

# ARE YOU THE WEAK LINK IN PATIENT ENGAGEMENT?

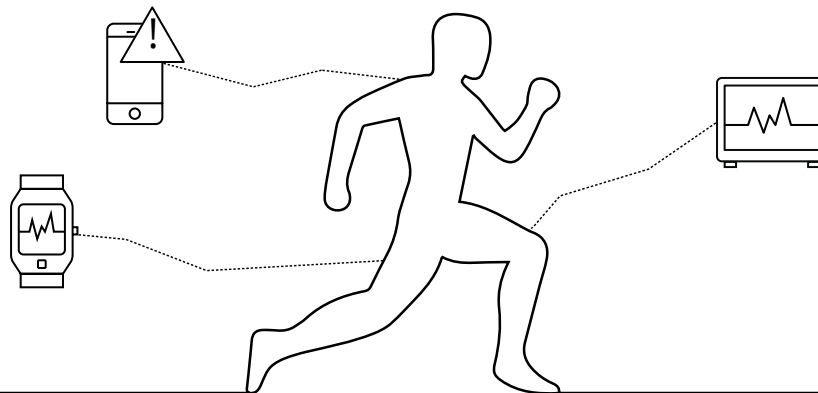
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softserve

In this age of the “quantified self,” patient engagement is on the rise. More and more people every year are embracing the idea of actively participating in their own health monitoring and management. This trend is revolutionizing healthcare ecosystems in the US and beyond. But any ecosystem is only as good as its constituent companies and patient participants.

Today, forward-thinking healthcare companies and medical management businesses are facing the same questions: How can I contribute to facilitating positive patient engagement, both physically and digitally? How will my company benefit from improved patient engagement? And, how do I eliminate the weak links in my ecosystem?

For many, the answers begin with more efficient use of the latest consumer-oriented technologies that create user-friendly experiences, attract more patients to engage with healthcare ecosystems on a regular basis, and result in benefits for all members.



## What do patients want

Patients today want easy-to-use portals to make appointments and access their electronic health records and test results. They want predictive statistical analysis and risk scoring, based on the data submitted from their wearables, smart devices, and home sensors. They want mobile doctor visits, efficient preventive care, and an overall streamlined treatment process. By using technology to its full potential, healthcare and medical management companies can make these expectations a reality.

But doing so does impose new demands on everyone. For example, to improve medication adherence and patient engagement, pharmacies can now use technology, including virtual assistants and smart pill boxes, to provide reminders and guarantee timely refills, as well as maximize medication synchronization.

Using patient-reported data from wearables and smart devices can now enable healthcare companies to engage with patients more effectively, and focus on developing and providing precision medications for specific health conditions, by reflecting each individual patient’s lifestyle, living environment, and even genes.

## Benefits for every business

Patients are certainly not the only ones standing to benefit from efficient engagement with the healthcare ecosystem. Better patient engagement leads to improved medication adherence, which, in turn, leads to faster treatment outcomes and considerable savings for hospitals and other healthcare providers. According to a recent analysis published in the *Annals of Internal Medicine*, non-adherence costs US healthcare providers from **\$100 to \$289 billion each year**, an estimated 10% of hospitalizations, and 125,000 deaths.

On a larger scale, patient health data aggregated across many geographic locations could certainly be used to reveal wider patterns, offering rich opportunities for new healthcare research and treatment solutions.

Looking ahead, the vision for patient engagement is promising and positive. That said there are many “weak links” that healthcare providers, pharmacies, health insurance, and medical management companies will need to resolve before turning this vision into reality, and bringing a seamless experience to fruition.

## Engage with IT experience

SoftServe is already working with healthcare and medical management companies to provide technology solutions that help to enhance patient engagement.

For example,

- We have leveraged machine learning and cognitive computing for multiple clients, enabling a more efficient and effective communication model.
- We have built applications and restructured healthcare providers' portals to make them more user-friendly.
- We have helped to transform healthcare delivery through virtual reality, assistive technology, and voice technology.

We would be happy to engage with you. Let's talk.

## ABOUT US

SoftServe is a global digital authority and consulting company, operating at the cutting edge of technology. We reveal, transform, accelerate, and optimize the way large enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, 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.

Ultimately, we empower businesses to re-identify their differentiation, accelerate market position, and vigorously compete in today's digital, global economy.

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