CHI software

Episode 2: Navigating Technology Adoption

Future-Proofing Healthcare:

A Strategic Guide for Success in the Age of AI

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Welcome to Episode 2 of «Future-Proofing Healthcare» brought to you by CHI Software.

In this episode, we explore how healthcare organizations of various sizes and types can adopt key technologies to create seamless digital patient experiences, measure user satisfaction, and efficiently manage data. Our analysis is based on insights from 500 US healthcare decision-makers, illustrated through compelling case studies from our portfolio, demonstrating how these strategies work in real-world settings.

Company typology:

01   **IT organizations** are exclusively involved in healthcare software development.

02   **ITech organizations** develop products or provide services requiring comprehensive technological solutions.

03   **Non-tech organizations** directly provide medical services. Primarily, these are healthcare institutions (hospitals, medical centres, clinics, etc.) and several not-for-profit organizations. Technologies and software in their work are auxiliary tools.

At CHI Software, we have partnered with numerous healthcare providers to help them navigate the complex landscape of technology adoption. Our extensive experience developing and implementing AI-driven diagnostics, cloud-based healthcare platforms, and IoT-enabled patient monitoring systems ensures we provide valuable, actionable insights.

Case Studies:

» INSK Medical Application

demonstrates our capability to develop personalized AI solutions.

» Healthcare Platform

shows our success in implementing comprehensive cloud solutions for medium-sized healthcare providers.

Our analysis draws on extensive data from a survey of 500 healthcare decision-makers in the US, segmented by company size and type. This evidence-based approach ensures that our recommended strategies are grounded in real-world insights.

Chapter 1
Creating a Seamless Digital Patient Experience

01

Small Companies
(11-200 employees)

Non-tech: Focus on generating consumer interest.

41.86%

Tech: Balance between consumer interest and technology.

27.91%

IT: Emphasize building trust with consumers.

19.44%

Key Insights

Small companies, particularly non-tech ones, prioritize consumer interest, indicating their strategy revolves around engaging patients directly and building strong relationships.

This approach can be highly effective for creating a personalized patient experience. IT-focused small companies also stress the importance of trust, which is crucial for establishing credibility in a competitive market.

Recommendations

» **Non-tech:** Continue focusing on personalized marketing and community engagement to generate consumer interest. Leverage social media and local events to build a strong patient base.

» **Tech:** Invest in user-friendly technology that enhances patient interactions without overwhelming them. Ensure that technology supports rather than complicates the patient's experience.

» **IT:** Maintain transparency and reliability in your digital services to build trust. Regularly update patients on new features and improvements.
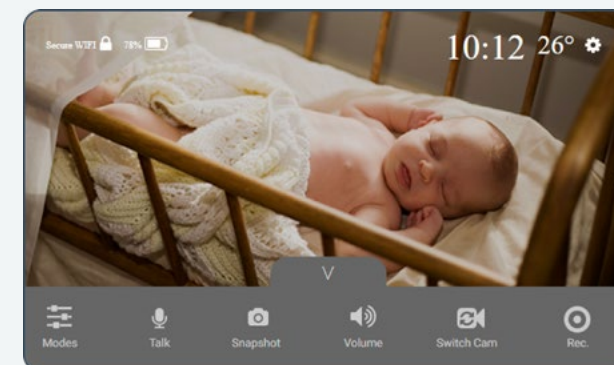
Case Study Reference:
Remote Monitoring Software for a Connected Nursery: Demonstrates how a small, non-tech clinic used IoT technology to build consumer trust and enhance patient monitoring.

02

Medium Companies
(201-1000 employees)

Non-tech: Focus on consumer interest and trust.

41.86%

Tech: Combine technological solutions with consumer engagement.

34.88%

IT: Heavily invest in technological solutions.

38.89%

Key Insights

Medium companies are at a stage where they can balance consumer engagement with technological advancements. Non-tech and tech companies both emphasize consumer interest, but tech companies also invest significantly in technological solutions.

IT companies, on the other hand, prioritize technology, reflecting their capability to integrate advanced systems.

Recommendations

》 **Non-tech:** Continue emphasizing consumer engagement while integrating more sophisticated technology to improve patient services.

》 **Tech:** Ensure that technological solutions are patient-centric. Use technology to streamline operations and enhance the patient's experience.

