

# 7 Reasons

# Your Healthcare Organisation Needs to Embrace Digital Transformation





Digital transformation is no longer a choice in the healthcare industry – it’s a necessity. Due to advances in technology and changing patient expectations, healthcare organisations must embrace digital transformation in order to remain competitive and provide the best possible care for their patients, as well as to utilise the advances in technology to deliver efficiencies. This isn’t a single process but rather a lifetime journey of improvement and innovation – and it goes beyond the basic engagements with technology. Indeed, there is a growing range of business cases for implementing new technologies, from accelerating innovation and retaining staff to reducing overheads that impact the bottom line.

This e-book explores why your organisation needs to make the switch to digital technologies and how to do it successfully.





## Increased Efficiency and Cost Reduction

Digital transformation can have a major impact on operational efficiency. By eliminating repetitive, labour intensive tasks such as paperwork and data entry, healthcare providers can free up time to focus on patient care. Additionally, digital technologies enable more efficient workflows for both administrative and clinical activities. Automated processes help to minimise errors and reduce patient waiting time, leading to a better quality of care overall.

For example, calls to a hospital to ask about parking, visiting hours and on-site facilities take up staff time that could be otherwise spent engaging with people onsite. Implementing chatbots on a website can deflect these calls as they are easily answered by any standard bot. Engaging with AI means that answers are improved as the system learns the most common questions and answers. It also allows healthcare providers to easily react to changing situations such as extra car parking spaces or even reduced visitor hours.

Needless to say, improved efficiency also means decreased costs. This is where digital transformation shines. Digital and cloud-based tools reduce the costs associated with paper-based processes by automating mundane, repetitive tasks such as filing and archiving records. This also frees up staff to focus on high-value activities and allows for improved resource allocation. This means you can manage and utilise your resources more effectively, which not only results in considerable cost savings but also more motivated staff who are involved in more engaging work.

Eliminating redundant processes can enable your leadership to focus on core improvements and mission driven action, thus further increasing efficiency and reducing outlay. Ultimately, digital transformation will lead to a better bottom line – without compromising your levels of service or employee satisfaction.

## Enhanced Data Analysis

Digital transformation can offer healthcare organisations a wide range of data analysis capabilities. By using advanced analytics, providers can quickly analyse large amounts of patient data to inform clinical decisions and develop more effective treatment plans, resulting in improved patient outcomes. Additionally, digital technologies can provide valuable insights into how your organisation is performing, allowing you to identify areas requiring improvement and take swift action. Finally, greater visibility and transparency can be achieved through increased access to data, which in turn helps patients make better-informed decisions about their own care.



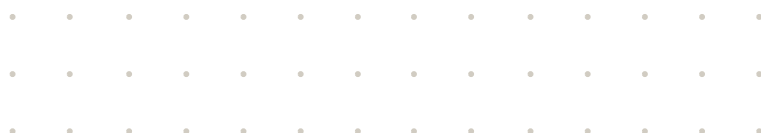
## Improved Patient Experience

Digital transformation enhances the patient experience by streamlining communication and access to information as well as by putting patients in control of their own medical information. Patients can get immediate access to health records and test results, schedule and change appointments online, and communicate with their providers quickly and easily – something that can be next to impossible without modern digital tools. Leveraging cloud technology and telemedicine solutions to provide this improved level of service improves patient satisfaction while simultaneously reducing the costs associated with traditional healthcare delivery models.

## Enhanced Care Coordination

Healthcare CIOs face unrealistic demands on resources from an uncoordinated structure of project managers, a problem that only grows as managers are added and competition for funding and prioritisation increases.

Digital technologies not only enable efficient and effective care co-ordination but also help improve quality of care. Digital tools can facilitate improved collaboration between clinicians, resulting in more accurate diagnoses and treatments. In addition, by enabling more consistent care through self-service platforms and access to electronic health records (EHRs), physicians are better equipped to address the needs of their patients. Advancements in AI also mean there are also growing opportunities for scans to be digitised and quickly reviewed for improved outcomes.





## Improved Compliance

Compliance with regulatory requirements and data protection laws is mission-critical for healthcare organisations, and digital transformation can help make this easier. By leveraging advanced security technologies, you can ensure your systems are secure and encrypted, thus reducing the risk of costly data breaches and cyberattacks. Additionally, digital transformation can help you ensure privacy by enabling patients to track and control access to personal health information themselves. Not only that, but digital transformation can aid in ensuring compliance with regulations by providing reminders of upcoming deadlines and automatically updating processes when legislative changes come down the line. Having strong governance structures in place with robust technology supporting their implementation can improve risk and audit positions. This improves efficiency in delivery and reduces review time when audits are looming.

## Increased Revenue

At the end of the day, digital transformation ultimately increases revenue. Increasing efficiency and reducing overall costs not only improves ROI but also ensures better compliance, thus resulting in fewer violations and, as result, fewer fines as well as less time spent on remediating issues. Similarly, fewer data breaches mean fewer expensive disaster recovery efforts. And of course, better patient safety and satisfaction reduce the risk of malpractice. All of this can improve your reputation, making it easier to attract new patients, offer new services, and retain existing patients. In other words, embracing digital transformation increases revenue in every way.

## Improved Employee Satisfaction

No one loves mundane, repetitive work that keeps them from making a real impact. Healthcare employees are notoriously overwhelmed, and a lot of this is to do with outdated and inefficient legacy systems, which takes up time on work that automation should be doing. A solid digital transformation plan can lead to better employee satisfaction, not only by making their work more efficient but by keeping them focused on what matters – their patients. This kind of streamlined workflow leads to better employee satisfaction, which in turn reduces staff turnover. It can reduce the cost of onboarding for healthcare companies and further bolster your reputation.

## How Codec Can Help Future-Proof your Healthcare Organisation

You already know you need to embrace digital transformation, but the devil is in the detail. Taking on digital transformation in a complicated sector like healthcare can be daunting, but you needn't do it alone.



At Codec, we understand that organisations sometimes struggle to find the right people to deliver the changes needed. Using a technology partner like Codec to help embrace digital transformation will make a significant impact. We are constantly innovating our own delivery methods to guide transformation projects that elevate business performance. We are acutely aware of the added pressures associated with the Healthcare industry, in particular the handling of sensitive patient data.

At Codec, we are constantly working to improve healthcare outcomes through automation and other digital capabilities using Microsoft's Cloud-based solutions. We provide technology to support administrative operations, IT infrastructure and clinical care for healthcare organisations of any size. From patient records and case management to data storage and security aligned with healthcare compliance laws, our consultants plan, implement and manage a secure, Cloud-based infrastructure that improves overall system security while also enriching patient care.

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Want to find out more about our  
solutions and the impact we can  
deliver for your business?

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