

# Healthcare Digital Transformation



## Reinventing Value through Human-centered Digital Solutions, Services and Platforms

Healthcare organizations today must adapt quickly to a consumer and clinician-centric ecosystem that relies on digital, virtual, and omnichannel experiences and solutions.

While the opportunities are many, organizations face challenges like sub-optimal and disintegrated clinical pathways and workflows, digital-first competition, and the pressure to build innovative business models.

Overcoming these barriers requires a healthcare technology partner with solutions, experience, and proven success in digital transformation across the healthcare value chain.

Our solutions blend technology and consulting to deliver strategies that maximize positive, personalized digital experiences, engagement, and virtual care enablement.

We enable healthcare organizations to accelerate digital transformation by addressing challenges around fragmentation, inconsistent experiences, and interoperability.

## PERFORM+ Connect

**Achieve interoperability, compliance, via FHIR-enabled technology**

*Enable digital strategies and accelerate CMS Interoperability rule compliance.*

**PERFORM+ Connect | Consent Management Portal**

Member Name	Member ID	Relationship	Subscriber Name	Subscriber ID	Payer Name
Maria Ashley Green	Kemp-pat-1	self	Maria Ashley Green	Kemp-pat-1	Allus Health Plan

**New Consent**

Application: eHealthConnect | Effective From: 4/13/2021 | Valid Till: 4/13/2021

**Healthcare Information**

Select Patient Data (4)

Procedure	Observation	Encounter	Medication Administration
Condition	Care Plan	Care Team	Medication Request
		Goal	

**Consent Terms**

I, Maria Ashley Green, understand that my records are protected under the federal regulations governing Confidentiality of Access and Medical Adherence records, 42 CFR part 1.1, also understand that I am providing this consent at any time except to the extent that action has been taken in reliance on it, and that any event this consent expires automatically as follows:

I hereby accept and understand the terms of the consent.

**Add Consent** **Cancel**

Application	Created on	Effective from	Valid till	Patient Data
eHealth	4/13/2021	4/13/2021	4/13/2021	Observation

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## Real-world Digital Transformation Success

We have leveraged design-centered digital health strategies and solutions for a wide spectrum of healthcare clients:

- Member-centric digital platform to enable smart provider search and mobile-friendly navigation
- Enhanced self-service experience for 3M+ members, provider look-up, and message center engagement
- Digital platform, powered by care analytics engine, enabled 15K+ physicians across 200+ facilities to monitor key clinical metrics and track health outcomes
- Improved consumer engagement, experience, retention
- Predictive insights for proactive, personalized care
- Seamless scaling of virtual care and remote monitoring
- Improved workflow efficiencies and cost savings
- Reduced physician abrasion and burnout

## Key Offerings

### Digital Experience

- Digital health strategy: digital front door, virtual care, provider collaboration
- Human-centered, object-oriented, omnichannel UX design
- Design system build and design definition
- governance, and managed services

### Digital Engagement

- Consumer analytics: experience, acquisition, retention
- Digitization of care pathways
- Journey-based consumer applications
- SMART on FHIR apps for providers and patients

### Virtual Care Enablement

- Virtual care enablement, remote patient monitoring
- Provider collaboration
- Device and IoMT Integration
- SaMD and Digital Therapeutics

## About CitiusTech

With 6,500+ healthcare technology professionals worldwide, CitiusTech helps leading healthcare and life sciences organizations reinvent themselves by accelerating digital innovation, leveraging next-gen technologies, and driving data convergence across the healthcare ecosystem. We provide strategic consulting, digital engineering, data, analytics & AI, specialized platforms and end-to-end solutions to over 130 organizations across the payer, provider, medtech and life sciences industries. Our key focus areas include healthcare interoperability data management, quality performance analytics, value-based care, omni channel member experience, connected health, virtual care delivery, real-world data solutions, clinical development, personalized medicine and population health management.

Our cutting-edge technology expertise, deep healthcare domain expertise and a strong focus on digital transformation enables healthcare and life sciences organizations to deliver better outcomes, accelerate growth, drive efficiencies, and ultimately make a meaningful impact to patients.

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