

THE FUTURE OF HEALTHCARE NOW

Realize transformative patient experiences
and accelerate innovation across the
healthcare continuum with SoftServe's
Human360° Digital Experience Platform
for healthcare providers.

softserve

Highlights

- Meeting consumer demands for retail-like digital experiences and delivering value-based care with a human-first mindset
- Driving proactive patient engagement with an integrated, unified, and personalized digital approach
- Increasing patient satisfaction with seamless data connections to health portals
- Fostering patient retention with simplified, AI-driven self-service capabilities
- Bringing solutions to market faster with our healthcare domain experts and stand-up solutions

In today's healthcare market, providers are often challenged with modernizing legacy systems to stay ahead of the growing demand for retail-like digital experiences from patients and the increase in telehealth services and IoT devices while at the same time keeping pace with strict regulatory compliance. Meeting these demands requires expanding IT budgets and human resources for newer technologies, components, and the expertise in deploying the modern digital experiences needed to drive exceptional patient outcomes while reducing overall costs. The keys to achieving modernization and elevating the healthcare consumer experience without unnecessary delays and issues are clearly defined end goals and leveraging deep, immersive industry expertise.



SoftServe's Purpose-Built Human360° Platform

The SoftServe Human360° Digital Experience Platform is a set of digital components and APIs purpose-built to rapidly integrate innovative technologies that help improve patient experiences and outcomes while dramatically decreasing costs. Human360° helps healthcare providers to efficiently improve legacy technologies and reduce the total cost of ownership by enabling rapid optimization of their patient digital experience. By leveraging pre-built components and best of breed CMS partnerships, Human360° enhances patient engagement and builds the foundation for intelligent self-service which improves patient outcomes and lowers the cost of service.

Low-Code No-Code

With SoftServe's Low Code-No Code approach, Healthcare IT leaders can integrate with and leverage current solutions without having to build something completely new. The Human360° building blocks allow capabilities that can grow with your evolving solutions and capabilities, and that ultimately will decrease the cost of operations in both the short and long term while delivering on what's most important - increased patient satisfaction and engagement throughout the entire healthcare continuum.

PATIENT CENTRICITY IS VITAL

TO IMPROVE OUTCOMES AND SAVE LIVES ACROSS THE HEALTHCARE CONTINUUM.

TRANSFORM OUTCOMES

- ✓ Reduce errors & improve decision making.
- ✓ Improve post-surgery recovery and satisfaction.
- ✓ Increase capacity for patient visits.

TRANSFORM COVERAGE

- ✓ Reduce manual call center load & increase portal adoption.
- ✓ Improve operational efficiency via process automation.
- ✓ Optimize group maintenance processes.



TRANSFORM MEDICINE

- ✓ Next gen diagnostics & therapeutics.
- ✓ Accelerate innovation.
- ✓ Improve biosensor accuracy.

TRANSFORM EXPERIENCE

- ✓ Gain insights for data-driven adherence decision support.
- ✓ Improve collections, reputation, and no show rates.
- ✓ Enable end-to-end surgical patient engagement for improved outcomes.

Patients at the Center

Patients expect solutions that add value to their life through seamless integration into their busy schedules. As providers redesign digital experiences to offer value-based and patient-focused services, the challenge then becomes transforming passive consumers into engaged and active participants in managing their own health. Improving overall quality of care is achieved by encouraging compliance and self-service capabilities with human-centered design. This is accomplished by developing a unified multichannel approach for communication with the consumer across the healthcare ecosystem utilizing chatbots, surveys, texts and system automation for basic healthcare consumer needs. Digital transformation also strengthens collaboration across a patient's care team, leading to higher quality care at a lower cost. Track patient activation, care plan compliance, reported outcomes, and more.

Drive Measurable Results

SoftServe brings over 27 years of healthcare domain experience, enabling firms to adapt and thrive in the digital decade and driving measurable business value across all healthcare segments. By leveraging our domain experts, healthcare providers can transform legacy systems and bring digital solutions to the market faster and more cost effectively and empower their teams without long-term consulting and support contracts.



Why Human360°

Deliver patient centric, connected experiences: Empower patients to be active participants in their care with personalized digital experiences, and drive better health outcomes with expanded care access via tele-health and IoT.

