Information management for healthcare
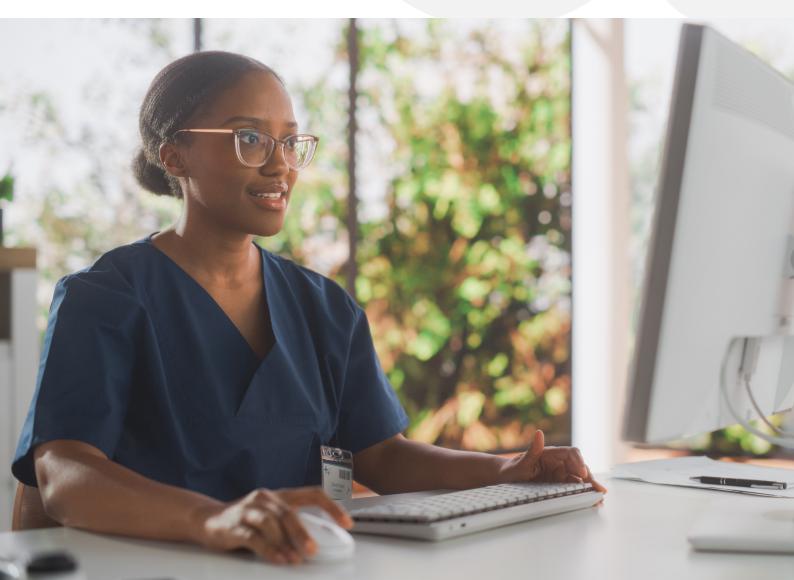
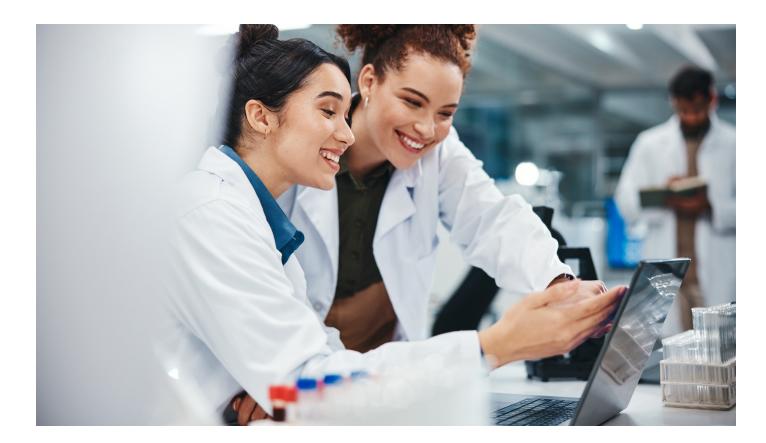Leveraging data to improve patient outcomes and experiences

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Industry backdrop

The healthcare industry is experiencing long-term market pressures that will drive change for the foreseeable future. The first is the increasing demand for care, with the industry, in some ways, a victim of its own success. With the population aging due to healthcare advancements, many individuals live with one or more chronic diseases that require ongoing, specialized care.

There is also a need to address long-term social inequities of health, driving demand for care and improvements in care delivery. And as demand increases, there are significant challenges to service the demand due to healthcare staffing shortages and burnout. To combat stretched resources and improve engagement, organizations need to improve clinical processes and better support patients and staff, increasing engagement across the care and wellness continuum.

Finally, unrelenting cost containment pressures continue, with healthcare organizations on the hook to increase lower-cost settings of care, pushing staff members to practice at the top of their licenses—shifting clinicians' efforts from routine administrative tasks to more patient-focused care.

To address these challenges, the industry needs to leverage data, process automation, and generative AI—elevating healthcare delivery with information management at the core.

The OpenText vision for elevating human potential in healthcare

Some of the most interesting and compelling opportunities in healthcare today are enabled through the increased use of data to improve patient and member engagement. Creating a secure, compelling digital experience is a C-level priority as organizations recognize how important quality experiences are to retention, engagement and—most importantly—improved health outcomes.

