

Adobe solutions for healthcare providers

Helping to automate processes and empower patients for improved clinical care



Physicians in accountable care organizations or private practice. 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. Working in the face of health reform legislation deadlines, healthcare providers are expected to maintain detailed records that document compliance and quality metrics as well as patient treatment plans, protocols, and progress. Maintain the privacy of each patient while making their health records more open and accessible. Communicate and collaborate with colleagues and patients across great distances. And stay abreast of the latest healthcare trends through continuing education.

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 health reform compliance.

Transform the experience of healthcare

Adobe's Customer Experience Solutions connect multiple back-end systems with rich front-end interfaces to help healthcare providers deliver high-quality, personalized patient care. Collaborate with peers on more efficient forms of treatment. Gain potentially lifesaving insights through rich Internet applications that give fast access to key data. And devote more time to patient care, less to paperwork, by automating costly and time-consuming paper-based processes. This same set of solutions can be leveraged to empower patients through more secure access to medical records and data, helping increase long-term commitment and adherence to recommended protocols.

Share vital patient information more efficiently

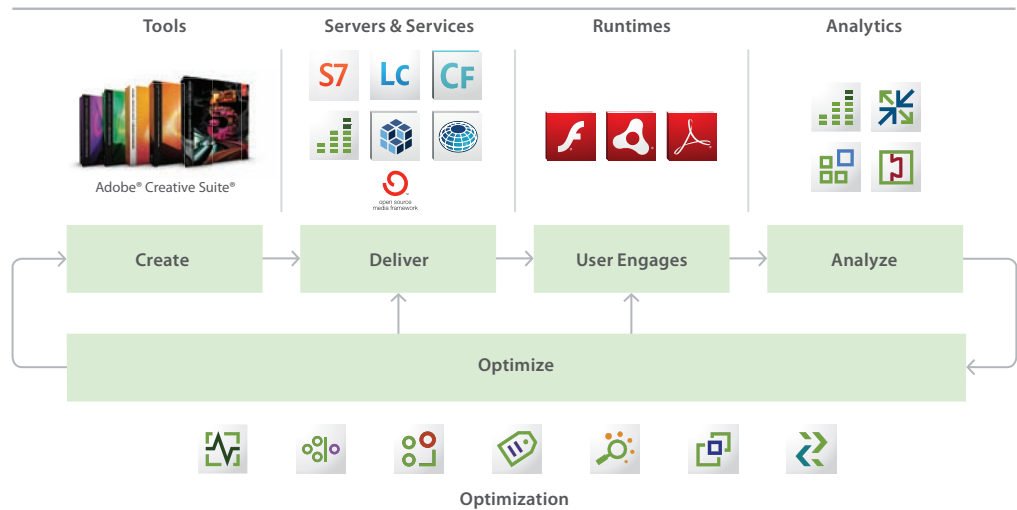
Modern healthcare providers and facilities use Adobe solutions to help streamline business workflows, increase efficiencies, and help provide consistently superior patient care. By linking disparate back-end systems with easy-to-navigate front-end applications, providers can automate and integrate patient-care processes. Build bridges between patients' medical and billing records. And convert paper-based communications and forms into dynamic, electronic documents that help minimize medication and administrative errors, simplify data sharing between healthcare facilities, and reduce the cost of personalized clinical programs. Move patients, information, and resources more smoothly and securely through the healthcare continuum with Customer Experience Solutions for healthcare providers.

San Diego-based Janus Health Network is a case in point. Janus is an innovative provider of home-based healthcare that relies on Adobe solutions to automate processes for more responsive customer service. By streamlining the administrative processes related to house calls and enabling interactive mobile access, Janus Health reduced the required paperwork to register new patients from roughly 26 pages of paper forms to one integrated electronic form. These efficiencies enabled the company to increase the number of house calls a clinician could make in one day, decrease administrative costs, and maintain regulatory compliance.

Strengthen collaboration and communication for improved clinical care

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 her country in a remote location; or resides in a large metropolitan area that has a shortage of specialists, Adobe solutions helps enable doctors to examine patients, access electronic records, and

Completing the Loop



Adobe Digital Enterprise Platform, the technology foundation for Adobe's Customer Experience Solutions, helps enable the creation of vivid interactive experiences delivered through multiple channels to any device. Leverage powerful yet easy-to-use analytic tools to adapt content in real time and help ensure measurable effectiveness.

collaborate on cases "in person" from anywhere in the world. In addition, providers can more securely exchange high-resolution diagnostic-quality images, such as x-rays and medical scans, with confidence knowing they're backed by PDF Healthcare standards. And they can reduce the time and expense of continuing education through on-demand, eLearning experiences. For example, digital medical communications company Medpoint uses Adobe solutions to deliver peer-to-peer education programs. By moving from traditional face-to-face training into virtual media, the company has reduced training expenses by 80% and lowered the total time commitment of speakers and attendees by a factor of four.

Empower patients with access to information

Today's tech-savvy patients 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 informative interactions they seek. Make it simple for patients to find the information they need quickly. Use Adobe solutions to develop and deploy rich Internet applications (RIAs) 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 treatment plans. And remove communication gaps between patients and payers, while laying a firm foundation for patient information access mandates.

Promote health, wellness, and superior patient care

Using Customer Experience Solutions, healthcare providers can move patients, information, and resources more smoothly through the healthcare continuum to minimize errors and improve efficiencies. Strengthen communication and collaboration between physicians, administrators, and patients through real-time, online interactions. Engage patients through more secure access to medical data and records. Plus, help provide consistently superior patient care that promotes health, wellness, and personal empowerment.

For more information
www.adobe.com/solutions/customer-experience/healthcare



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