

Enabling digital patient engagement

Lessons learned from
success in other sectors



CGI

Imagine if your interactions with health and care were as easy as the rest of your digital life. Digital channels have already transformed services such as shopping, banking, travel and some public and government services.

Imagine if you had access to your online health record and could provide more feedback about what matters to you.

Imagine if you could stay living at home for as long as possible, safe in the knowledge that you are being supported remotely. Not just by your clinical team but by a network of trusted and connected digitally-enabled health and care professionals that you choose to engage with including hospital teams, GPs and social care professionals. The technology exists now to ensure that you are fully supported by your clinical team but in a different setting.



What patients tell us about their experiences

Treat me as a person not a number



The health and care sector has lagged behind other services in terms of providing a consistent, comprehensive digital experience for patients and social care clients.

Paper correspondence is sadly still the norm. The reliance on paper makes sharing and collaborating across a network of patients and care providers difficult. Important details about patients are not accessible to their circle of care including family members as well as health and care professionals.

There is little in the way of personal choice. Too often patients and their relatives have to provide the same information multiple times to different people they engage with as the systems are not joined up. Having to physically attend a hospital for a check-up regardless of need can be

a difficult experience particularly for elderly patients living in rural areas without access to transport.

Positive patient experiences are central to providing safe, high quality care. An engaged patient will typically have better treatment outcomes. Personalised care plans that encompass all the different providers involved in long-term condition management with goal setting and monitoring made transparent to patients have been shown to result in better outcomes. Self-monitoring for example of heart rates can be beneficial in triggering early intervention.

There is an untapped wealth of resources in terms of families, friends and your local community who are willing and able to engage digitally with the care of their loved ones.



In recent times there has been a substantial growth in the use of remote patient monitoring via the use of devices in the home. We have seen how services can be transformed through technology to support digital remote consultations and more out of hospital models of care.

The real power of the platform comes from joining up care professionals with patients. Typically electronic patient record systems have been very much focused on acute care and if they exist at a regional health economy level, they tend to only provide a read-only view of the patient record.





An approach to enabling some of these improvements to patient experience is:



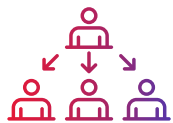
Multidisciplinary teams to work collaboratively across different health and care organisations



To see and interact with the integrated digital health and care record



To personalise care plans including the ability to assign patients to technology-enabled care packages



To engage with the patient and their circle of care digitally



To provide internet of things capability for remote patient monitoring including motion sensors, falls monitors and medication dispensers



To put the patient at the centre of things including the ability to describe their goals, motivations and preferences

By providing easy to use and engaging digital platforms that people use routinely we can start to provide the 'Amazon' experience to wider public services albeit in a different context. This has been used in Customer Relationship Management (CRM) systems for a number of years across different sectors. Customer Relationship Management (CRM) systems have been built bottom up, with a laser focus on putting the customer at the heart of everything.

Taking a customer relationship management approach using best of class solutions may seem alien to the healthcare context but the central ethos of treating a patient like a customer is not as strange as it might seem.

The use of the term customer is not applicable to publicly funded organisations such as the NHS as it implies a financial relationship but could it be re-labelled as patient relationship management?

As we have seen, the legacy IT landscape in healthcare is predominantly focused on serving clinical and administrative staff.

There are apps out there for GP appointment booking, repeat prescription services and some support for individual long-term conditions but there are well known issues with this approach including:

1

A lack of integration into existing healthcare systems such as GP records and the NHS Personal Demographic Service

2

A confusing patient experience particularly if a patient has multiple long-term conditions and is having to use multiple apps to manage these

