

[2024 WHITEPAPER]

# Pathway to Digital Health Transformation



## Accelerating Digital Health

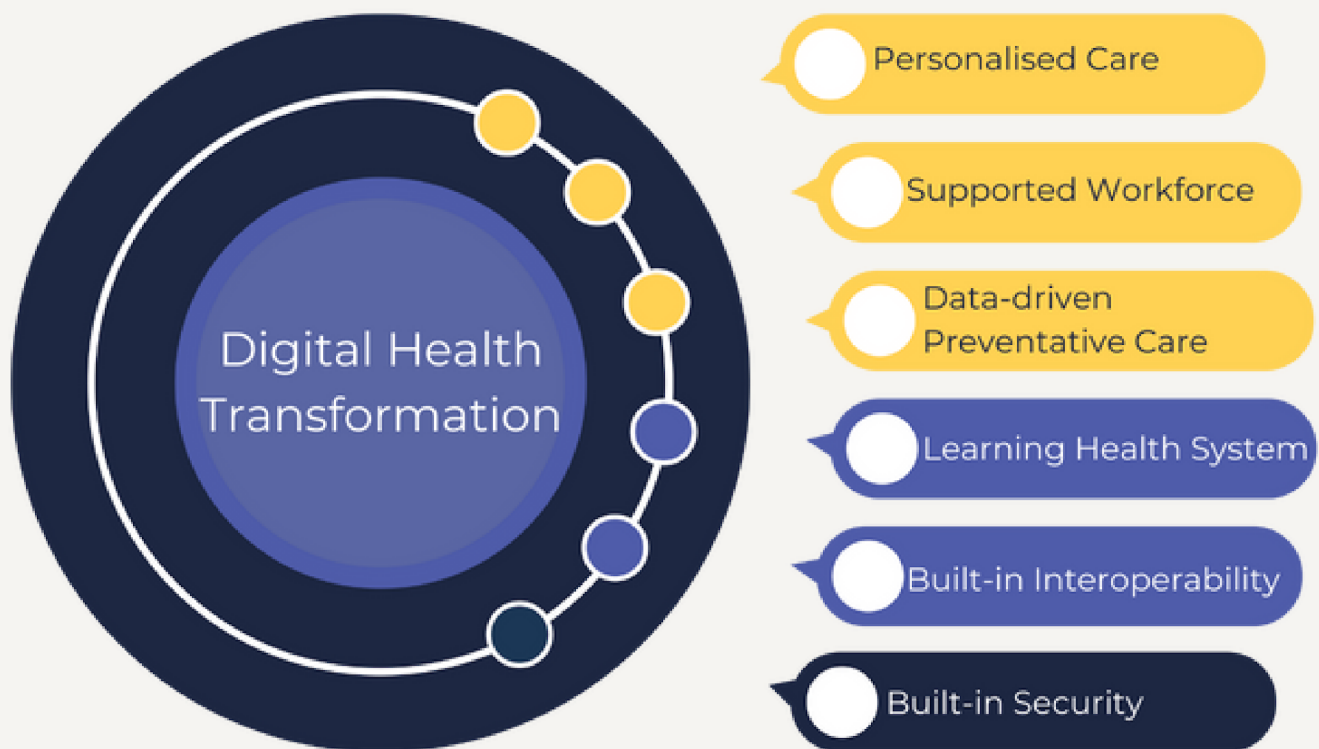
The foundations of a successful digital transformation have been well documented by [Deloitte](#) and [KMPG](#) to name a few.

We've expanded on these foundations to support health services to rapidly accelerate digital transformation strategies utilising digital patient pathways.

The sound execution of a digital transformation strategy is critical to meet the present demands on health services.

Digital Patient Pathways provide a unique opportunity to relieve the current pressure on health service whilst setting the foundation for digitally-enabled models of care to deliver the following cornerstones:

### Cornerstones of a digital health strategy



This guide discusses how digital patient pathways fit within existing models of care and uncovers how, when, and why some of the world's leading healthcare organisations are taking steps to implement digital pathways to scale the demand for services.



