

Xerox® Digital Patient Services

Drive Patient Satisfaction with Xerox® Digital Patient Services



AN EXPERIENCE-LED PATIENT JOURNEY

xerox™

Better Processes to Support Better Patient Outcomes

The healthcare ecosystem is complicated and siloed. And oftentimes, the technology that's meant to help has the opposite effect. The result? A mediocre patient experience at best, and poor service delivery at worst. Administrative processes should empower staff and frontline healthcare workers, not burden them. It's time to see patients for what they are — real people, not paperwork.

CHRONIC AND ACUTE PAIN POINTS

New challenges brought on by the pandemic have inflamed pre-existing strains on the healthcare industry. Managing costs without sacrificing patient satisfaction. Balancing security with accessibility. Boosting productivity while ensuring employee safety. And communications that provide clarity instead of confusion.

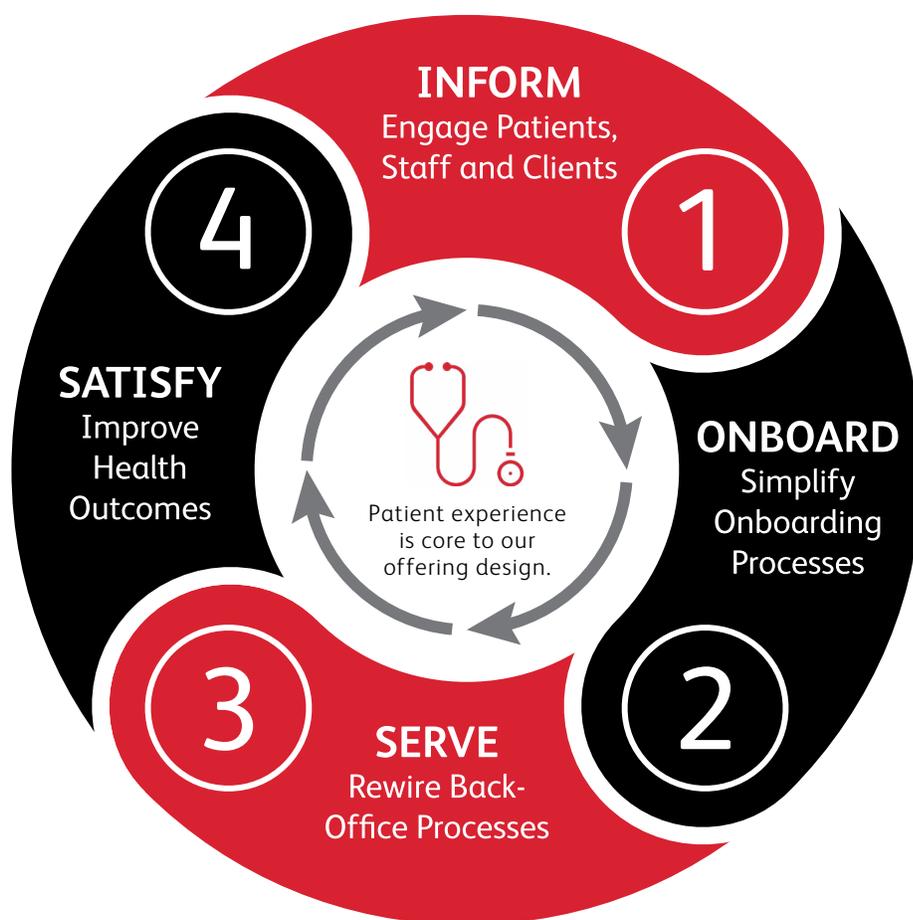
The need to deliver a more holistic, satisfying patient experience, including personalised communications on their channels of choice, only raises the bar higher. And with stricter-than-ever compliance and privacy regulations coupled with the shift to telemedicine, the pressure is on.

THE CURE FOR THE COMMON CHALLENGES

There's no single, one-size-fits-all solution. That's why we created Xerox® Digital Patient Services — a tailor-made package of hardware, software, solutions and services for healthcare organisations designed to alleviate pain points across the care cycle.

This service leverages cutting-edge technology that empowers teams to deliver a consistently positive patient experience. Starting with a long view of the patient journey, we identified where steps could be eliminated and how things could be simplified. It's all about freeing up staff and resources to focus on what matters most: patients.

