



Reimagining Microsoft Cloud for Healthcare with Patient Care NXT

July 2023

Healthcare Landscape

Challenges emerging from trends

TRENDS



Personalization will be Gold Standard



Increasing use of RWE for regulatory approvals



Telehealth part of permanent mix



Patient needs help across the funnel

CHALLENGES



Completely siloed patient data between several systems



RWD can be unstructured, of poor quality, and/or in inconsistent format.



Lack of integration with EHR systems, Difficulty with identity and access management for patients



Fragmented marketing tech stack and lack of unified view of performance

Patient Care NXT – Putting Patients at the Center of the Healthcare Ecosystem

	Patient Acquisition	Patient Access	Doctor and Consultation	Care Co-ordination	Follow up
Patient priority	- Knowing which hospitals are covered in policy - Knowing co-pay amount	- Shorter wait time for appointment - Ease of using digital apps - Clarity on coverage of telehealth in policy	- Minimum hassle in handover of past medical records - Shorter wait times at hospital	- Minimize number of visits - Hassle free claim process	- Knowing dos and don'ts post treatment - Reminders for post treatment tests
Provider's objectives	- Accurate customer segmentation - Effective campaign analytics	- Faster registration process - Referral management	- Staff schedule management - Quick benefits investigation	- Reduce re-admissions - Ensure patient adherence	Patient wellness tracking
Persistent Value Proposition	- Ready-to-use provider campaign templates - Real-time marketing analytics on campaign effectiveness	- Patient self-service portal - Telehealth solutions	- Unified patient model for assisted decision making - Comprehensive patient care platform	Real time clinical analytics	- Adherence through gamification - Disease education

Few Critical Unaddressed Challenges are being Resolved



Marketing journeys

- Providers can develop marketing journeys for various patient segments
- Organize omni-channel campaigns leveraging email, SMS, social channels to engage with patients



Care co-ordination

- Enable care navigators to look for available slots and book appointments on behalf of patients.
- Supports physical and virtual appointments



Clinical documentation

- Assist providers to build care plan templates in the system for physicians to use them during patient consultations.



Virtual health

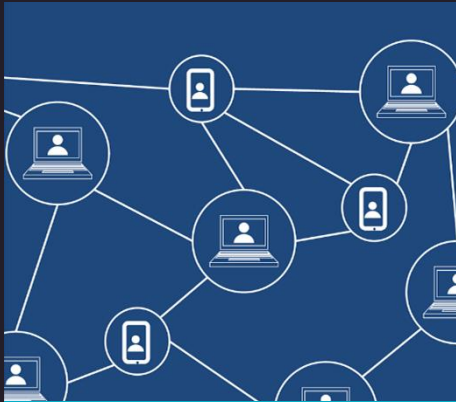
- A self-service portal including:
 - Symptom checker,
 - Appointment booking,
 - Individual care plan and
 - Access to lab reports



Clinical analytics

- Build a unified patient profile
- Predictive analytics models to enhance drug efficacy, treatment efficacy & treatment adherence

Enabling Digital Transformation at Each Stage of Healthcare Ecosystem



Decentralized clinical trials

- Decentralized trials offer access to a wider range of patients
- Collect additional data points
- Have greater knowledge of a patient's medical status.



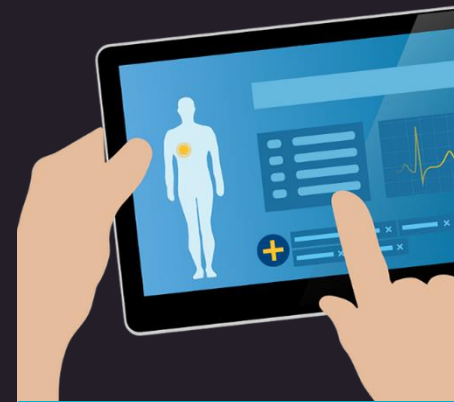
Remote patient monitoring

- A gamified interface as part of the patient self-service portal
- Gamification can improve treatment adherence.
- Improve patient outcomes and enhance patient satisfaction



Ambient clinical intelligence

- Mobile app automatically documents the conversation with patients.
- Comprehensive clinical notes tailored to each specialty, saving time, physician burnout & operational cost.



Pharmacovigilance

- Enables the standardized capture of adverse event data at source.
- Prescribe effective drugs and address patient safety.



Patient insights

- Customer data platform to help provider & pharma companies develop 'Golden Patient Profile'
- Unify patient data stored in disparate systems and get actionable insights

Unique Value Proposition of Patient Care NXT

Coherent Tech Stack

80 % of the solution based on Microsoft techstack delivering seamless CX, high performance, low maintenance

Golden Patient Profile

Unification of patient data across disparate systems and disease propensity models built on Golden Patient Profile

Real-time Clinical Analytics

Real-time clinical analytics on treatment adherence, exercise regimen, and drug efficacy to drastically improve patient outcomes

High Patient Retention in DCT

Offering real-time progress and critical insights to DCT site principal investigators leading to high patient retention

Symptom Checker

Highly effective Symptom Checker tool to help patient self-triage their symptoms and solve trivial health issues themselves

Boosting Treatment Adherence

Enhanced treatment adherence by patient through cutting-edge gamification and increased patient engagement

Patient Care NXT: Comprehensive Patient Care Platform Harnessing D365, Power Platform, Azure

Customer Challenges	Siloed patient data	Absence of value-adding patient self-service capabilities	Decentralized marketing efforts	Lack of real-time clinical analytics	High patient attrition in clinical trials										
Treatment Adherence Longitudinal view <table><thead><tr><th>Month</th><th>Percentage Completed</th></tr></thead><tbody><tr><td>Sep 2022</td><td>100%</td></tr><tr><td>Oct 2022</td><td>100%</td></tr><tr><td>Nov 2022</td><td>74%</td></tr><tr><td>Dec 2022</td><td>93%</td></tr></tbody></table>	Month	Percentage Completed	Sep 2022	100%	Oct 2022	100%	Nov 2022	74%	Dec 2022	93%	Venus Healthcare Patient Portal Home Amber Rodriguez Symptom An agent will be with you in a moment. VA Welcome to Patient Care Portal! VA 51% Total Activities = 373 Total Completed Activities = 192 My Profile Care Plan My Appointments Lab Reports Medication Transport Abdomen, pelvis & b				
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Enabling Digital Transformation	Golden Patient Profile – 360-degree Patient View	End-to-end Marketing Automation	Care Coordination & Virtual health	Automating Clinical Documentation	Remote Patient Monitoring	Decentralized Clinical Trials									
Unique Value Proposition	Accumulated Domain Expertise	Coherent Tech Stack	Real-time Clinical Analytics	Comprehensive Patient Care Solution	Highly effective Symptom Checker	Boosting Treatment Adherence through gamification									



Persistent

See Beyond, Rise Above