

# Let's be **brave** **together:**



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Digital Transformation of the  
Patient Experience

# In this practical guide, we'll cover:

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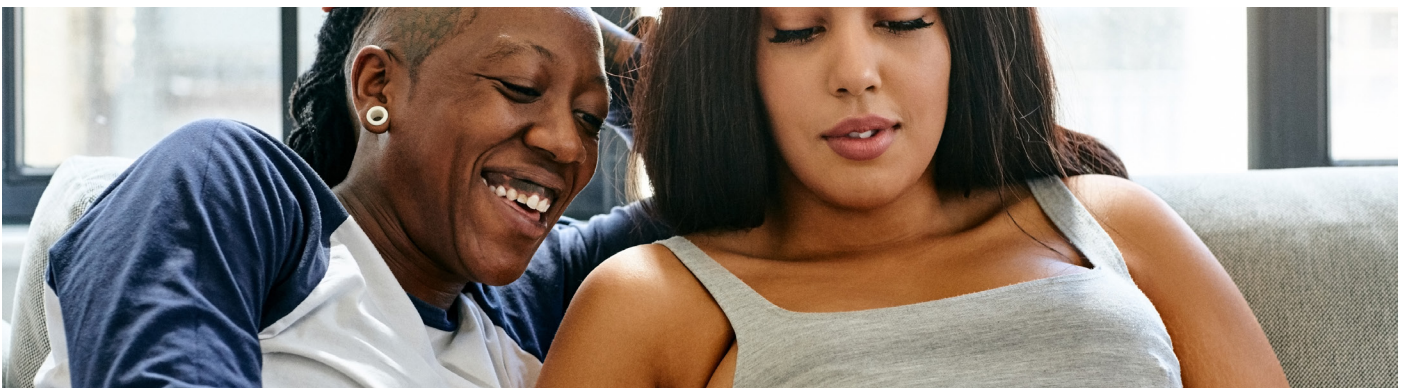
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# About Thierry Panthier, CIO Monash IVF

Thierry views digital transformation not as a silver-bullet one time solution, it's often like a 'choose your own adventure' journey. A journey that with IT firmly in the driving seat, can lead to significant gains in operational efficiency and elevation of patient and clinical experience.

Panthier's team supports the broader business to ensure the fundamental technology platforms are scalable, practical, and efficient as Monash IVF Group expands.

*"As Monash IVF grows across Australia, supporting new teams to embrace the tech stack available to them is business critical. My team's role is to reduce the friction when we are onboarding new Monash IVF sites and support an enhanced patient experience that's nuanced to a clinic's unique workflows and team. "*

- Thierry Panthier







# Leading the Future of Reproductive Health: Monash IVF Digital Transformation

# Leading the Future of Reproductive Health: Monash IVF Digital Transformation

## Leading edge fertility journeys

Monash IVF is one of the best-known fertility providers in Australia as they offer patients the best of both worlds, personal care and access to world class fertility treatment.

*“Monash IVF Group is at the leading edge of IVF technology. And the patient experience needs to meet patient expectations without impacting human connection between patients and their primary fertility care team.” - Thierry Panthier*

Prior to the implementation of digital patient pathways, a significant challenge across Monash IVF sites was the sheer volume of phone calls and paper based forms required throughout the patient journey.

In 2021, it became imperative to review how information was collected from patients and shared with clinical teams. To move beyond the basics of digitising forms and create an advanced digital experience for clinicians and patients alike.







## Patient Care Comes First

**One of the first steps in Monash IVF Group's digital transformation is to enhance the patient experience through streamlined digital patient pathways. These pathways optimise the collection and sharing of critical information with patients throughout their treatment.**

This reduces the burden of chasing paper forms and phone calls on staff, and seamlessly supports the complex requirements for all sites, workflows, and brands within the group.

Traditionally, some digital transformation strategies have focused on a one size fits all approach to execution. Without additional IT resources available for the project, it was essential for the Personify Care digital patient pathways to be flexible and scalable across new sites, processes and teams - without placing significant workload on the local administrative and clinical teams, or internal IT.

Thierry Panthier and the Monash IVF Group are leveraging the Personify Care technology to reduce the friction for patients during their IVF journey.



