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Improve patient and member experiences

Integrate content and insight for better care, interactions and loyalty

Engage patients and members with intelligent, personalized experiences

Create **convenient, friction-free** digital interactions

Coordinate care across providers, payers, devices and systems

Deliver data-driven services that improve outcomes, engagement and experience

With more patient care moving from in-person to digital, it is important to create consistent and comfortable experiences for providers and patients across the continuum of care. But patient and organizational data is rarely integrated and accessible enough to drive intelligent, personalized and efficient digital services, which is affecting retention and loyalty. The same is true among healthcare payers, as they try to improve member experience and reduce churn. While content is abundant, organizations struggle to turn existing information into actionable data to drive patient engagement and desired outcomes.

When healthcare organizations have high-quality, comprehensive patient data at their fingertips, content drives the experience. Experience Platform for Healthcare from OpenText™ brings content to the core of every patient interaction, whether in person, over the phone or online. By connecting and orchestrating touchpoints across the care continuum, providers gain and maintain a holistic understanding of patient needs, eliminating gaps in care and improving overall engagement. With Experience Platform for Healthcare, organizations have the communications, content management, artificial intelligence and insight tools to exceed rising patient expectations while optimizing operations and eliminating tech silos.

Healthcare payers are also accelerating the move to digital models of engagement. Virtual-first health plans are gaining traction and improved member experience has become a C-level priority across the industry. Personalized experiences are essential to building member loyalty and trust while reducing member churn. Experience Platform for Healthcare can personalize member communications and optimize engagement to improve the member experience.

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Engage patients and members with intelligent, personalized experiences

Delivering personalization throughout the care journey improves provider-patient relationships, drives desired clinical outcomes and reduces readmissions and associated costs. Unifying access to data means organizations can take full advantage of data insights, prioritizing patient-centric care for more relevant, beneficial experiences. Plus, by integrating and bridging data from various systems, applications and data sources, the entire care network benefits, streamlining data management to improve healthcare data interoperability.

Deliver convenient, friction-free digital interactions

Experience Platform for Healthcare from OpenText enables organizations to shift to a digital-first business model for patient and clinical interactions while improving engagement across a range of digital channels. Whether interacting for enrollment, telehealth or chronic disease management, digitized information and workflows allow for secure and efficient clinical and non-clinical document exchange. Plus, improved self-service options foster convenient care access and expedited communications.

Coordinate care across payers, providers, devices and systems

Timely, compliant data exchanges across a network of caregivers, patients, patient advocate groups and insurers eliminate gaps in care. Intelligently automating healthcare processes and workflows increases collaboration across the digital ecosystem of stakeholders and promotes optimized patient and member communications. By streamlining patient data management, backed by secure information exchange, organizations can deliver intelligent and connected healthcare.

Create data-driven services

With Experience Platform for Healthcare from OpenText, organizations can provide a consistent and quality experience throughout the patient lifecycle—from outreach and enrollment to service and follow-up. The expansive platform supports a variety of use cases, such as patient acquisition, onboarding and omnichannel conversations, leveraging analytics to gain new patient insights and drive operational efficiency. Using IoT data further improves visibility, proactively connecting with patients and identifying the most effective treatment options.

OpenText Experience Platform

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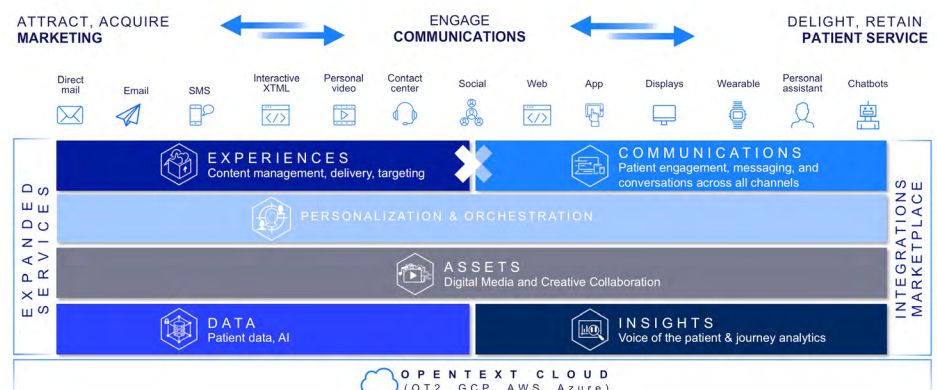
Solution components	Description
Safe and secure communications	Meet HIPAA requirements for handling PHI and manage secure digital fax between healthcare organizations
Digital communication management	Deliver personalized and orchestrated omnichannel digital experiences
Patient communication management	Transform patient and member communications into exceptional experiences
Rich media management	Manage images, video and rich media for the entire organization and leverage directly into patient and member communications
Voice of the patient	Discover insights with speech and multichannel analytics
Unified messaging solution	Empower staff with unified messaging and an AI personal assistant
Call center solution	Transform call center and back-office performance and engage employees
Machine learning and predictive analytics	Augment data-driven decision-making and accelerate business processes
Intelligent forms automation	Create, publish and process forms
Health journey analytics	Collect, visualize and analyze patient event data

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About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext.com**.

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