

As new healthcare delivery models and data sources emerge, the need for a single source of longitudinal patient information becomes critical. Such a data source creates the foundation for a digital platform and becomes the data hub for a wide variety of enterprise and department analytics and workflow applications.

Patient-Driven Care Is a Winning Strategy for All

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Questions posed by: DXC Technology

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Q. What is driving the need for integrated, longitudinal patient data in health and life sciences organizations?

A. The voice of the consumer is becoming louder as demands for convenient, personalized, and consistent care drive changes in how stakeholders engage with their "customers." How organizations succeed in the ever-changing health and life sciences landscape does not rely on a single solution — technically, financially, or organizationally. At the heart of managing any change is having the "right data" with which to make decisions.

Care has historically been delivered by clinicians in healthcare organizations (e.g., hospitals, laboratories, physician offices, and clinics) based on each organization's priorities and needs, which often results in inconvenient or poor access to care. Consumer demands for convenient care are driving care delivery to retail settings, with hospitals setting up urgent care centers in shopping malls and increasingly using digital technology to monitor and deliver care at home.

IDC's recent survey of 100 payers and 100 providers regarding their technology investments for value-based care demonstrated that the shift from fee-for-service healthcare to value-based healthcare is driving the adoption of connected health technologies, including connected remote health monitoring. All these new care and financing models result in the delivery of fragmented care and fragmented data. It is possible to aggregate data from multiple sources to create a holistic view of and for a patient. The need for a single source of longitudinal patient information is becoming even more critical as new delivery models emerge.

Embrace of the patient as the ultimate key stakeholder in the life sciences is multifaceted, including outreach for clinical trial enrollment and engagement for medication adherence and direct patient monitoring as well as relationship building in support of marketing, brand loyalty, and industry reputation repair. Beyond patient data already discussed, connectivity-enabled patient data (e.g., inputs from smartphones, Internet of Things [IoT]–based wearable technologies, and intelligent devices and sensors) combined with analytics and artificial intelligence (AI) will deliver specific, real-time insights to the industry and patients alike as part of aspirations to extend the industry's value proposition into healthcare delivery.

With greater access to existing life sciences data and availability of new data resources growing rapidly, the effective use of data, information, and knowledge will be the foundation that delivers sustainability and both near- and long-term success in the life sciences industry. This foundation will be key in several ways, including:

- » Accelerating drug discovery
- » Translating discoveries into new commercial treatments
- » Maximizing operational efficiency and effectiveness across the entire life sciences enterprise

Q. How can health and life sciences organizations provide the more personalized experience that patients want?

A. The key requirement of delivering a personalized health experience is access to the data to determine the next best action clinically and to create the optimal patient experience. The requirements are the same whether the patient is seeking medical care, personalized medicine or participating in a clinical trial. An organization with fragmented data cannot create a consistent, convenient, and personalized experience for a patient. The data fragmentation challenge must be addressed. Additionally, data must be delivered to the right person and the right time, which requires data access tools or applications to enable all stakeholders to make the right decisions based on the most complete and timely data available.

The single source of longitudinal patient data creates the foundation for a digital platform and becomes the data hub for a wide variety of enterprise and department analytics and workflow applications. Data flows into the hub and is then used by "approved" applications, thereby ensuring a single source of longitudinal patient data. This approach not only creates a single source of truth but also reduces redundancy and simplifies data management and governance. The key components of a digital platform include the following:

- » The digital platform holds and manages the patient data required by the stakeholder. The platform sits at the heart of the solution and both ingests new data and serves up data to the use case applications.
- » Relevant information must be available to all stakeholders in their native workflow regardless of whether that workflow is proprietary to the platform vendor or a third party. Workflow applications may reside on a variety of devices, including mobile and remote patient monitoring devices.
- » A range of analytic capabilities including descriptive, predictive, and prescriptive analytics must be available to deliver insights to support and improve decision making across all stakeholders.

Q. What steps do health and life sciences organizations need to take to begin the journey of creating an enterprise patient-centric digital platform?

A. There is no single solution for health and life sciences organizations to mitigate the demands of change or the uncertainty of meeting those demands. People no longer want to be passive recipients of medical care. Instead, they want to be active participants and expect health and life sciences organizations to offer support and guidance at each step of their healthcare journey. Expectations are set by the level of service and convenience offered in other industries.

Before health and life sciences organizations begin the journey to create a digital data platform, there must be a clearly articulated strategy in place, with measurable objectives and milestones. It goes without saying that an effort of this magnitude with such widespread touches across an organization takes strong leadership and vision. All stakeholders need a voice at the table during the earliest stages of discussion. Data requirements, including timeliness and channel of delivery, must be clearly understood to enable a design that will ultimately meet the needs of each stakeholder. Better to get the skeptics at the table than to experience obstructionism throughout the process.

Even the most technically sophisticated organization will need third-party assistance in executing the strategy. Devoted resources — both external (i.e., from a third-party organization) and internal — are required to successfully deliver a digital platform. Early initiatives include the identification of relevant data sources and the strategy to harvest, cleanse, and store data into a single longitudinal patient record. Many individuals do not have an appreciation of the challenge of building a digital platform and thus can experience frustration at what appears to be a "long time" from the beginning to when they see value. Critical to success is the ability to set clear expectations of timelines and, if possible, deliver "early successes" to demonstrate value to the ecosystem of participants.

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About the Analysts



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Cynthia Burghard is a Research Director with IDC Health Insights where she is responsible for the value-based healthcare practice. A key focus of her research includes the use of cognitive/AI technologies to advance digital transformation in healthcare. Areas of research include analytics, population health workflow, and proactive patient engagement including patient personal assistants.



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