》 **IT:** Invest in scalable technologies that can grow with your company. Focus on integrating systems that provide comprehensive patient data management and support telehealth services.
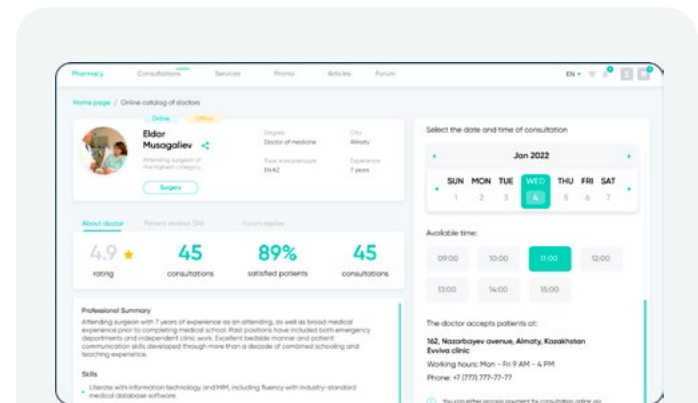
Case Study Reference:
Healthcare Platform:

Demonstrates how a medium-sized IT company leveraged cloud solutions to enhance patient interaction and operational efficiency.

03

Large Companies
(More than 1000 employees)

Non-tech: Generate consumer interest.

30.23%

Tech: Focus on technological solutions and consumer engagement.

34.88%

IT: Implement advanced technological solutions.

38.89%

## Key Insights

Regardless of type, large companies can leverage their resources to implement advanced technologies while maintaining consumer engagement. Non-tech companies still prioritize generating consumer interest, indicating that a personalized approach remains essential even at scale.

Recommendations

〉 **Non-tech:** Invest in technologies that enhance patient experience while continuing to engage patients personally. Use data analytics to understand patients' needs and preferences better.

〉 **Tech:** Focus on integrating advanced technologies that provide a seamless patient experience. Ensure that all technological implementations are user-friendly and improve patient satisfaction.

〉 **IT:** Lead the market by adopting cutting-edge technologies like AI and machine learning to provide personalized patient care.
Use technology to streamline operations and enhance data management.
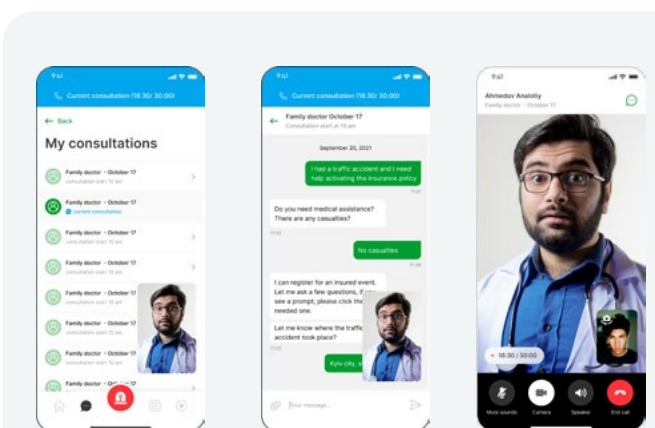
Case Study Reference:

INSK Medical Application: Highlights how a large IT company used AI to develop personalized treatment plans, showcasing their commitment to advanced technology for enhanced patient outcomes.

Chapter 2

Measuring User Satisfaction

Small Companies (11-200 employees)

Key Insights

Small companies heavily rely on periodic surveys to measure user satisfaction, reflecting a need for continuous feedback to improve services. Tech companies also use surveys per ticket, indicating an approach to get immediate feedback on specific interactions.

Non-tech: Use periodic surveys to stay in touch with patient needs.

69.77%

Tech: Use surveys per ticket.

47.62%

IT: Prefer periodic surveys.

77.78%

Recommendations

> **Non-tech:** Maintain regular surveys to gather comprehensive feedback. Consider integrating more immediate feedback mechanisms like post-appointment surveys to capture real-time patient experiences.

> **Tech:** Use ticket-based surveys to address specific issues promptly. Combine this with periodic surveys for a holistic view of patient satisfaction.

Case Study Reference:

Healthcare App for Seniors: This app uses periodic surveys to gather feedback from senior users, ensuring their needs are met effectively.

> **IT:** Continue using periodic surveys to gather structured feedback. Explore integrating AI-driven analytics to gain deeper insights from survey data.

Medium Companies (201-1000 employees)

Key Insights

Medium companies balance between immediate feedback and periodic surveys, indicating a need for both real-time and comprehensive feedback. This approach helps them stay agile and responsive to patient needs.

