
Leveraging Integrated Healthcare CRM to Drive Patient Engagement

The global pandemic has exposed dangerous gaps in current population health strategies. An integrated approach to CRM can be the solution.



Trusted partner for your Digital Journey

Atos

In the wake of COVID-19, hospitals and health systems face many major obstacles to overcome. Elective procedures and office visits have been cancelled or delayed. Many vulnerable and chronically ill patients are not being engaged, managed or covered. Telemedicine and virtual care models are underdeveloped, and changing staffing models have had a negative impact on the patient/provider relationship.

For many healthcare systems, survival depends on improving the consumer and caregiver experience to drive revenue and develop new models while maintaining – or ideally, improving – care quality and patient outcomes. Population health platforms and other technologies are not optimized to identify and engage the most susceptible members, and EHRs alone cannot successfully engage patients and caregivers to fully participate in managing their care.

To succeed in the post-COVID world, health systems must adapt their approach to leverage technology to deliver improved engagement, quality care, better health outcomes and improved financial performance.

Atos solution

Atos offers a complete suite of patient engagement solutions that can help your strategy excel. We have deep experience helping clients develop consumer engagement strategies that drive improved patient outcomes with services that include:

- CRM best practices for population health
- Portal and HIE integration strategy
- Patient education and engagement strategies (beyond HITECH requirements)
- Journey analytics
- m-Health strategy and implementation
- Consumer engagement alignment strategy (from marketing through care management and coordination)

Atos leverages our value-based care maturity model to guide your HealtheCRM implementation and deployment, putting the consumer at the center of your strategy.



Product Expertise

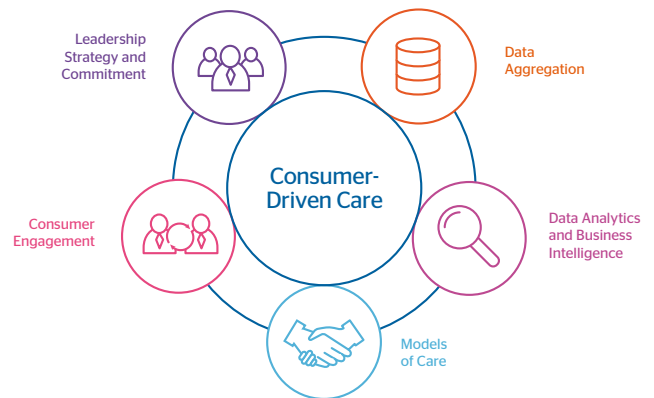
- Cerner HealtheIntent
- Cerner HealtheCRM
- Epic Healthy Planet
- Wellcentive (Phillips)
- Salesforce Marketing cloud and Health Cloud
- Microsoft Dynamics

Atos IP

- **Atos COVID Chatbot**
- **Attend Anywhere** virtual waiting room to replicate the waiting room and check-in process
- Adoption solutions from **The Breakaway Group** to help patients learn through simulation and gamification

This model helps organizations successfully address the challenges of population health management and value-based care by achieving several strategic goals:

- Utilizing analytics to optimize the consumer experience
- Making digital experience and strategic consumer interactions part of the overall care plan
- Customizing consumer messaging based on health status/needs and communication preferences
- Developing the ability to predict consumer needs and respond proactively
- Influencing consumer decisions and actions with integrated, proactive social and behavioural engagement and incentives to improve health and wellbeing



Organizations that progress through each value-based care domain in a thoughtful and systematic manner will build the organizational capabilities to leverage digital technologies and data to succeed in value-based care. Each domain establishes a critical foundation to evaluate your maturity within each domain and assess organizational progress.

The insight we deliver enables healthcare leaders to think more strategically about where they invest and how they prioritize the competing initiatives that impact value-based care. This strategic view often results in new operating models and generates new ideas, innovative approaches, and ultimately better outcomes for consumers – inside and outside the healthcare system.

Benefits

- Improved targeting, education and patient engagement through bi-directional communications
- Outcome-driven population health management for high-cost, chronically ill patients
- Improved data collection, leading to insights to guide outcome measurement and develop a pathway to virtual care delivery

Atos in action

Partnering to drive end-to-end network integration

Atos provides a full suite of management, consulting and RCM services for a large integrated health network in Michigan – including coding, CDI, HIM, transcription, and apps, development and infrastructure support for 12 hospitals. We helped create a truly integrated digital health network by implementing security, cloud strategy support and RCM processes powered by intelligent automation. The results include reduced AR days, higher clinical efficiency, a 30% reduction in operating costs and an improved experience for patients and clinicians.

Empowering contact center agents to drive patient engagement

Atos delivered a unified view of customer service for a large Midwest healthcare payer by implementing Salesforce Cloud. We enabled member data hosting, built real-time integrations for policies and claims using APIs, and secure integration with Salesforce through CipherCloud encryption. The results were a 40% jump in first call resolution rate, improved call center agent productivity, and improved customer experience and retention.

[Learn more](#)

About Atos

Atos is a global leader in digital transformation with over 110,000 employees in 73 countries and annual revenue of over € 11 billion.

European number one in Cloud, Cybersecurity and High-Performance Computing, the Group provides end-to-end Orchestrated Hybrid Cloud, Big Data, Business Applications and Digital Workplace solutions. The group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos | Syntel, and Unify. Atos is a SE (Societas Europaea), listed on the CAC40 Paris stock index.

The purpose of Atos is to help design the future of the information technology space. Its expertise and services support the development of knowledge, education as well as multicultural and pluralistic approaches to research that contribute to scientific and technological excellence. Across the world, the group enables its customers, employees and collaborators, and members of societies at large to live, work and develop sustainably and confidently in the information technology space.

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Let's start a discussion together