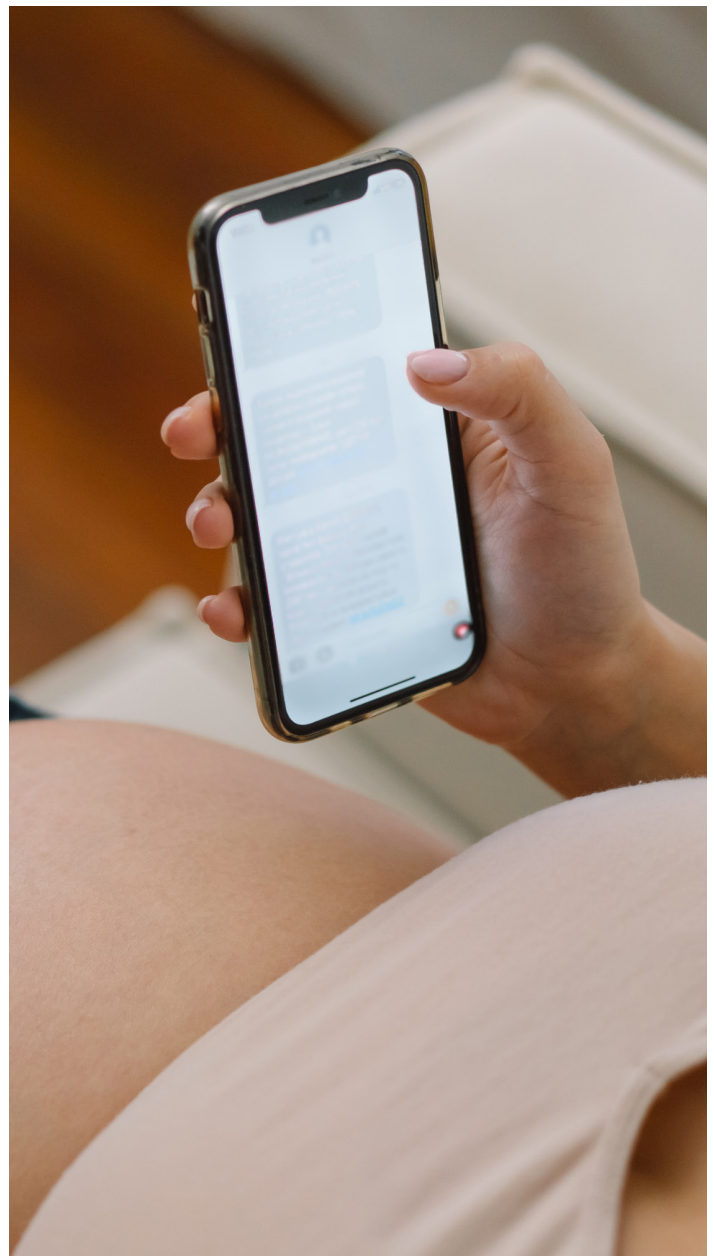
*“We consider taking a complex fertility journey into a seamless digitally enabled patient pathway as business critical. It’s how we scale the support of clinics across Australia to leverage technology for repeatable data collection and dissemination to then enable our fertility specialists to focus on the patient’s fertility journey. A simple patient experience in a complex and scary fertility journey is essential” says Thierry.*

## Internal ITs role as “Digital Enablers”

To deliver on a streamlined patient experience that also reduced the burden on our staff meant Panther needed to elevate the role of his internal IT from tech support to an internal partner supporting the Group strategy.

To execute on this strategy, Panther needed a platform that could optimise the patient experience for the Group.

“My team’s role is to support clinics and doctors with flexible and comprehensive pathways that act as a first touch ‘digital front door’ for patients. “





At a practical level, this is removing the friction of data collection and information sharing between patients and clinicians. Converting clunky paper forms, phone calls and physical booklets into a digital experience with high adoption rates across patient cohorts.





# Not Just the “Digital Front Door”



## One platform, multiple iterations.

Panthier's team rapidly deployed a bespoke patient experience leveraging the Personify Care platform. The team supports a national group of clinics with unique patient workflows that are flexible to the changing dynamics of a patients' journey and continuing COVID-19 impacts.