Non-tech: Periodic surveys.

69.77%

Tech: Balance ticket-based surveys and periodic methods.

47.62%

IT: Strong preference for periodic surveys.

77.78%

Recommendations

〉 **Non-tech:** Continue using periodic surveys and incorporate real-time feedback like digital comment cards or mobile app feedback.

〉 **Tech:** Use a combination of periodic and ticket-based surveys to address immediate concerns and track long-term satisfaction trends.

Case Study Reference:

Mobile Health App Development: Shows how a tech-driven company continuously refines its app based on user feedback gathered through periodic surveys.

〉 **IT:** Focus on detailed periodic surveys while exploring automated feedback collection tools that integrate with patient management systems.

Large Companies (More than 1000 employees)

Key Insights

Large companies have the resources to implement multiple feedback mechanisms, providing a detailed and nuanced understanding of patient satisfaction. This balanced approach helps them address immediate issues while maintaining long-term patient engagement.

Non-tech: Use periodic surveys and comprehensive feedback methods.

69.77%

Tech: Rely on ticket-based surveys and ad-hoc feedback.

47.62%

IT: Balance between surveys per ticket and periodic surveys.

17.65% each

Recommendations

〉 **Non-tech:** Use periodic surveys for comprehensive insights and ad-hoc feedback methods to capture immediate reactions. Invest in analytics tools to process and act on feedback effectively.

〉 **Tech:** Continue balancing ticket-based and periodic surveys. Implement AI-driven feedback analysis to uncover deeper insights and trends.

Case Study Reference:

Healthcare Platform: Illustrates how a large IT-driven healthcare organization collects and analyzes user feedback through a mix of surveys and other methods to enhance service delivery.

〉 **IT:** Integrate various feedback methods into a unified system for a comprehensive view of patient satisfaction. Use predictive analytics to anticipate patient needs and improve service delivery.

Chapter 3

Managing Data Effectively

Small Companies (11-200 employees)

Key Insights

Small companies focus on accurate data administration, crucial for maintaining data integrity and compliance. Automation in tech companies suggests a need for efficiency even with limited resources.

Recommendations

》 **Non-tech:** Maintain rigorous data management practices. Explore essential automation tools to enhance efficiency without compromising accuracy.

》 **Tech:** Use automation to streamline data processes and reduce manual errors. Ensure that data management practices comply with industry standards.

》 **IT:** Implement structured data management systems that support scalability. Use cloud solutions to ensure data accessibility and security.

Non-tech: Prioritize careful data administration.

62.79%

Tech: Balance careful administration

44.44%

Tech: with some automation.

19.44%

IT: Implement advanced technological solutions.

44.44%

Case Study Reference:
Remote Monitoring Software for a Connected Nursery: Demonstrates how a small non-tech clinic carefully manages patient data, using automation where appropriate to enhance accuracy and reporting.

Medium Companies (201-1000 employees)

Key Insights

Medium companies leverage a mix of careful administration and automation to handle increasing data volumes efficiently. This approach allows them to maintain accuracy while scaling operations.

Recommendations

» **Non-tech:** Continue using careful data administration and gradually introduce more advanced automation tools to improve efficiency.

» **Tech:** Balance internal data management with automated processing. Invest in data analytics to gain actionable insights from large datasets.

» **IT:** Use automated tools for routine data handling tasks and maintain structured approaches for complex data management. Invest in robust data governance frameworks to ensure data integrity and compliance with regulations.

Non-tech: Use automated data processing

19.44%

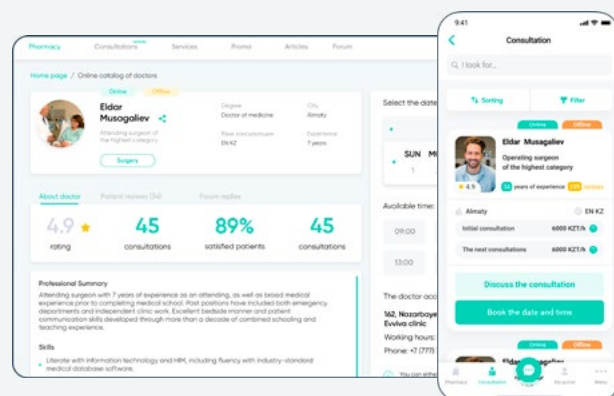**Non-tech:** while maintaining careful administration.

62.79%

Tech: Employ a mix of automated processing and internal management.

