HEALTH-CARE 3.0: THE DOCTOR IS ALWAYS IN

soft**serve**

It is beyond argument that digital technology is transforming the healthcare industry. From patient wearables to online medical records to unique applications, digital technology is creating pathways for continuous communication and data exchange as never before. Giving rise to the term **"connected health,"** devices, services, and interventions centered around the patient's needs are driving a quantum shift in every patient's healthcare journey, supported by the shared information gathered by those same providers and devices.

But while the promise of a fully connected healthcare experience is certainly bright and attainable, the challenges need to be acknowledged and potential pitfalls addressed.

Connecting patients and providers

For patients, access to care, information, and **self-empowerment** in their healthcare journey are made possible through digital technology. With such devices as biosensing wearables, patients can measure glucose, heart rate, and blood pressure, while insoles measure weight, balance, and temperature. New gadgets and applications allow patients to individually track levels or adjust programs to meet their needs and goals. Digital technology also improves access to medical records, labs, and doctors, and health information at unprecedented levels.

Then there are the providers, who through these same devices have more (and more immediate) access to their patients and their patients' information. Increased access does not always require in-person access, as some devices reduce the need for on-site visits, with providers capable of consulting remotely with more accuracy. Likewise, improved use of digital records, shared resources, knowledge, and expertise with other servicers and providers closes gaps in information, optimizing time by reducing the time-consuming rote tasks, and freeing providers to focus instead more directly on patient care.

Diagnosis

The future of the holistic healthcare ecosystem lies in the seamless integration and leveraging of these connected devices and systems, with patients digitally engaged, and caregivers, providers, and practitioners willingly sharing data.

To even contemplate these increased levels of engagement and sharing, each facet in the system requires the right digital foundation. To increase patient engagement, systems need to be simple, unifying, and efficient. To adequately support providers and practitioners, systems must offer accessibility to resources, scalability of services, and optimization of gathered intelligence.

Yet the shift toward a transformative healthcare ecosystem is not without challenges. Most of the aforementioned digital solutions have been developed individually, creating significant issues such as integration and interoperability for both consumers and payers/providers. Even if successfully integrated, technical barriers arise—one study found that consumers may spend up to **two and half hours** addressing a technical problem. As user-bases grow and demands on applications and services increase, many face the challenges of scalability, ease-of-use, efficiency, and user optimization.

Despite growing pains, the healthcare ecosystem is taking shape, transforming experiences as it develops. From scheduling a visit to the actual consultation to treatment and beyond, participants are adapting. Similarly, healthcare providers are learning as they go and become more digital.

Let's look at a few examples.

Remedy one: Patient portal

Healthcare today means multiple hospitals, inpatient and outpatient sites, pharmacies, insurance agencies—and millions of customers. To deliver services, many are choosing to upgrade patient portals to allow more efficiency in the delivery of services. By combining disparate websites, apps, and communications into a single portal, patients (and providers!) are able to get the information that they need quickly and easily.

AWS is a leading cloud service known for its auto-scaling capabilities and comprehensive solutions to assist with the rebuilding of the web portal. The AWS platform delivers the HIPAA-compliant infrastructure required for storing and retrieving data for search functions, doctors, and the collection and tracking of portal metrics. Even a single portal can mean drastic cost reduction, increased speed and page views, and greater patient satisfaction.

Remedy two: Cloud-based database

For healthcare businesses, relaying patient data in a secure and compliant manner is paramount. A cloud-based database provides an easy way for different players in the healthcare ecosystem to connect directly with one another in healthcare delivery.

For cloud-based databases, AWS is able to offer support for critical offerings and improve functionality through faster, better services, facilitated searches, and complimentary content. The end result? HIPAA eligible database services that improve performance and lower costs to the organization.

Remedy three: Cloud-enabled patient convenience

Many patients are familiar with the difficulties of finding and scheduling a doctor's appointment. The cloud enables patients to schedule appointments on digital platforms, decreasing both the time it takes to see a doctor and time wasted on the part of physicians—simultaneously. This cloud-enabled patient convenience also makes appointment scheduling scalable.

Using AWS, businesses can completely rebuild platforms to benefit from a robust infrastructure, smooth scalability, rigorous compliance, and deep security expertise. The result is a service where patients have a faster and better overall search experience.

Moving toward connected care

When connecting the healthcare experience across patients, payers, and providers, the path from promise to practice is complex. Providers must identify the problem, strategize the right solution, and then find the right partners. A cloud-based service like AWS provides comprehensive solutions that allow for scalability, flexibility, and cost-effectiveness. SoftServe works with clients to identify and support seamless integration and deployment in the healthcare industry.

As a certified member of the AWS Partner Network (APN), SoftServe can help clients automate infrastructure provisions and management with the configuration management tools on AWS. With DevOps and Big Data competencies, SoftServe is available to help customers identify the most appropriate solutions when it comes to cost, performance, security, and manageability. By conducting comprehensive evaluations and analysis of a client's business and technical goals, SoftServe's familiarity with its clients' environments and challenges places it in a unique position to identify the correct solutions, guaranteeing a better experience for all.

Amazon Web Services (AWS) and SoftServe: Accelerate advances in healthcare

Amazon Web Services focuses on helping healthcare providers deliver efficient, quality care to patients by reducing the time needed to run existing workloads and by providing access to useful analytics capabilities. AWS offers a broad set of global cloud-based products including **compute**, **storage**, **databases**, **analytics**, **networking**, **mobile**, **developer tools**, **management tools**, **IoT**, **security** and enterprise applications. These services help organizations move faster, lower IT costs, and scale. AWS is trusted by the largest enterprises and most innovative start-ups across the healthcare sector to power a wide variety of workloads including: web and mobile applications, data processing and warehousing, storage, archive, and many others. AWS prioritizes the task of meeting all security and privacy requirements, and eases information security by managing over 1800 security controls.

SoftServe Inc., a leading global digital implementation expert and consulting company, delivers innovative solutions that leverage the power of the cloud on behalf of numerous healthcare organizations. SoftServe has achieved Amazon Web Services **DevOps Competency** status, recognizing Softserve's deep experience with AWS processes. Achieving the AWS DevOps Competency differentiates SoftServe as a member of the AWS Partner Network, demonstrating technical proficiency and proven customer success in continuous integration and delivery, monitoring, logging and performance. To receive this designation, APN Partners must possess deep AWS expertise and deliver solutions seamlessly on AWS.

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, 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.

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.

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