Healthcare consumers are more than the contents of their medical records or claims history. Adding and integrating data beyond these silos lets organizations create a 360-degree view of the patient's condition, their preferences, personal needs, challenges, and resources. When coupled with data on health coverage and benefits, providers create rich, valuable experiences that allow patients to become advocates for their own health. While the goal of a "Member 360" or "Patient 360" view is broadly stated in the healthcare market, it is rarely achieved. Without personalized communication and data-driven digital experiences, it is difficult to create the true engagement required to influence health.

There are many opportunities for healthcare organizations to use non-clinical data, creating a more complete view of patient preferences, actions, and needs to better engage, manage, and support patient care. This can be especially impactful in managing chronic disease, providing behavioral health services, and supporting remote patient populations.

With advancements in AI there is also an opportunity to reimagine information to tackle some of the most complex challenges across the continuum of care. Augmenting human decision-making with AI requires great information management.

If any of the following ring true across your healthcare organization, there's an opportunity to reimagine information:

- Information silos and information inefficiencies cause delays or disruption in care or operations.

- Regulatory compliance challenges are increasing due to fragmented information systems.

- Staffing and resource shortages hinder opportunities to reimagine work and processes.

- Cyber risk and data breach vulnerabilities are increasing.

- Patient and staff conversations and engagement are less than adequate.

Use information to safely deliver better care and outcomes

In order to elevate human potential across healthcare organizations, information must have the following four characteristics:

- **Trusted:** Large data sets must be organized and governed to support consistent quality and usage in clinical decision-making.

- **Autonomous:** Most data collection should be automated to free staff from administrative burden.

- **Innovative:** Better data will help organizations better understand outcomes and optimize care, with process and treatment innovations formed around improved understanding.

- **Secure:** Improve all aspects of data cybersecurity to combat increased ransomware attacks and compliance penalties.

Information management enables healthcare organizations to embed these information qualities and reimagine information in the fundamental areas summarized below. These areas can be combined to reimagine work across any clinical department or business process. For example, this technology approach can be used to improve patient and staff engagement; support new models and roles, such as advanced practice providers (APP), virtual nursing, remote health monitoring, and hospital at home; and bring new automation to back-office functions, like revenue cycle management.

OpenText Content Cloud

The OpenText™ Documentum™ Content Management (CM) for Healthcare solution allows healthcare organizations to transform how patient information is managed, accessed, and shared. The resulting efficiencies optimize delivery across the continuum of care. By uniting fragmented patient data locked away in disparate systems and information silos, including unstructured content, OpenText Documentum CM for Healthcare can create a fully integrated, patient-centric view of all essential information—regardless of source, location, or format. Health systems, hospitals, and large group practices can turn unstructured content into actionable data that is accessible while staying compliant and secure.

> **"As Lahey transitioned to a fully electronic patient chart, we considered a single, longitudinal view of the patient chart as a necessity that would help manage and improve care coordination across the continuum of care."**

– **David Reis**, Ph.D. Chief Information Officer, Lahey Health

OpenText Business Network Cloud

Managing thousands of medical devices that deliver patient care every day is a daunting task for healthcare providers. Luckily, IoT technology is making it possible to automate the tracking and maintenance of essential medical equipment – from hospital beds to heart monitors. IoT-driven track and trace not only improves your current asset management performance, but it also introduces entirely new capabilities to reduce costs and risk, improve patient service, and drive innovation.

On the face of it, questions pertaining to asset track and trace are very simple: *What medical equipment do we have? Where are those devices? How are the devices being used and how are they performing? Do any medical devices need to be repaired, replaced, or retired? Are all our medical devices properly accounted for and compliant from a security perspective?* Simple questions on the surface, but gaining visibility into medical devices to answer these types of questions has been anything but simple, and the lack of this data can negatively impact patient care.

