

# Re-envisioning the patient experience

Avanade's Patient Experience Accelerator (PExA)

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The new empowered consumer will make the shift to new healthcare offerings and turn not to the organization that is closest geographically, but to the [provider] that offers the best experience."

Arielle Trzcinski, Principal Analyst, Forrester

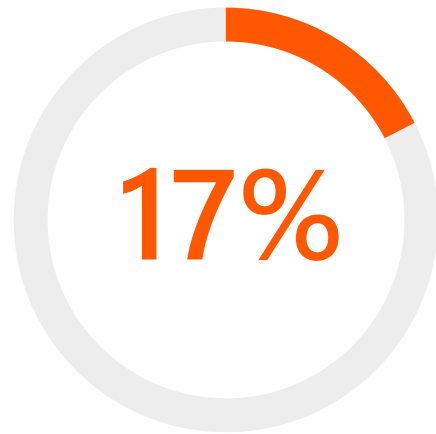


# The desire for digital transformation is real



of organizations have a digital transformation strategy

Yet...



of healthcare organizations grade the success of their transformation as an A+<sup>1</sup>

Consumers choose providers that offer digital capabilities.

70%

expect to receive reminders, via email or text, for preventive or follow-up care

69%

anticipate communicating with providers through secure email

77%

expect to request prescription refills electronically<sup>2</sup>

# Healthcare organizations face challenges reaching patients when and where they need it



## Data availability

- Limited availability of new data sources; siloed data restricts insights
- Difficulty keeping pace with rapidly evolving technologies



## Changing consumer expectations

- Patients expect seamless service and digitally savvy solutions



## Increasing market competition

- New market entrants taking advantage of agile technology



## Internal costs

- Need to decrease costs while improving employees' wellbeing and productivity
- Antiquated and disparate systems creating inefficiencies

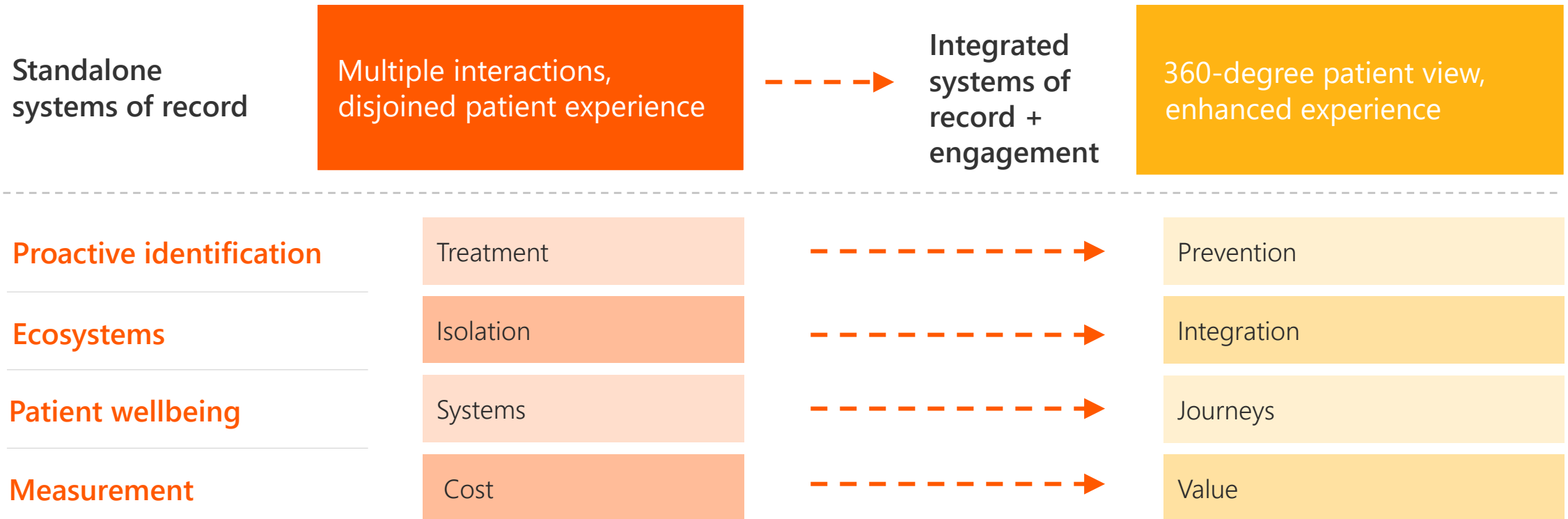


## Data security

- Complex compliance and security requirements

# From “systems of record” to “systems of engagement”

Transform the patient experience through an integration layer that sits on top of your EHR to create a holistic, 360-degree patient profile.



