Adobe and healthcare providers: 
Partners through sickness and in health

Modernize and personalize patient experiences with Adobe solutions

Physicians in accountable care organizations or private practices. Nurses in skilled care facilities. Administrators in academic hospitals. All of today’s healthcare providers, managers, and institutions are under constant pressure to reduce costs while improving the effectiveness of their services and outcomes. At the same time, significant shifts are taking place throughout the healthcare ecosystem. For healthcare providers, it means a transition to accountable care business models that incentivize based on quality and outcomes, rather than payments based only on quantity or fee for service.

Amidst all the change, healthcare providers are expected to maintain detailed records that document quality metrics as well as patient treatment plans, protocols, and progress. Providers are also faced with data accessibility and security concerns, due to the mobile revolution. They must maintain the privacy of each patient while making their health records more open and accessible—and communicate and collaborate with colleagues and patients across multiple channels, on both sides of the firewall.

Yet, in most medical enterprises and facilities today, patient records, medical images, and billing information are stored across multiple, disconnected systems, platforms, and data silos. This poses serious challenges for doctors, nurses, and administrators who need coordinated information to achieve better efficiency, improved patient care and safety, and documented compliance with changing regulations.

Transforming the healthcare experience
As patients become more tech-savvy, they expect their healthcare experiences to live up to commercial online experiences. Adobe solutions help healthcare providers deliver high-quality, personalized patient care. Adobe Experience Manager (part of Adobe Marketing Cloud) provides an intuitive approach to target and deliver personalized content related to each end user’s needs and interests. With Experience Manager, healthcare providers can:

• Serve up relevant information the first time and recommend other content that users are likely interested in, rather than having them manually search for it.
• Create more secure portals for patients to schedule appointments, retrieve information, and more.
• Foster a sense of community with online patient support groups using Experience Manager social capabilities.

Streamlining the business of care
With healthcare providers at the center of most document-centric processes, each transaction provides an opportunity to optimize workflow efficiency without sacrificing privacy or security. Modern healthcare providers and facilities use Adobe solutions to help streamline business workflows, increase efficiencies, and help provide consistently superior patient care. By linking disparate back-end systems with easy-to-navigate front-end experiences, providers can:

• Modernize care management and integrate patient-care processes.
• Build bridges between patients’ medical and billing records.
• Convert paper-based forms and notices into dynamic, electronic documents that help minimize administrative and medication errors, simplify data sharing between healthcare facilities, and reduce the cost of personalized clinical programs.
• Move patients, information, and resources seamlessly and securely through the healthcare continuum with Adobe Experience Manager document services.
Each transaction provides an opportunity to improve efficiency.

Today’s consumers are connected and expect more secure, intuitive, and comprehensive access to their personalized health data via multiple digital channels. Many are willing to switch providers for the dynamic experiences they seek. Make it simple for patients to find the information they need quickly. With Adobe solutions, providers can:

- Develop and deploy intuitive web experiences and mobile apps that empower patients to play more active roles in their own healthcare management
- Give patients access to their personal health records (PHRs), both online and offline.
- Increase long-term engagement and patient compliance with interactive treatment plans.
- Remove communication gaps between providers, while laying a firm foundation for patient information access mandates.

Unlocking the value of health data

Waste, fraud, and abuse detection—The fundamental goals of a health system are to maximize quality, expand access, and control costs. However, in Medicare alone, fraud is estimated to cost taxpayers and consumers about $60 billion a year. That figure quickly escalates when also considering fraudulent activity in Medicaid and private payer networks. With Adobe Analytics, you can identify suspicious patterns of behavior that could indicate fraud in billings and claims data, maintain compliance, and save your organization money—while providing better service to your patients.
Case management—As providers strive to eliminate redundant workflows and reduce costly errors associated with manual data entry, many have begun to consolidate IT operations and share data between stakeholders. This allows them to build more accurate, comprehensive patient profiles and deliver contextually relevant service. This also minimizes the need for users to provide unnecessary information every time they interact with a provider. Instead, with Adobe Experience Manager document services, user data may be cross-referenced and pre-populated in forms and other document-centric processes—based on validated information already on hand.

Better informed decision making—When healthcare providers are empowered with the ability to visually evaluate factors about a patient’s medical history and health status from multiple data sources in real time, the measurable results include improved outcomes, personalized care, and more efficient use of resources. In fact, clinical analytics tools have become a top priority for hospital IT leaders who are moving towards accountable care adoption. Adobe Analytics empowers providers to effortlessly visualize large amounts of data to uncover underlying trends and intuitively navigate from population-level patterns down to granular contributing factors—allowing them to make well-informed, strategic decisions.

Adobe Connect enables healthcare organizations to fundamentally improve productivity.

Improving outcomes with HIPAA-compliant collaboration

To prepare effective, fully informed patient treatment plans, healthcare providers rely on Adobe solutions to help establish real-time, online communications between physicians, specialists, and patients across multiple platforms and device types. Whether the patient lives in a rural, isolated area, is serving in the armed forces in a remote region, or resides in a large metropolitan area that has a shortage of specialists, Adobe Connect Managed Services (ACMS) helps enable providers to examine patients, access electronic records, and collaborate on cases “in person” from anywhere in the world.

ACMS combines the benefits of a highly secure, deeply customizable, and finely controlled on-premise web conferencing solution with the rapid deployment and scalability of a cloud-hosted solution—all expertly managed by Adobe with strong security features for sensitive healthcare data, including physical security, network control, user access control, and data encryption.
Promoting health and wellness while building brand loyalty

With Adobe solutions, healthcare providers can:

• Create interactive resources that help strengthen and extend the provider-patient relationship.
• Generate health-focused mobile apps for any platform and device to engage patients.
• Educate consumers to maintain wellness through digital publications that use personalized interactive content to better reach them.
• Optimize authoring, management, and delivery of digital media and content across channels, including web, mobile, email, and social communities to build relationships and drive compliance with Experience Manager.

Forming a committed partnership

Adobe is the leader in web content management for the digital customer experience, according to a recent Forrester Wave report.† Adobe solutions and services empower healthcare providers to transform the healthcare experience by streamlining and modernizing processes, unlocking the value of health data, enabling HIPAA-compliant collaboration for improved outcomes, and educating and engaging patients in a personalized way to promote wellness.

† The Forrester Wave: Web Content Management for Digital Customer Experience, Q2 April 2013