AI empowered data and cloud operations: Leverage advanced analytics technologies to improve clinical outcomes, operational management, and increase patient engagement.

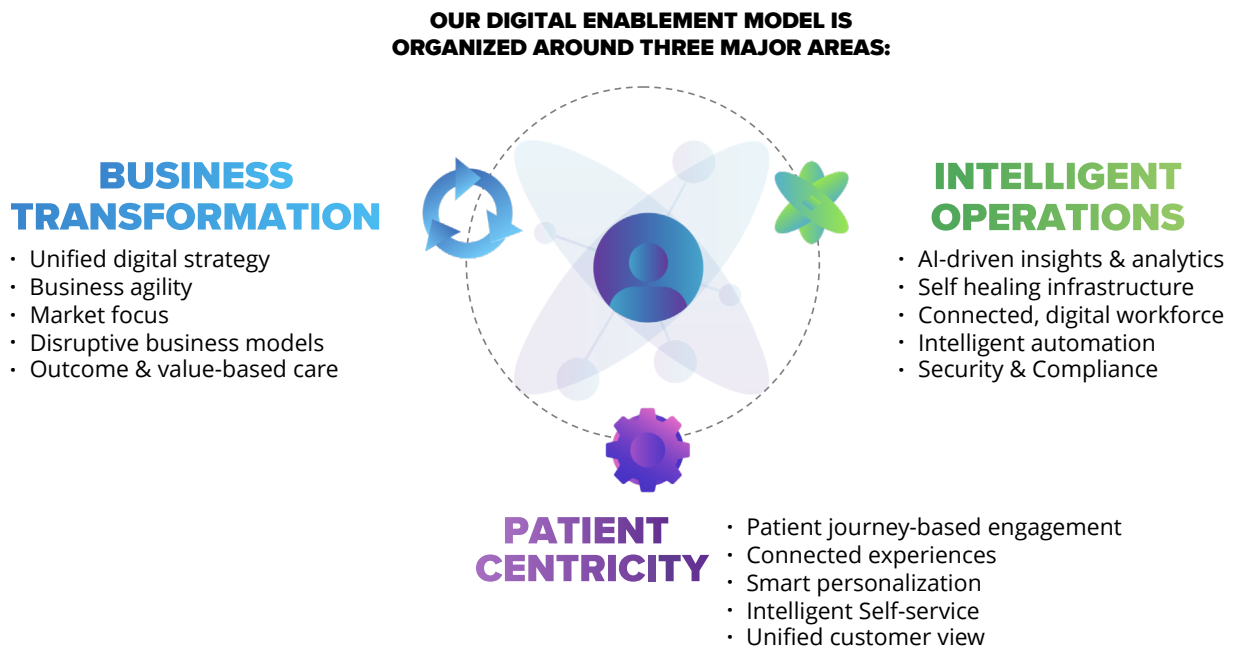
Digitally engaged workforce: Human360° Intelligent Process Automation capabilities build the digital back office to enable the workforce of the future.

Accelerated open innovation: Low-code integrates inbound channel information with business process management and back-end legacy integration.

Data Compliance: Assisting healthcare providers with meeting or exceeding data exchange compliance requirements including the 21st Century Cures Act, HIPAA, GDPR, and HL7 FHIR standards.

ASSESSING DIGITAL HEALTHCARE MATURITY

SoftServe designs solutions to drive healthcare operations to the strategic level of innovation and value-generation.



Human-Focused Experience Design

We are a trusted advisor and provider, enabling our clients to build transformative patient experiences and gain data insights to accelerate business outcomes across the healthcare continuum.

SoftServe's team of experts deliver innovation, quality, and speed built on a foundation of empathetic, human-focused experience design.

With over 1,500 certified healthcare consultants and technologists and over 70 active healthcare and life sciences clients, SoftServe optimizes and transforms the way healthcare insurance companies do business, ensuring value and continuity from concept to release.

LET'S TALK about your digital transformation journey and how SoftServe empowers our clients to deliver digital innovation, optimized clinical trials, and enhanced patient experiences.

Want to learn more? Check out our demo page of [SoftServe's Human360® Digital Experience Platform for Healthcare](#)



ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy-no matter where you are in your journey.

Visit our [website](#), [blog](#), [LinkedIn](#), [Facebook](#), and [Twitter](#) pages.

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