# PExA enables Omnichannel patient engagement



Dynamic workflow supporting access functions, including: find a provider, appointment booking, provider messaging and referral management



360-degree view of patients in the system, including relevant demographics, clinical data, communication preferences and channel activity



Personalized, proactive patient outreach using D365 Marketing campaign management via SMS / email channels

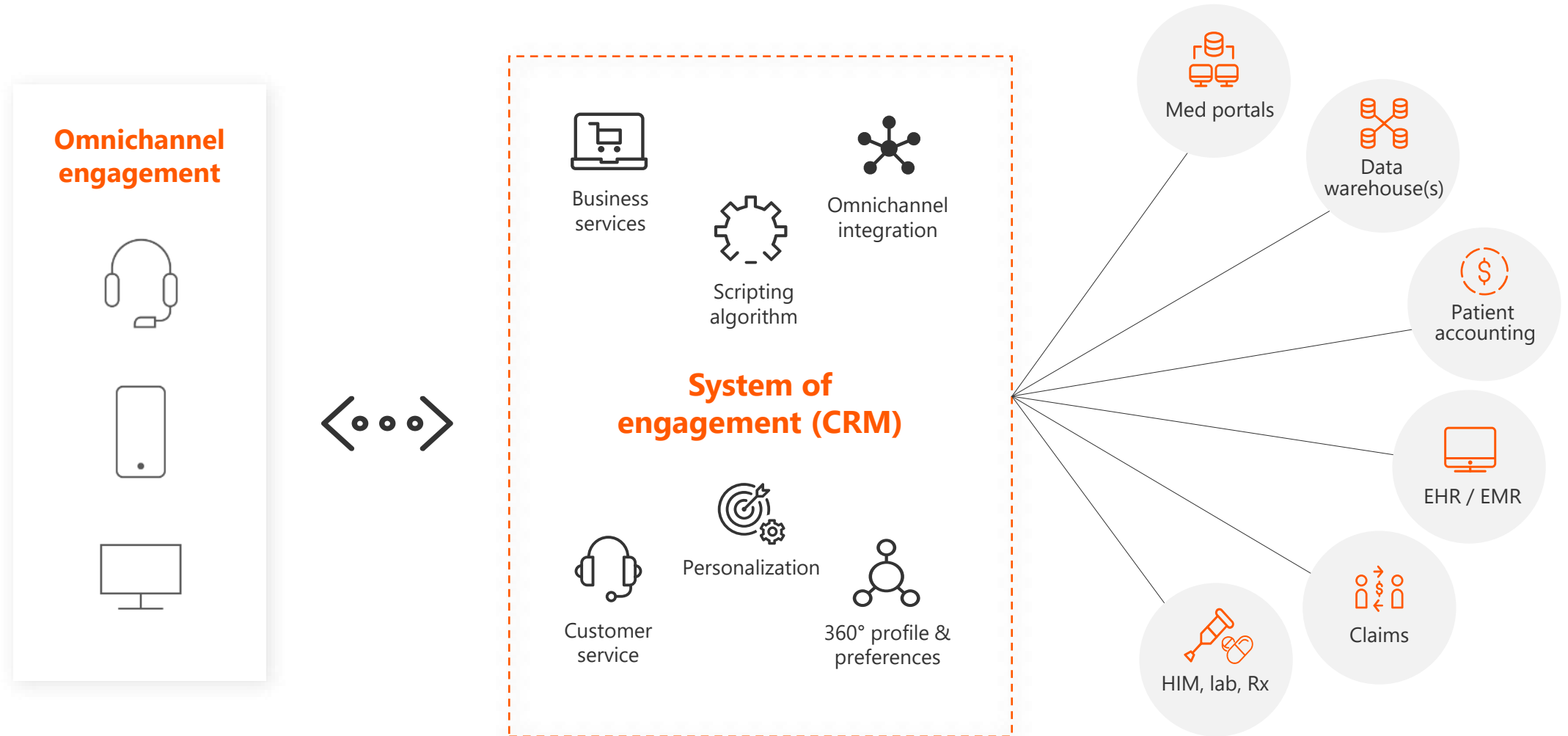


Omnichannel integration ready, including: EMR (bi-directional), CTI and web / mobile channels (requires broader ecosystem including data / integration layer)