23.81%

IT: Use automated tools for data handling and structured approaches.

23.81%

Case Study Reference:

Healthcare Platform: Highlights how a medium-sized IT company integrates automated data processing and structured management to streamline operations and improve data accuracy.

Large Companies (More than 1000 employees)

Key Insights

Large companies have the resources to implement comprehensive data management strategies, combining internal administration with advanced automation. This approach allows them to handle vast amounts of data efficiently while maintaining high standards of accuracy and compliance.

Non-tech: Focus on internal management with careful administration

62.79%

Non-tech: and minimal outsourcing.

9.30%

**Tech:** Balance careful administration with automated processing.

47.62%

IT: Manage data internally with structured administration and automation.

35.29%

Recommendations

» **Non-tech:** Continue to prioritize careful data administration to ensure data integrity. Invest in advanced data management tools and analytics platforms to enhance data-driven decision-making. Ensure that data management practices are scalable and adaptable to changing regulatory requirements.

» **Tech:** Implement advanced automation tools to streamline data processing and reduce manual workloads. Use data analytics to gain deeper insights into patient care and operational efficiency. Ensure that data management systems are interoperable with other healthcare technologies.

>> **IT:** Develop robust data governance frameworks to ensure data quality and compliance. Leverage AI and machine learning to enhance data processing and predictive analytics capabilities. Invest in continuous improvement of data security measures to protect sensitive patient information.
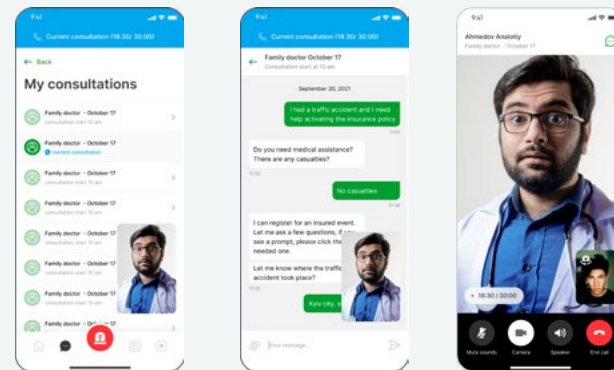
Case Study Reference:

INSK Medical Application:
Showcases how a large IT company integrates comprehensive data management practices with advanced technologies like AI to maintain accuracy and enhance operational capabilities.

Story

Imagine a rapidly growing healthcare provider specializing in remote patient monitoring for seniors. Despite their advanced solutions, they faced challenges in efficiently managing patient data and improving overall patient experience due to limited technological infrastructure and budget constraints.

Challenges:

01 **Technological Limitations:** Their existing system struggled with timely data access, impacting patient care.

02 **Financial Constraints:** A limited budget prevented an extensive technological overhaul.

Determined to enhance their services, Sigi partnered with CHI Software to find a balanced solution considering their technological and financial limitations.

Solution:

Assessment and Planning: CHI Software assessed the current system and proposed a phased approach to technology adoption.

Cross-Platform App Development: They developed a mobile health app for seniors, incorporating AI-based monitoring for continuous health tracking, GPS location, emergency alerts, and predictive data analytics.

User-Friendly Interface: Ensured the app was intuitive for seniors, facilitating easy access to health information, medication reminders, and communication with caregivers.

Patient Feedback Integration: The app featured real-time feedback collection through digital surveys, enabling the organization to address concerns and enhance service quality promptly.

