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2019 Health Care IT Advisor Virtual Summit

Highlights and Key Takeaways for IT Vendors

Across our [2019 Health Care IT Advisor Virtual Summit](#), we hosted seven presentations that discussed how provider organizations can build business excellence, address digital disruption, and respond to a changing health care ecosystem in 2019 and beyond. This two-pager highlights the trends and best practices covered in each presentation, and then offers four key takeaways for IT vendors.

Highlights from our Virtual Summit presentations



2019 State of the Union

- Unaffordability is a major driver of change in health care; however, it is unclear how far purchasers will go to attain affordability
- The current health care delivery system will become more crowded as retailers and health plans compete with health systems for niche customer segments
- Innovation can drive spend down by reshaping workforce roles and implementing more efficient workflows



Build Your Digital Front Door

- In response to rising consumerism, organizations will look to deliver a consistent digital experience across the patient journey
- Providers can appeal to consumers through technology that is like those they're accustomed to using, offers frictionless interaction, can be used across multiple systems, and has transparent and competitive pricing



Emerging Technologies 101

- Emerging technologies like precision medicine and natural language processing (NLP) can redefine clinical processes
- Barriers to investment exist as these technologies may be seen as uncharted waters; however, decreasing costs, advances in technology, organization-wide benefits, and a greater availability of data drive adoption of emerging technology
- Leaders need to evaluate and deploy emerging technologies while being mindful of lingering technical, business, legal, and ethical challenges



Assemble the Digital Transformation Dream Team

- Many CIOs will need to step up and become more strategic leaders as IT impacts the entire health system. As a result, other senior IT leaders will be asked to take a more hands on role running the business side of the IT enterprise
- IT leaders will need to develop a workforce capable of delivering on organizational goal and priorities



EHR Optimization: A Prescription for Clinician Burnout

- Burdensome tasks and data entries reduce the amount of time physicians spend providing care and contribute to high levels of physician burnout
- Organizations can deploy a number of tactics to reduce physician burnout from IT including one-on-one EHR training, investment in scribes and natural language processing, and more efficient triage and alert processes



How to Negotiate Win-Win Technology Contracts

- Contract negotiations have become a frequent task for most systems as provider organizations juggle more vendor partners
- Providers and vendors can – and should - find common ground in the negotiation and contracting process to create “win-win” contracts
- Approaching contracting with due diligence and respect can cultivate mutually beneficial, long-term relationships

If you have any questions, would like to discuss the content further with our researchers, or are interested in learning how you can share this content with your larger teams, please reach out to your organization's Dedicated Advisor.

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Implications for IT vendors

- 1 IT will become a more strategic endeavor as health systems respond to new demands from consumers and regulatory bodies. As providers implement health system-wide strategies to meet an affordability mandate, IT will play a central role at each step – from increasing price transparency to implementing AI that can change processes and care delivery.
 - ▶ **As IT comes to the forefront of organizational strategy, vendors should position products as strategic and system-wide solutions, as opposed to solely operational or department-specific solutions. With broader, system-wide interest in leveraging IT, more stakeholders will hold decision-making power. It's important to note that some of these new decision-makers will not have an IT background, so it behooves vendors to consider adjusting how they communicate the value of their solutions to match key stakeholders' level of technical knowledge and end goals.**
- 2 Health systems are prioritizing the satisfaction of their workforce and their customers – and IT is going to play a significant role in achieving related goals. On the workforce side, organizations struggle with high levels of clinician burnout. This is partly due to a deluge of electronic communications and data entry tasks that limit clinicians' ability to work at top-of-license. Looking externally, organizations see patients adopt consumeristic behaviors as they increasingly shop for care. To attract these patients and build loyalty, many organizations will leverage IT to improve access to care and enhance the patients' overall experience with the care they receive.
 - ▶ **Usability of IT will become paramount on all fronts. As organizations invest in IT, *how* the technology is used will be just as important as *what* the technology allows them to do. Health systems will value solutions that streamline or integrate seamlessly into existing workflows, so it's important for vendors to understand and communicate how their solutions will fit into or interact with other aspects of the clinical and operational workflows. In the same vein, organizations will value solutions that are simple for the patient to use. While patient experience is often seen as a "soft metric", user-friendly solutions that can be used on multiple platforms can increase loyalty – and loyalty is critical for health systems that want to drive growth in a competitive market place.**
- 3 Emerging technologies are redefining care delivery. Given there are many barriers that limit current adoption, health systems must be strategic in their use of such technology (or lack-there-of). In addition, with so many existing advancements on the market, providers must be careful not to overextend their IT departments. Instead they should focus their investments on solutions that can help them achieve specific organizational goals.
 - ▶ **Vendors can position themselves as strategic partners by helping their customers (especially those without IT-backgrounds) better understand how emerging technologies can contribute to strategic priorities. That said, many emerging technologies are complex in their own right and made even more-so in the context of a complex health care environment. It is therefore critical that vendors consider the non-technical components of IT implementation, monitoring, and ongoing assessment in any conversation with provider customers.**
- 4 As IT plays a larger role in health systems' strategic priorities, the marketplace will become increasingly competitive for vendors. The strongest and most long lasting relationships will be ones that are contractually mutually beneficial for both the vendor and the provider customer.
 - ▶ **The way in which vendors approach negotiations and contracting will have a lasting impact on the success of the provider-supplier relationship. By going about these processes with mutually beneficial goals in mind, IT vendors can establish a foundation of trust and better align contracts along realistic delivery promises.**

Source: Advisory Board research and analysis.