The workflows needed to be scalable, and support various types of fertility journeys and patient cohorts from egg donors, surrogates, those seeking to preserve fertility, and prospective parents seeking to preserve fertility, and prospective parents and partners.



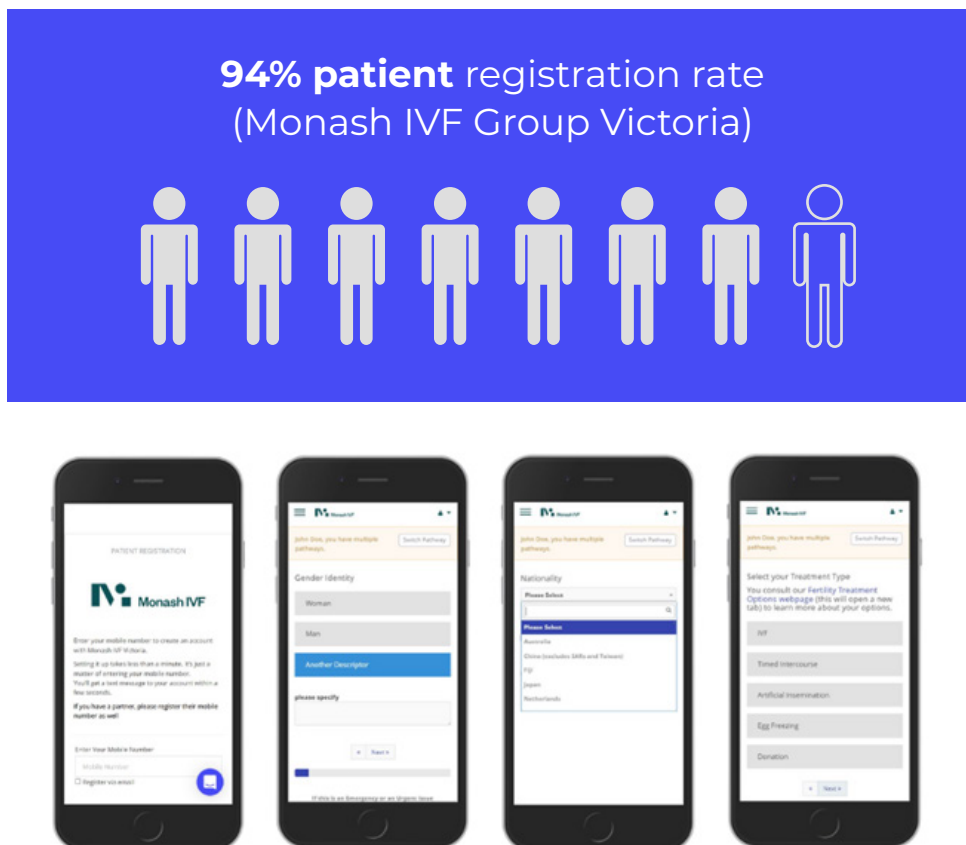
*Monash IVF Groups treatment plans are customised to an individual needs; with recommendations based on factors including test results, age, medical history, previous fertility treatment and personal preferences. It's business critical for our digital patient pathways to reflect this nuance." - Thierry Panthier*

# Examples of the diverse Monash IVF Group pathways

Here is a snapshot of how those personalised plans are translated into a digitally enabled patient experience.

## Patient invitations

- Across the Monash IVF Group, various clinics and locations had existing workflows and preferences for inviting patients - from clinic coordinators and clinicians adding patients before, during, or after their first appointments, to a self-sign up model via the clinics website.



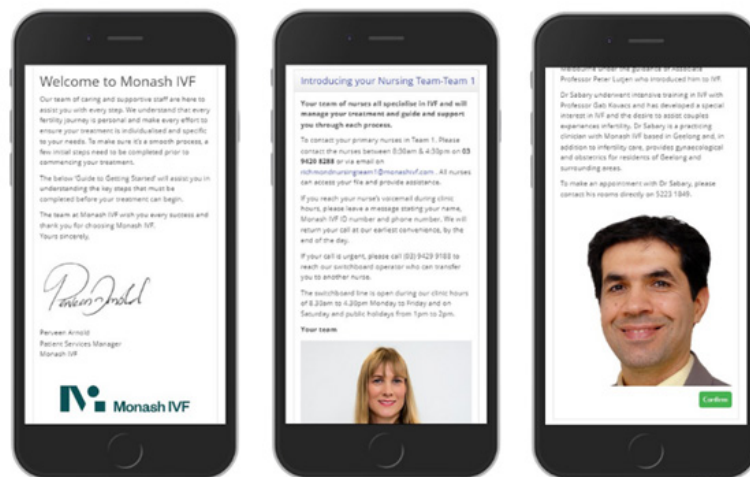
## Virtual introduction to doctor / team