# DIGITAL HEALTH TRANSFORMATION

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## Personalisation of Consumer Care

Consumers are overwhelmingly demanding convenient digital access to their care. One that supports continuing connection with healthcare professionals.

Convenient, omni-channel access to care, is no longer optional.

Delivering optimal patient outcomes across a patient population also means that each patient experience needs to be based on evidence-based models of care that takes into account the individual's risk profile, procedure, treatment, and their progress against clinically defined guidelines.

As patients spend more of their health journey away from face-to-face encounters, hybrid models of care (virtual and in-person) need to be embedded into the operating model of a health service.

Digital patient pathways provide scalable data-driven model to dynamically adjust to the clinical needs and preferences of healthcare consumer. All without manual intervention, additional administrative burden or limiting the therapeutic relationship between patient and clinician.



### **Clinically specific, scalable patient pathways**

With Personify Care, it's possible for health services to have the best of both worlds. Digital Patient Pathways provide a personalised patient experience, without interfering with clinical process.





## Personalisation of Consumer Care

### Personalised Patient Experience + Supported Clinical Workforce

- + **Equity of Access**  
Works for all patients, age groups, demographics and not limited to particular devices or health literacy levels
- + **Culturally and linguistically diverse (CALD) community support.**  
Patients can access digital pathways in their preferred language, in an experience that is culturally nuanced
- + **Scalable and data-driven personalisation**  
Built in identity verification, URN mapping, and opt-in consent to share health information
- + **Support for hybrid omni-channel Models of Care**  
Digital Patient Pathways enable new evidence-based models of care to be delivered at scale. Patients can receive the right information at the right time, and clinicians get real-time visibility to their health progress – without the need for additional clinical staff. This enables enhanced models of care for patients beyond their hospital stay.



## Supported workforce with clinically-led, digitally-enabled models of care

### Digital health transformations scale when supported by clinical leads

Digital transformation needs to support clinical workflows, not disrupt or get in the way of healthcare teams providing care to patients.

Digital health technologies need to provide clinicians with support for patient intervention within the governance frameworks of the clinical models of care.

***“The team has thrived with the autonomy of the consumer-focused co-designed model we’ve adopted.***

***Our clinical staff are the experts when it comes to how to support our consumers and ensure we improve our clinical workflows.***

***This provides us with a meaningful way to accelerate our digital transformation strategy.”***

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*Arindam Chaudhuri, Executive Director Digital Health  
Northern Adelaide Local Health Network*



## Supported workforce with clinically-led, digitally-enabled models of care

### Reduce staff burden, without compromising quality of care

Workforce shortages are rising. Employing more staff is increasingly difficult.

Digital transformation needs reduce the burden on staff and better utilise your existing resources and theatre. Digital initiatives also need to improve patient access to care and reduce wait times for treatments and procedures.

With Personify Care, clinicians can optimise patient preparation (clinical and administrative) to book patients earlier, and ensure they arrive ready.

- + Reduce the cost and time of care, while improving the experience for healthcare professionals
- + Just-in-time information to support the clinical workflow, improve patient flow and enable early interventions to enhance health outcomes
- + Reduce the administrative burden on staff by removing unnecessary manual steps and paper-based workflows

#### Reduced Weekly Cancellations

**28%**

reduction in weekly cancellations\*1

#### Reduced Administrative Burden

**85%**

of patients no longer requiring manual follow up (phone calls) from clinical staff

#### Reduced Wait Times

**71%**

reduction in wait times\*2





## A foundation for ongoing quality improvement of digital health strategy

### Link quality improvement initiatives to strategic priorities with real-time analytics

Digital patient pathways can support digital health transformation strategies with more efficient patient access and flow through the hospital doors, while saving significant resources and budget.