> "Making the move to cloud with OpenText [Fax Cloud Connect] has helped us to modernize and future-proof our vital fax infrastructure."
>
> – **Garrett Daniels,**
>   Systems Administration
>   Applications Manager,
>   The University of Kansas
>   Health System

OpenText Experience Cloud

Disconnected systems and siloed data keep most healthcare organizations from optimizing patient engagement. By connecting information to drive more informed and comprehensive health and wellness lifestyles, healthcare providers can offer effective and engaging digital experiences that align with patient preferences and move patients towards improved outcomes.

The individual healthcare experience is a complex set of capabilities that include:

- **Consumer expectations** – Enabling convenient, friction-free interactions

- **Patient experience** – Creating positive interactions to drive patient acquisition, retention, loyalty

- **Patient engagement** – Delivering personalized content and communications to improve experience and outcomes

As in other parts of their lives, patients want communication to be personalized, contextual, and timely. This increasing focus on creating engaging and valuable interactions with patients can improve health outcomes. Creating high levels of engagement requires building a sense of empathy with the patient, and this requires leveraging artificial intelligence and machine learning. Developing engaging, personalized, and data-driven communications needs an integrated view of the patient that includes all available data.

OpenText™ Experience Platform for Healthcare Providers brings content and context to communications so healthcare providers can create intelligent, individualized patient experiences that improve understanding, adherence, and impact.

The ability to capture, organize, analyze, and respond are key capabilities for the healthcare organization of the future to enhance patient care through efficient data management. OpenText Cloud Fax and Capture technology dramatically improves the efficiency of document management in healthcare settings. Traditional fax is prone to errors, delays, and security breaches, with these issues leading to significant setbacks in patient care, such as delayed diagnosis, treatment errors, and compromised patient privacy.

Cloud Fax and Capture eliminate these problems by ensuring all documents are transmitted securely and instantly. Plus, by leveraging the OpenText portfolio of integrations to leading EHRs and MFP connectors, organizations can ensure crucial patient information, such as test results and referral letters, is available to healthcare providers in real time, enabling faster and more accurate clinical decisions.

OpenText Analytics Cloud

Generative AI creates many opportunities to improve patient engagement and care management while reducing the overall cost of care delivery. With more personalized care and engagement, patients see an improvement in overall well-being. By providing personalized advice and guidance, providers can better address gaps in care and specific social determinants of health, which are so important in delivering personalized chronic disease management. This type of ongoing engagement and guidance is a critical element in creating a successful value-based care model.

Generative AI holds the potential to reshape personalized care by leveraging vast datasets to tailor treatments and interventions to individual patient needs. Through sophisticated algorithms, AI can analyze diverse patient data, including genetic information, medical history, lifestyle factors, and even real-time physiological data. This comprehensive understanding enables healthcare providers to develop personalized care plans that optimize outcomes and minimize adverse effects.

Chronic diseases represent a significant burden on healthcare systems worldwide, necessitating innovative approaches for effective management and generative AI offers novel solutions for monitoring, treatment optimization, and patient engagement. Plus, through continuous analysis of patient data streams, including biometric sensors, wearables, and electronic health records, AI-driven systems can provide real-time insights into disease progression and treatment efficacy. This real-time feedback loop enables healthcare providers to adjust treatment plans promptly, ensuring optimal control of chronic conditions while minimizing complications.

OpenText Cybersecurity Cloud

The healthcare industry has long been a prime target for cybercriminals due to the sensitive nature of patient data, large complex environments, widespread use of legacy technology and the potential financial gains from data breaches. Irrespective of organization size, it is hard to keep up with these evolving threat vectors, while maintaining the focus on improving access to and quality of healthcare.

Ransomware attacks on healthcare organizations can be among the most costly and far reaching, with 67 percent of surveyed organizations having experienced a ransomware attack in the past 12 months.[1] For most organizations recovery can take up to a month, and cripple operations.

The pressure is on the healthcare industry to advance cybersecurity measures. In the spirit of less is more, 75 percent of organizations seek to consolidate the number of cybersecurity vendors they use to reduce operational complexity and improve risk mitigation.[2] By leveraging cybersecurity vendors with full stack security solutions and AI-powered threat hunting and detection, healthcare organizations can have new threat detection models in place within hours to stay ahead of new and evolving threats.