- Prior to appointment, patients are prompted with a virtual introduction to their primary fertility care team to enhance the patient experience, foster trust, and build relationships with a patient's fertility specialist, primary fertility nurse, clinical administrative assistant, and financial advisor.





*“There are many complexities in the early stages for patients seeking treatment, so providing a seamless digital experience was an important step in supporting our patients. Thanks to the amazing support from the Personify Care team, we’re able to take our digital patient experience to the next level. This has assisted us in accurate information, efficient processes and ensuring better, faster timelines to provide the best care possible to our patients”. Perveen Arnold, Patient Services Manager, Monash IVF Victoria.*



## Dual digital consent

- IVF Specialists are required to provide a patient with all relevant information about a proposed procedure or treatment prior to obtaining the consent of the patient to carry out that procedure or treatment.
- Managing the complex consent process of patients and their partners and associates those consent confirmations in a singular record is a unique challenge in IVF
- In a complex and delicate fertility journey, coordinating this is complex and results in repetitive phone calls and chasing paper forms
- Patients and partners are invited individually to complete e-consent

and are linked to a single record automatically to ensure privacy, confidentiality, and informed consent from all parties. Intelligent design in the system connects the couple together without manual intervention by administrators - saving significant resources.



## Verify patient identity

- Rather than adding another patient portal for identity verification, this crucial step is integrated into the same digital pathway for a seamless patient experience. The administrative assistant is able to send a specific link that a patient accesses and completes identity verification via PassBase.

## Day Surgery Unit (DSU) Pathways

- Based upon a patient's need for day surgery, pre admission information and risk screening is conducted prior to day of surgery to reduce delays and theatre utilisations with patients prepared with thorough preoperative preparation instructions supplied in advance.



## Interoperability by design

From the beginning, it was critical to consider the interoperability of the platform. Streamlining data management across the patient journey and integrating the data collected into our own core systems was essential.

By leveraging the Personify Care platform, Panthier is able to create a scalable solution that's fit for purpose and fits seamlessly into the Monash IVF Group's technology stack with our interoperability built natively into the platform.

For example, when a patient is added to a digital pathway, new patient information is created in the Monash IVF Patient Administration Systems (PAS).

Additional information and data provided by the patient is synced directly into the patient record as structured data (not just pdf) with individual fields mapped. The Digital Patient Pathways are complementary to existing technology blocks.





*The combination of this approach and our partnership with Personify Care means that there is a significant reduction in the burden on staff and clinicians across the Monash IVF Group - including internal IT resources. Our teams have additional time to focus on high-value care for our patients.*





# Digital Patient Journeys:

Enhancing care experience across  
Monash IVF Group



With the combined focus of enhancing the patient experience and optimising the clinical screening, Monash IVF Group is able to rapidly respond and deploy a tailored patient experience.

Panthier and his team acknowledge that driving efficiency and reducing the friction within a particular workflow at a particular site provides clarity to patients, and enhances both the patient and clinical experience. Extending that across multiple sites Australia wide and across all appropriate patient interactions has a real significant impact to the resources of the Monash IVF Group.

Administrators and clinicians are able to streamline repetitive manual tasks, ensure consent collection is smooth and gain visibility into patient risk preadmission to focus on high value work.

Panthier's drive to deliver something meaningful to Monash IVF patients has elevated the role of IT across the world-class Group known for their development of assisted reproductive technologies (ART) and tertiary level prenatal diagnostics.



**Personify Care's mission is to help connect patients with the best possible care.**

The platform is used across hospitals and clinics to transform the patient experience and streamline care pathways.

Our team includes digital health and clinical specialists who can help guide your journey. Get in touch for a personalised demonstration of our pathway builder and patient experience today.

[Contact Personify Care](#)