Our Solutions and Services in Healthcare Transforms Processes Across Key Phases



Communications That Turn Touchpoints Into Trust Points



Targeted, personalised conversations on the patient’s preferred channel help drive engagement, increase satisfaction, reduce costs and most importantly, support better health outcomes. Our portfolio of services and platforms take the guesswork out of delivering the right message in the right way at the right time, so patients can feel confident in the care you’re providing.

	Health Providers	Health Payers	Pharmaceuticals	Medical Devices	Health Systems*
Xerox® Digital Hub and Cloud Print Services Managed marketing supply chain – from design to invoicing – for point-of-care signage, patient information discharge packets and more.	✓	✓	✓	✓	✓
Multichannel Mail Services Send communications using a print driver, web portal or an API client that allows admin staff to manage correspondence in the most suitable format for the patient.	✓	✓	✓	✓	✓
Patient Campaigns on Demand Support the transition from paper to massive, omni-channel health campaigns with relevant, targeted messaging to improve response rates.	✓	✓	✓	✓	✓
Policy Manager for Xerox® DocuShare® Flex Guide employees with best practices in care delivery with automated healthcare policy publishing in a secure, collaborative environment.	✓	✓	✓	✓	✓



CASE STUDY

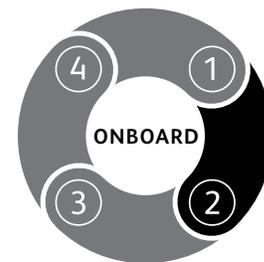
Helping Maidstone and Tunbridge Wells, a large district hospital in the UK, improve productivity and enhance communications.

We deployed an automated, outsourced hybrid mail service that integrated with the trust’s existing patient administration system. The solution included on-demand printing of personalised inserts and advanced letter tracking. This resulted in:

- >50% savings in direct costs
- 3x FTEs worth of time redeployed to higher value activities for staff
- Fewer delivery failures (down from 60% to 2%) and missed appointments

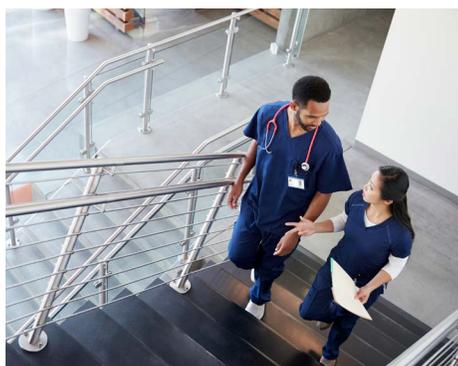
*Health Systems: organisation of people, institutions, and resources that deliver healthcare services such as Medicare in the US or the National Institute for Health and Care Excellence (NICE) in the UK.

Closing the Gap Between Patient and Process



Advanced automation and workflow tools eliminate roadblocks, allowing you to spend more time caring for patients and less time navigating processes. It's never been faster, easier or safer to register patients, book appointments, recruit staff and make sure the right people have access to the right information.

	Health Providers	Health Payers	Pharmaceuticals	Medical Devices	Health Systems
Staff Recruiting and Credentialing Services Ensure physicians, nurses and other clinical providers are properly credentialed for full transparency whilst eliminating paper process.	✓	✓			✓
Mobile Booking Services Digital platform to automate and track appointments with real-time reporting. Simplify appointment booking for staff and patients while minimising no-shows and reducing costs.	✓				✓
Patient and Member Onboarding Services Improve patient or member onboarding through hyper-personalised welcome packs and digital workflows using AI, RPA, mobile and workplace apps.	✓	✓			✓
Secure Document Access with Digital Vault Technology Advanced document archiving capabilities with real-time indexing, compression, storage and data retrieval in compliance with local healthcare regulations.	✓	✓	✓	✓	✓



LARGE HEALTHCARE ORGANISATION CASE STUDY

Helping a large healthcare organisation improve appointment calendaring and gain better line of sight with reporting.

