



## Transforming Digital Care into a Competitive Advantage

The deregulation of the airline industry in the late 70s holds lessons for business leaders in any industry, such as healthcare, that is suddenly forced to adapt and operate in a newly-competitive environment. Airlines responded to deregulated competition and pricing in a number of ways – some prospered and some simply failed to adapt to the new environment, and they went out of business. Companies like Pan Am, Eastern and TWA, once the biggest airlines in the U.S., now no longer exist.

While these airlines offered some of the best service and finest customer experiences in the world, they simply could not achieve the productivities and operating efficiencies necessary to compete in the open market. Other smaller airlines, namely Southwest, were agile enough to innovative business models and use lower cost structures to profitably gain market share. Today, Southwest is the largest domestic carrier, remaining a profitable competitor, decades after deregulation.

### Building the Future on Lessons from the Past

So, what can be learned from this by healthcare executives? It should be understood that to remain static in a newly-competitive business environment is to lose ground. Even the biggest and most established organizations must adapt and begin to compete, or they risk closing their doors.

*Perhaps the greatest takeaway is this:* To succeed in a newly-competitive environment, companies must be able to deliver quality goods and services at a competitive price point for consumers...and they MUST be able to do so PROFITABLY.

In other industries, this involves innovative business and product strategies designed to create a competitive advantage. When that competitive advantage leads to significant cost savings, new revenue streams, and meaningful products and services for consumers then businesses can thrive. In healthcare, these same criteria must be met, with the focus always remaining on delivering quality, individualized service.

The healthcare industry is now facing a newly-competitive business landscape fueled by the transparent nature of pricing available to consumers on the healthcare exchanges. At the same time, digital and mobile health (mHealth) services and content, not to mention the corner walk-in clinics, are being explored as a means of accessing care outside of traditional clinical settings. What if these three data points – transparent pricing, convenience and digital health growth – were combined and viewed as a unique set of opportunities for health organizations to establish their own competitive advantage moving forward?

Let's take a look...

## Today's Reality – Uncoordinated Care and Health Data Silos

Mobile technologies and digital health services and content hold significant efficiency and cost-savings potentials. What is evident, however, is that the far-flung array of services, sensors and content are actually creating consumer confusion and competition to established care delivery models, effectively fragmenting care delivery when the goal should be to unify it.

The problem is that these capabilities are driven by independent economic models and remain largely separated from a daily patient-provider relationship, creating data and communication silos that are not a "part of" the care delivery infrastructure. Each has its own distinct interface and vendor-centric business model, which are not necessarily aligned with payer and provider business or care delivery models, let alone coordinated with primary care support for the patient. This lack of integration is making healthcare more complex to navigate, and therefore more difficult to benefit from as a patient, doctor, or healthcare business.

The healthcare industry needs to adapt to this complex reality and shape it to its advantage. Providers must integrate disparate services and engagement techniques into care plans and business models and reap both the health and financial benefits of improved outcomes. They must simplify and coordinate care delivery between patients and providers. How? Collapse digital and mHealth silos and unify mobile care delivery through a single user interface.

## A Better Strategy – Making the Complex Appear Simple

The approach to solving this complex business problem is to focus and innovate around improving the current static user interface of an application – and transition it to a *responsive Web based user interface* – that enables organizations to unify all mobile health services, content, and the entire Internet of Things (IoT) array of health sensors into a single, health organization-branded app. The responsive user interface goes beyond just unifying the delivery of these various elements. It “responds” by personalizing the app interface to present only the unique set of services, content and/or health sensors prescribed to the individual user, based on his or her health plan, preferences, geo-location or other needs. This uniquely-individualized approach unifies and simplifies mobile care delivery for each patient into a single point of convenience and usability.

The patented responsive user interface that enables unification and individualization of mobile care delivery is Choice®. It is technology that gives health organizations a competitive advantage by linking the cost-savings potentials and increased clinical efficiencies of digital and mHealth utilization with the best practices of patient-centric, individualized care delivery. Choice simplifies health system navigation and aggregates care access – all via the patient’s mobile device and all under the control of the health system.