"The ability to analyze large volumes of data in greater depth with Vertica (now OpenText) will be instrumental in helping us address the evolving needs of our clients. This will help our clients better manage their complex reform initiatives and optimize use of precious public resources to facilitate improved healthcare outcomes among the state's most vulnerable citizens."

– **Ken Romanski,** President, CMA

1 The HIPAA Journal, Healthcare Ransomware Attacks Continue to Increase in Number and Severity, September 30, 2024

2 Security Intelligence, Most Organizations Want Security Vendor Consolidation, September 2023

> **"With [OpenText Information Assurance], the time to collect and provide data for third party requests has dropped from three to four weeks down to six hours."**
>
> – **Sam E. Buhrow,**
> Director of Cyber Incident Management & Forensics, Banner Health

OpenText IT Operations Cloud

Most healthcare organizations are moving to a multi-cloud environment, with data, assets, and applications residing in public clouds, private clouds, and on prem. The complexities of thousands of applications across multiple environments are typically high and adding in the convergence of IT and OT can overwhelm any IT organization. Reimagining cloud operations enables complete and integrated autonomous cloud operations that enables machines to do the work including but not limited to:

- Autonomous asset discovery across clouds from IT, OT, and IIoT.

- Observability of applications, networks, infrastructure, and opentelemetry.

- Security everywhere with extended detection and response for endpoint protection and predictive threat intelligence.

- AI driven roles, workflow, resolution across the IT landscape.

- Fin-ops with predictive AI to contain cloud-consumption costs.

- Green ops to track and see various layers of impact for sustainability goals.

- GenAI assistants as Level 1 support employees.

> **"We already knew what [OpenText Service Management] was capable of doing. The ITSM system had to support standardization with as much self-service and automation as possible. It had to be forward-looking and grow with our changing needs."**
>
> – **Tor Kristian Hansen,** ITSM Project Manager, Norsk Helsenett

OpenText DevOps Cloud

Improving healthcare information management will require DevOps engineering to scale substantially. As the efficiency of DevOps teams scale, the efficiency of all knowledge workers across the enterprise will also scale. By integrating development and operations, DevOps teams can streamline application delivery and IT infrastructure management, ensuring faster, more reliable deployment of services.

Leveraging automation and real-time analytics, companies can enhance operational efficiency, improve system performance, and maintain robust security standards. With GenAI, testing is done with less human involvement to drive productivity from days to minutes. This approach fosters innovation, scalability and agility, enabling healthcare organizations to adapt quickly to market changes and regulatory demands while optimizing their IT investments.

Why OpenText

OpenText is the world's leader in information management and offers the most complete and integrated information management platform. We serve industries with the most complex information challenges and largest data sets, including hundreds of healthcare providers and payers, as well as government health organizations and global service providers, helping them organize, automate, connect, and protect data. No information management platform is more secure or scalable to manage high volumes of information to elevate human potential across your organization.

We welcome the opportunity to be your strategic partner in your journey to safely deliver great healthcare experiences and outcomes.

Proposed next steps

Together, we can outline a vision and identify opportunities to support you in your information management journey and elevate human potential across your organization. Below are suggested next steps:

Introductory meeting

Bring together the OpenText Global Account Director or Senior Account Representative with your organization's Business Unit President, COO, CIO, CTO, or departmental leader to explore your company or departmental strategy and your vision to elevate human potential.

Joint roadmap exchange

Conduct a day-long information exchange with key staff. OpenText will gather detailed insights about initiatives, current approaches, and obstacles and provide an overview of information management technologies and best practices that support those initiatives and how we've helped similar organizations solve similar challenges.

Business Value Consulting workshops

The OpenText Business Value Consulting team will engage with your teams to assess their current state and quantify the business impact of potential OpenText solutions identified in the roadmap exchange.

Contact

Scott Lundstrom
Sr. Industry Strategist - Healthcare
OpenText

slundstrom@opentext.com

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