

GETTING STARTED WITH THE ELEMENTS OF SIMPLE

Applying a new level of organizational consciousness to maximize technology to fundamentally alter the business of care delivery.

ELEMENT 1: STRATEGY



Being a digital organization is the first step to developing a solid digital strategy.



Establish a separate fund for innovation and digital transformation

Secure the right people, those who can help you think differently from inside and outside the organization

Engage leadership to align digital transformation strategy with overall business strategy

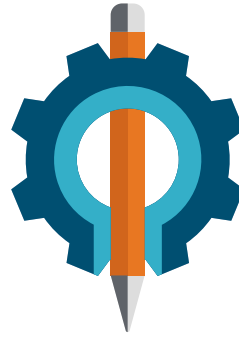
Incorporate higher CEO and leadership involvement to help provide clear goals

Map digital strategies leveraging technology to change how business objectives are achieved and drive business value

Break down your roadmap into short, manageable phases that help fuel a sense of accomplishment and build organizational buy-in

Find a partner that understands how to navigate your organizational limitations and the unique challenges healthcare poses

ELEMENT 2: DESIGN



As you continue to adopt a consumer-centric mindset, it's imperative you seek strategies for improving the patient experience.

Conduct research to learn what's propelling healthcare consumerism

Benchmark your organization against those using consumer insights to tailor the user experience and generate revenue

Leverage Design Thinking to put humans at the center of problem solving:

Speak with your users or potential users to understand where problems lie

Clearly define the problem you are trying to solve

Document all possible and impossible answers for your defined problem

Create a 3D representation of your solution. Use whatever materials you have and get creative

Survey users and stakeholders to see if this is actually the solution to their problem, and if it's not, start the cycle over

ELEMENT 3: EXPERIENCE



Use a holistic approach, looking at emotional, physical and socio-economic factors to understand the person vs. the patient and providing needed resources and a support team.

Develop personas to understand what may lead a person to make the choices they do throughout their healthcare lifecycle journey

Identify a healthcare interaction between users and your organization

Determine all users involved in this experience

Create a list of generalized characteristics for one user, such as name, age, background, beliefs, values and motivations

Create a visual representation of this user that depicts them as a real person

Repeat this process to generate three or more personas—think both inside and outside of your organization

Create messaging about your product, service or experience from the point of view of your persona(s)

Create a customer journey map to provide a holistic and graphical overview of the various touch points a customer has with your product or service

Address consumer pain points through recommendations tailored to address them personally

ELEMENT 4: DATA



Before you conduct a deep dive on data, cement your business goals and determine how the use of data will add value and help achieve your desired outcomes.

Assess the systems you currently have in place

Develop data categories, tags and characteristics

Establish your architecture as a data lake

Establish real-time data collection

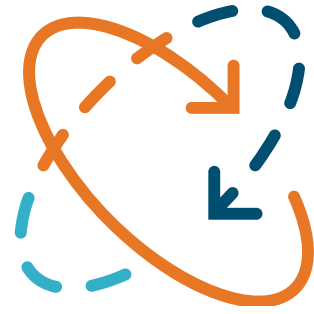
Convert disparate data into a common format

Create a series of checkpoints, including tests of security

Establish a data governance process

Ensure data is standardized before it is integrated

ELEMENT 5: CONVERGENCE



Be willing to work outside the box with a consumer-centric approach to best position your organization to succeed.

Establish a proper IT infrastructure that can merge data from both legacy systems and disparate streams of modern data sources

Create a prioritized list of the needs and wants of modern consumers

Ensure technology is a key consideration for future planning

Harness technology's power and leverage data-driven insights as you execute your converge plan

At emids we're on a mission to help make digital doable. This starts with an intentional approach to break down the barriers and complexities that have left healthcare playing catch up.

Read more about "The Elements of Simple" at emids.com/simple to learn how you can apply a new level of organizational consciousness to maximize technology to fundamentally alter the business of care delivery.

emids[®]
experience partnership.

emids is a specialist provider of digital solutions and services to the healthcare industry, serving payers, providers, life sciences, and technology firms.

▶ Contact Us

Online: www.emids.com Email: engage@emids.com

North American Headquarters

Address: 318 Seaboard Lane, Suite 110, Franklin, TN 37067