This open Web-based strategy saves time, money, and lets IT better utilize its existing resources. Consider that the British Government has saved an estimated \$8.2 billion over just four years by executing on a simplified and responsive Web-based strategy for connecting its citizens with governmental services, versus an app-based strategy with its inherent complexities, higher costs and proven lack of sustained user engagement. (Source: Why Britain banned mobile apps). This deliberate shift in strategy and the resulting cost savings is capturing the attention of enterprise IT across all datelines and industries.

## **From the Traditional Clinic to the Walk-in Clinic, to the Walking Clinic™**

With Choice®, care delivery has no bounds. Choice was designed to give doctors a greater ability to reach and effect positive changes for their patients, while saving valuable clinical time.

For ongoing or chronic-care situations, patients and providers can collaborate on an "action plan" to drive greater engagement and adherence – from anywhere. This daily set of customized steps or menus guides each patient in his or her pursuit of better health or health maintenance goals. Caregivers can easily prescribe the unique set of services, content and sensors that are used in these daily steps for each patient. Instantly, the menu structure of that patient's app will change in real-time to offer simple, "push-button" access to the appropriate content and services in support of his or her health maintenance goals.

Choice® technology enables patients to more effectively access care in acute scenarios as well, guiding them with the same "push-button" access to the most appropriate, convenient, and cost-effective care channels. This means that health organizations can now offer healthcare consumers a single "one-stop shopping" interface that simplifies and guides them through the navigation of the entire healthcare system – and can even provide access to their personal support channels and content.

But the competitive advantages of utilizing Choice® technology go beyond individualized and unified care delivery via a single app. They go beyond the time and cost savings for patients and providers, as well. Healthcare business leaders gain another competitive advantage in that they can use it to insert flexibility and adaptability into their entire care delivery strategy. They can instantly "bundle and unbundle" mobile health services and content for additional revenue streams, keeping them price-competitive for patients shopping on the exchanges and service-rich for the less cost-sensitive health consumer. This agility is essential, allowing a health organization to respond quickly to market shifts and new entrants – remaining competitive well into the future.

Healthcare IT departments gain the advantage of simplicity without compromising security. Choice® technology utilizes Web standards and features HIPAA-compliant privacy controls and sharing preferences for each user. Choice was designed to minimize disruption by seamlessly integrating with an organization's existing IT infrastructure and by ensuring interoperability. When a health organization needs to update its "walking clinic", it does not require an entire app revision for each platform or device. With Choice, it is as simple as changing a Web page, and if necessary, connecting the capability via an application programming interface (API). And, the updates are available to each patient in real-time.

## **Better Care Delivery – Better Health and Financial Outcomes**

Healthcare executives can now respond to the newly-competitive environment in a way that was not available to the airlines. They can individualize service delivery by leveraging technology to conveniently and cost-effectively offer all digital and mHealth services and content through a single, responsive interface.

Care can be routed through the most cost-efficient channels, patients and providers can engage in meaningful, two-way communications in support of better health while saving them both time, and the most appropriate services can be quickly bundled or unbundled for each patient's needs and to remain competitive in healthcare's changing market conditions.


This Choice®- enabled care delivery strategy promises improved outcomes, significant cost and time savings, best-in-industry health navigation for customers, and the agility to compete profitably moving forward. It lets you transform our points of price transparency, convenience and digital health growth into a cost-effective, digital care delivery strategy that can deliver on your clinical and financial goals.


## A Glimpse at the Future of Digital Care Delivery

If you are ready to transform your digital care offerings into a competitive, integrated care strategy, contact us to learn more. We'll provide you with access to a self-guided demonstration that highlights the power of Choice® and our approach to meeting the healthcare industry's new business requirements of adaptability, agility and integrated care delivery across multiple channels.

We demonstrate both acute and chronic care scenarios, providing ideas about how a company might build out its own mobile care delivery strategy, or as we call it, Walking Clinic™. We demonstrate several ways in which Choice® technology may be used by a health organization: e-prescribing, engagement accountability, patient cost savings and clinical productivity, highlighting both the value propositions and suggested uses for all stakeholders - the business, caregivers, patients and IT.

**Call or email us for more information and access to the self-guided demonstration:**

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