We helped to transition from a disjointed appointment booking system to a cloud SaaS service that delivers a wide range of calendar services. It offers the flexibility needed for customising campaigns while providing increased visibility to better manage product stock and appointments. This resulted in:

- A standalone solution that was easy to deploy for caregivers of all sizes
- Integration with 3rd party systems using low-code/no-code technology
- Scalability to generate dynamic reports that can be emailed on a periodic basis

Top-to-Bottom, Front-to-Back Efficiency



Disconnection disrupts productivity, and the effects often trickle down into care delivery. When back-office processes are in step with front-end workflows, both patients and staff appreciate the benefits. The ease of automation eliminates costly, error-prone paper processes and unifies disparate systems all whilst maintaining compliance.

	Health Providers	Health Payers	Pharmaceuticals	Medical Devices	Health Systems
Xerox® ConnectKey® Technology Apps Connect to health systems, share protected health information (PHI) in full compliance, or automate patient forms processing with intuitive apps right at the Xerox® ConnectKey® Technology-enabled printer.	✓	✓	✓	✓	✓
Health Records Automation Services Organise, scan, and store patient records into one convenient location connected to an existing Electronic Health Record (EHR) that unifies disparate systems.	✓				✓
Accounts Payable Services Reduce invoice processing time, allowing the treasury to accurately forecast working capital and effectively manage cash flow with optimised e-invoicing, Source2Pay and simplified integration with RPA.	✓	✓	✓	✓	✓
Healthcare Claims Processing Services Intelligent document categorisation (IDC) of healthcare claims with performing match evaluation and workflow activation based on checklists. Use RPA to do IDC extraction and validate provider data updates.		✓			✓

WORCESTERSHIRE CASE STUDY

Helping Worcestershire Acute Hospitals, a large Trust in the UK, reduce paper storage, enhance security of patient records and reduce record management costs.

We implemented a phased transformation from their legacy, paper-based system to minimise risk and disruption. In addition to digitising one million patient records, the results included:

- Locating 7,500 missing records
- A reduction in missed appointments
- Immediate availability of patient records
- No more time or money wasted spent transporting notes
- Information security with IT access controls and audits

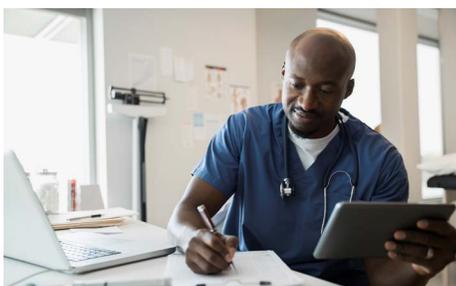


Healthier Patients, Greater Loyalty



Patients are more empowered and savvy than ever, and their expectations have never been higher. Analytics-driven insights help you to better understand your patients and put convenience at their fingertips, providing a more positive patient experience. Similarly, mobile solutions allow you to stay connected with staff remotely and maintain a safer workplace.

	Health Providers	Health Payers	Pharmaceuticals	Medical Devices	Health Systems
Xerox® Team Availability App Staff can easily log their intentions to attend work. Manage availability of critical staff resources in real time from anywhere with advanced reporting for administrators.	✓	✓	✓	✓	✓
Mobile and Touchless Solutions for Care Staff Minimise physical touchpoints at the device with antimicrobial screen protectors, smart proximity sensors and mobile solutions at point of care.	✓	✓	✓	✓	✓
Discharge Communication Management Fully connected, end-to-end discharge management process with real time results to reduce re-admission rates and integrate with healthcare systems and processes using RPA.	✓	✓			✓
Patient Insight Services Monitor and improve patient experience with personalised surveys that provide critical insights to inform best next steps.	✓	✓	✓	✓	✓



CASE STUDY

In the UK, helping Imperial College Hospitals make faster, more strategic decisions with valuable data.

The Team Availability App was configured and deployed in less than five days to track availability of over 12,000 staff across five large hospitals. The results were:

- Hours of saved labour thanks to intuitive dashboards that replaced manual spreadsheets
- Easy self-registration improves tracking of temporary staff and pop-up locations
- Updates can be provided multiple times a day to keep users up to speed

We Know Healthcare

Our decades of experience as a partner in healthcare means we're uniquely positioned to help. We thoroughly understand the need to rapidly deploy staff, manage resources and increase velocity through the patient pathway all while providing quality, compassionate care.