Training and Support: CHI Software provided comprehensive training and ongoing support, ensuring smooth adoption and effective use of the new technology.
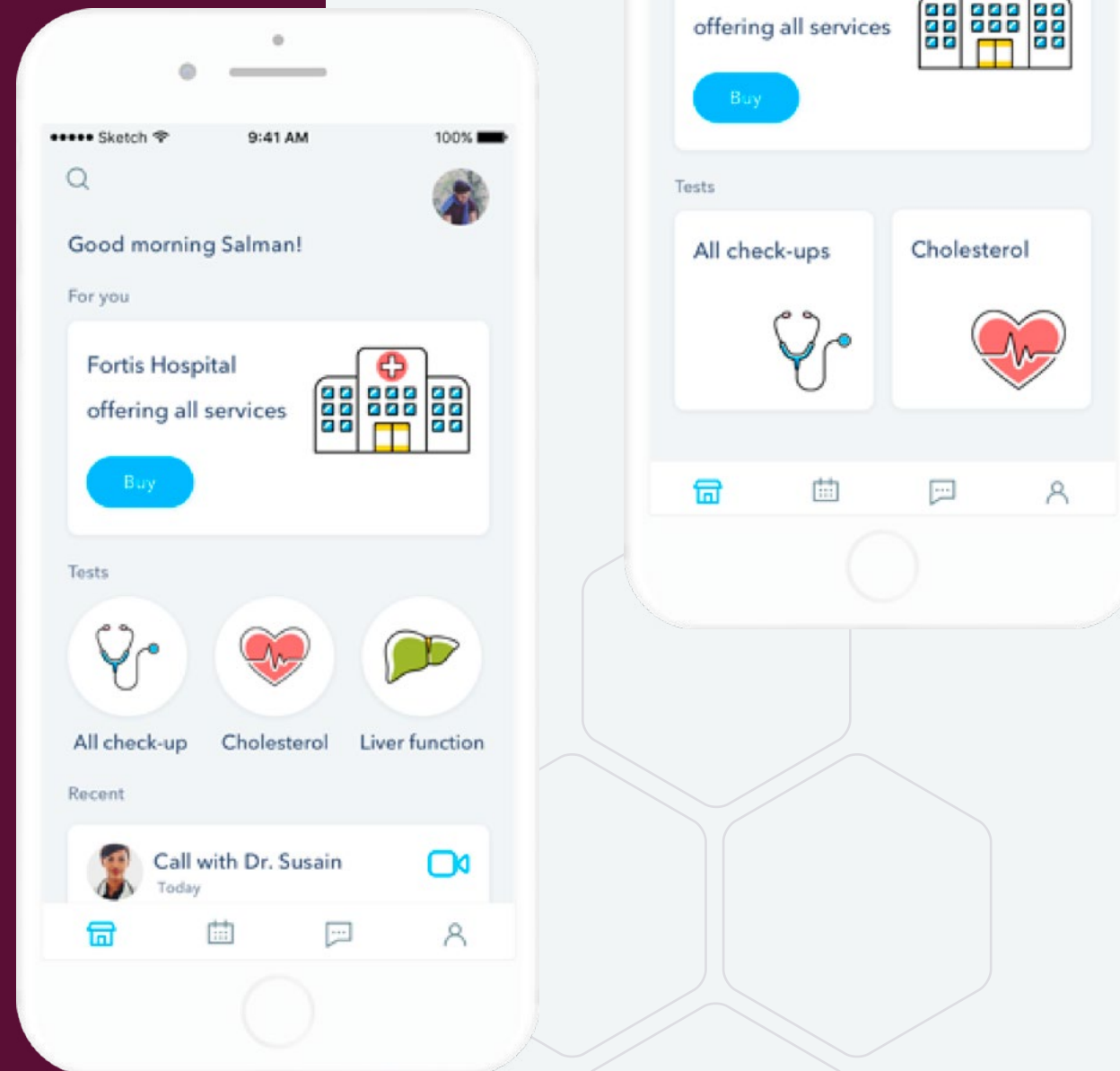
Case Study Reference:

Healthcare App for Seniors:
Demonstrates how the mobile app helped Sigi enhance patient engagement and improve service delivery through a balanced and phased approach to technology adoption.

Outcome:

01 **Improved Efficiency:**
The cloud-based system reduced wait times, making patient records easily accessible and enhancing patient satisfaction.

02 **Enhanced Patient Engagement:**
Real-time feedback allowed immediate service improvements, leading to higher patient engagement and better health outcomes.

03 **Cost-Effective Implementation:**
The phased approach allowed Sigi to manage costs effectively while gradually upgrading its technological capabilities.

Conclusion

Understanding how different healthcare organizations approach digital patient experience, user satisfaction measurement, and data management is crucial for tailoring strategies to align with industry trends and specific business needs. Whether you are a small startup, a growing medium-sized company, or a large enterprise, knowing these dynamics can guide your path to success.

For Further Success:

Small Companies: Focus on building trust and personalized consumer engagement, enhance data management accuracy, and gradually integrate scalable technological solutions.

Medium Companies: Maintain a balanced approach to technology adoption and consumer engagement, leverage periodic and real-time feedback, and utilize automation to support growth.

Large Companies: Invest in advanced technologies, maintain a hybrid approach combining consumer interest and technological solutions, and ensure robust data management frameworks.

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Our AI Assistant is ready to provide all the information you need and connect you with our experts to enhance your healthcare technology strategies.**