- + Identify system inefficiencies and “digitally-enable” healthcare professionals
- + Improve patient flow and theatre utilisation by reducing day of surgery cancellations
- + Reduce costs of agency and casual staff, physical printing handouts and letters

# A foundation for ongoing quality improvement of digital health strategy

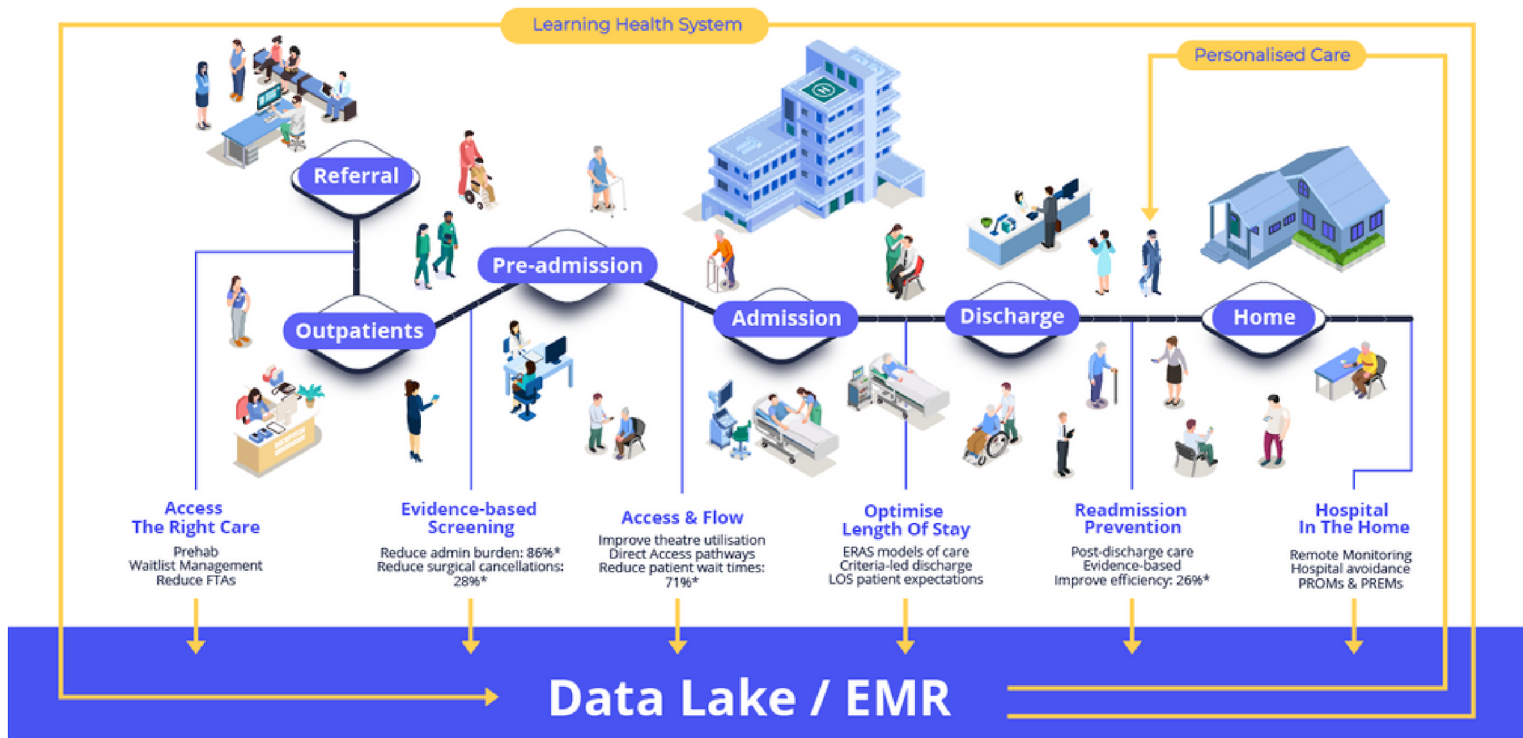
## Optimise service delivery to reduce clinical variation

Support the implementation of clinical best practice pathways and move toward standardised processes.