WE SEE THE BIG PICTURE

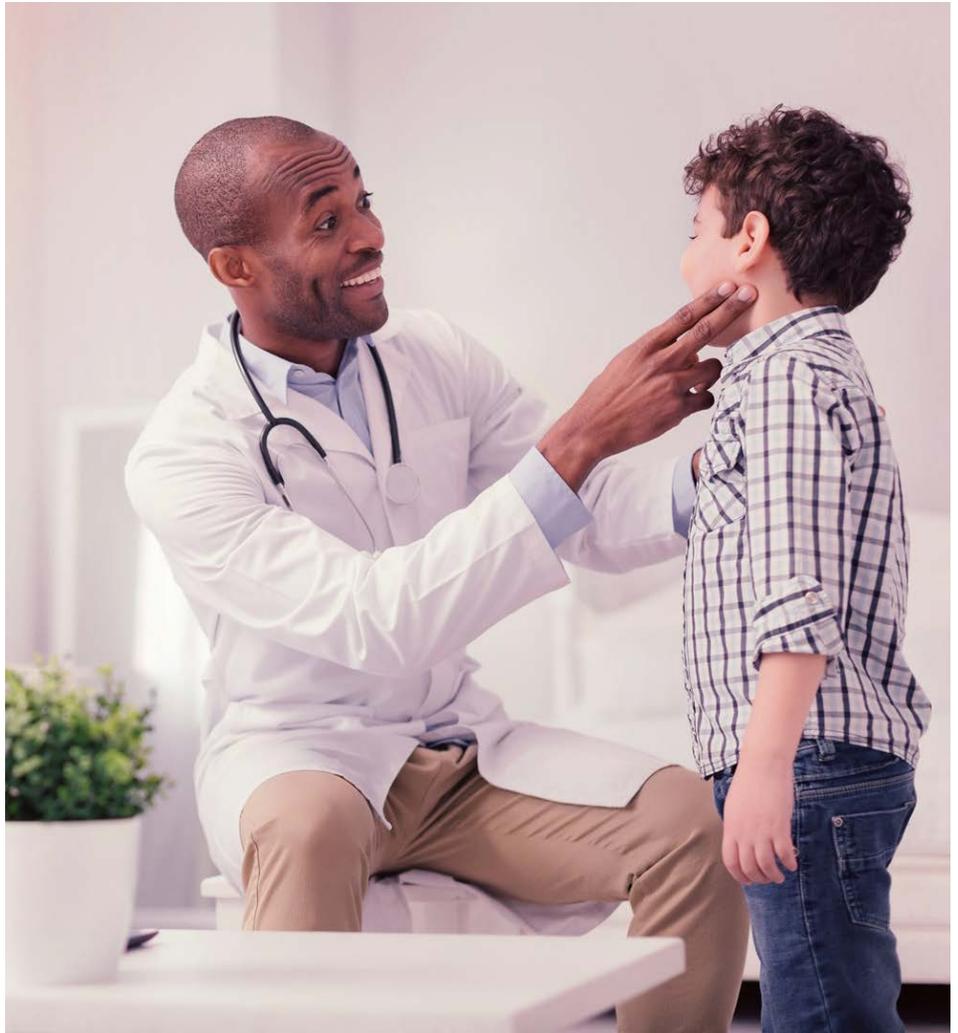
Patients are at the heart of our ecosystem for healthcare, yet it was also designed to empower the people providing and supporting the delivery of care. By transforming communications and processes to reimagine the patient experience, Xerox® Services for Digital Patient helps clinicians do what they do best, even better.

WE TAKE SECURITY SERIOUSLY

Our industry-leading security solutions provide unrivaled protection against even the most sophisticated threats. Every endpoint is protected, from printers to patient records and everything in between. Our Xerox® AltaLink® Multifunction Printers (MFPs) are the first to be certified by National Information Assurance Partnership (NIAP) under rigorous testing standards.

WE HAVE YOUR BACK, ALWAYS

In addition to helping you map the digital patient journey, we're here to help you maintain it. Xerox® IT Services delivers technical support that goes beyond troubleshooting to offer end-to-end solutions. From hardware to disaster recovery, we're a 24/7/365 partner you can count on. We manage your technology, so you can focus on taking care of your patients.



An excellent prognosis.

Better health outcomes start with better care, and better care starts with better processes. Learn more about how we're making healthcare healthier at [xerox.com/healthcare](https://www.xerox.com/healthcare).

