journey.

Do what matters