- + Identify system inefficiencies and “digitally-enable” healthcare professionals
- + Gain visibility into clinical preparation and reduce the variation across units, departments and sites
- + Create standardised clinically-specific pre-admission and post-discharge pathways

## Accelerate Your Digital Transformation

Improve Experience, Access & Flow Across the Patient Journey





## Data-driven preventative care

### Unlock high-frequency quality data

A key driver of digital transformation is the predictive power of data and the potential to address some of the key challenges faced by healthcare service.

From predicting adverse patient outcomes and avoiding unnecessary Emergency Department presentations to being able to accurately forecast demand on different parts of the health system.

However – data quality is key. Low quality data leads low confidence predictions.





## Data-driven preventative care

### Better data = better predictions

Digital patient pathways simultaneously increase the frequency, improve the accuracy and reduces the costs of capturing data into an EMR, data analytics platform or data lakes.

Data can be analysed and used to drive quality improvement initiatives and aid in complex operational-level decision making.

- + Structured data elements & clinical documents
- + Improve the quality within PAS, EMRs, data lakes
- + Collect data from patients and surface to clinicians in real-time
- + Real-time feedback loop with patients, health teams can rely on the quality and timeliness of data



# Data-driven preventative care

## Population-level reporting

Data captured via digital patient pathways is presented in real-time population-level dashboards and configurable reports to predict demand, clinical risks, or Emergency Department presentations.

Data can be analysed and used to drive quality improvement initiatives and aid in complex operational-level decision making.

Personify Care allows any of the patient activity data to be displayed and analysed in simple, configurable dashboards and reports.

- + Support for both clinical patient care and population-level reporting
- + Reduce the friction and cost of getting data from patients with seamless integration of patient-reported data collection alongside other education material into digital patient pathways
- + Reduce transcription errors and ensure information is legible



## Best-in-class digital health technology & HL7 standards-based interoperability

Many of the challenges facing digital health roll out is the poor execution of all-in-one systems made to stretch in unintended ways.

Best-in-class cloud solutions offer a secure, scalable method to optimise digital health strategies alongside existing technology.

We know what we do best (and stick to it) – helping you connect with patients in meaningful, data-driven ways.

### Built-in Interoperability

Incorporating Digital Patient Pathways into your digital health strategy, you gain a method to collect and share a single source of truth of a patients' health record.

We can easily integrate into your existing digital ecosystems.

### Standards-based interoperability by design

Single-Sign-On (SSO) to avoid multiple logins by healthcare providers

Ability to embed the patient view within existing or future portals and EMRs

Data collected can be integrated with hospital EMRs and practice management software using HL7 standards

Patient assessments can also be printed and included in the paper health record – in the identical format to your existing forms.







## References

The Queen Elizabeth Summary Results: <https://personifycare-www.s3.ap-southeast-2.amazonaws.com/2022/01/Personify-Care-and-The-Queen-Elizabeth-Hospital-Case-Study.pdf%20%20https://personifycare.com/reducing-the-pressure-on-frontline-staff/>

Royal Adelaide Hospital: Reducing Pressures on Frontline Staff Case Study: <https://personifycare.com/reducing-the-pressure-on-frontline-staff/>





## About Personify Care

### We have a powerful purpose

To connect patients to the best possible care.

Personify Care is a healthcare SaaS platform with an amazing team, culture, and product that's delivering real change for our community.

We help health services across all types of hospitals, clinics, and clinical research to streamline communication and tasks to improve care.

Designed to fit seamlessly into your existing patient experience, Personify Care is an easy-to-use mobile platform that lets hospital staff convert their existing clinical and administrative protocols into digital patient pathways.

The Personify Care team provides a flexible, scalable solution that grows with your organisation's digital transformation.

If you'd like to learn more about our novel approach, visit [personifycare.com](https://personifycare.com)

### Trusted by world-class healthcare providers





TO LEARN MORE, VISIT:

PERSONIFYCARE.COM