3

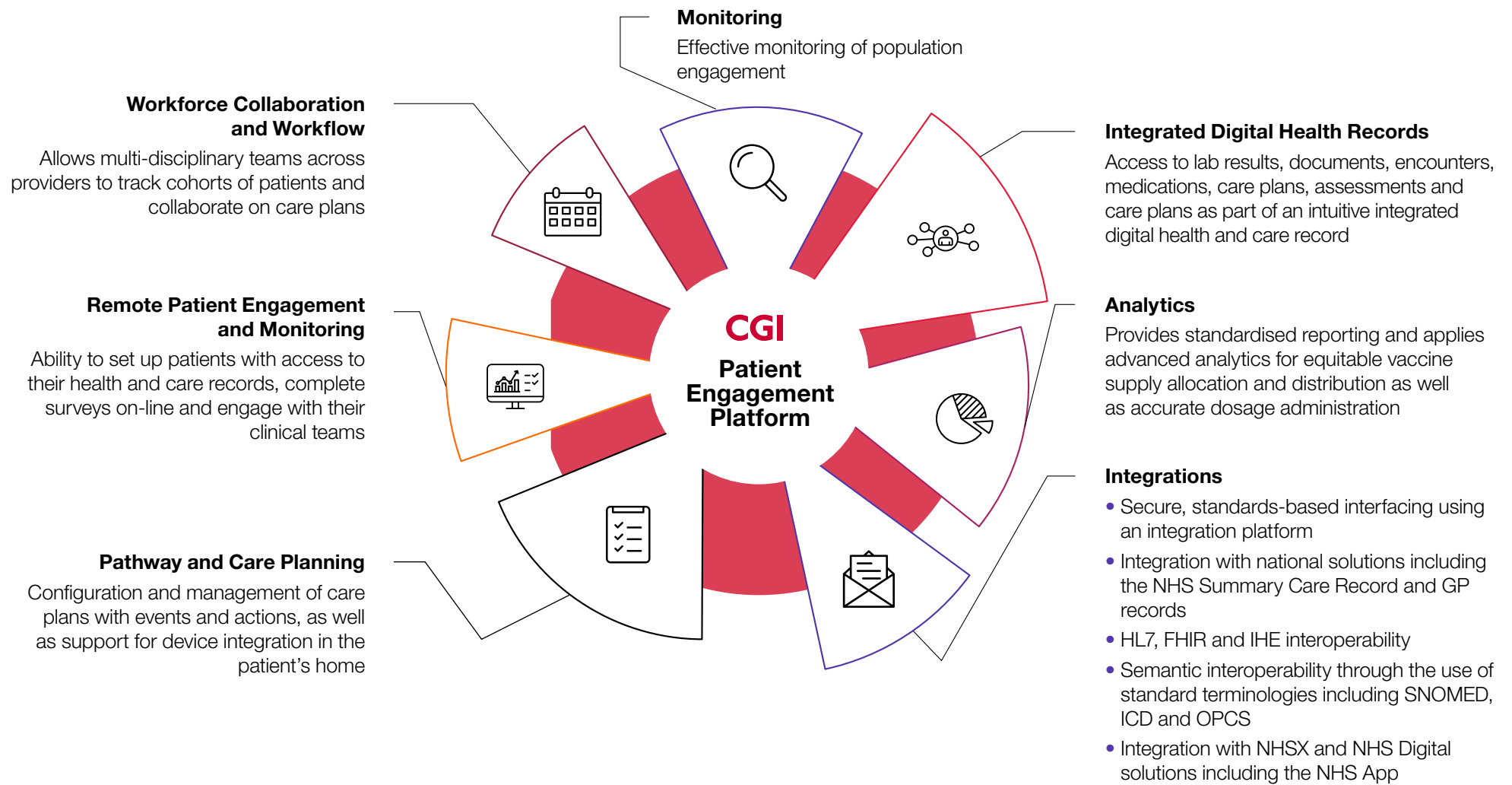
Performance and scalability – a number of specialist healthcare apps have been shown to struggle with scalability



Modern CRM platforms can provide the previously mentioned positive outcomes for patients via a digital platform in that:

- They provide the right digital experience to patients
- They can work across the whole community of health and care providers as well as patients and their families and carers
- They provide the ability to support personalised care plans and remote patient monitoring
- They can integrate with the systems used across health and care to provide the single view of a person, avoiding data duplication
- They can be quickly configured to meet the individual needs of health and care providers





Another big benefit of adopting a customer relationship management solution is that the platforms include comprehensive analytics. The principle of understanding your market is never more applicable than when applied to understanding your population health needs. The tools can support population health predictive analytics as well as providing a range of configurable reports and dashboards.

Of course there are challenges with any technology enabled care solution in terms of:



**digital
inclusivity**



**appropriateness
based on condition
and demographics**



**consent and privacy
management**

Nevertheless there are major opportunities to be had in exploring the adoption of a CRM for healthcare; particularly in an Integrated Care System setting with stakeholders engaging across multiple providers and with patients and their families directly engaged in their own health and wellbeing.



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