Closed-loop analytics, including caller intent (reason for call) through resolution; demand / supply analytics; care gap adherence

# Dynamics 365-based PExA provides an engagement layer for providers by interfacing with EMRs / EHRs



# Patient Journeys



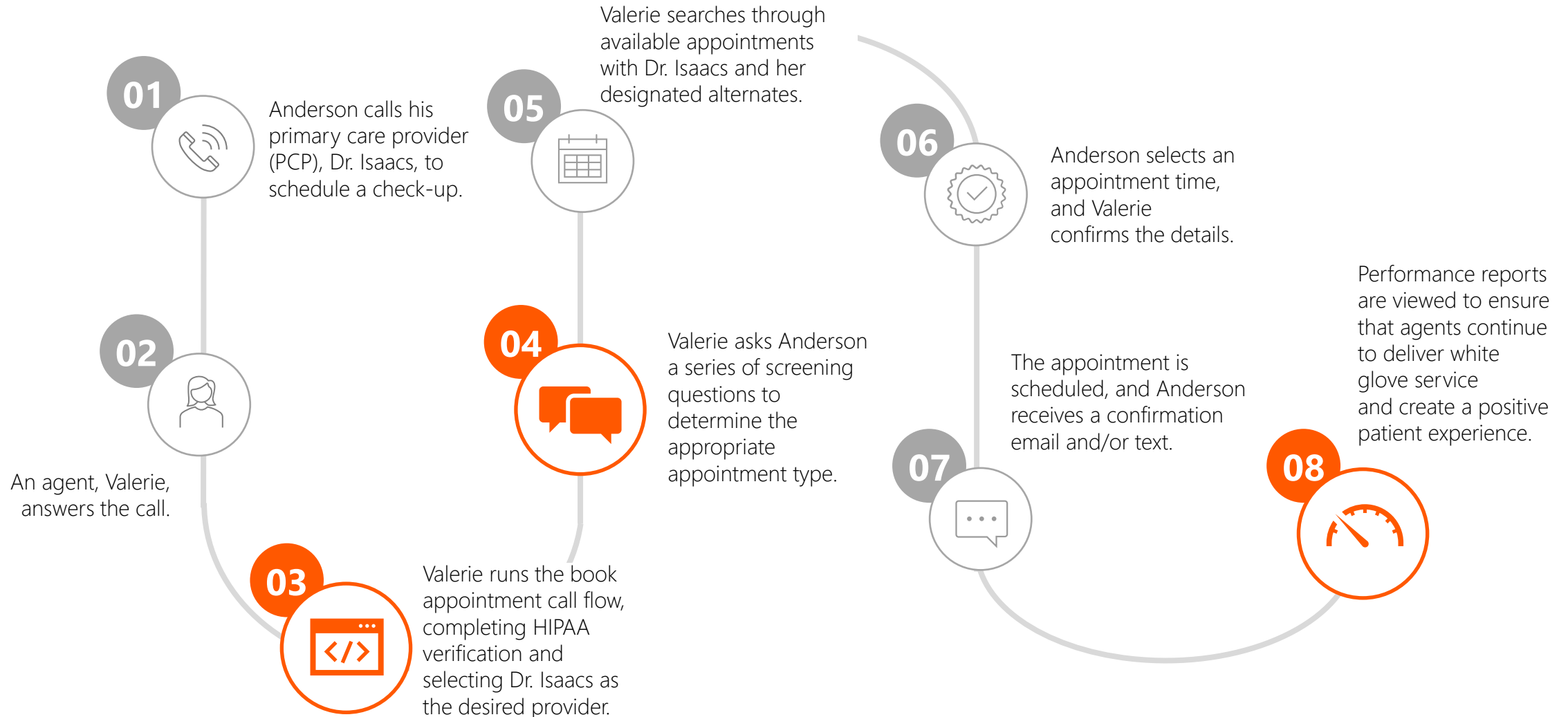
# The PExA Contact Center drives patient engagement

Built on Microsoft Cloud for Healthcare, the Contact Center application enables patient access and allows agents to easily view patient information, book appointments and send messages to providers and care teams.

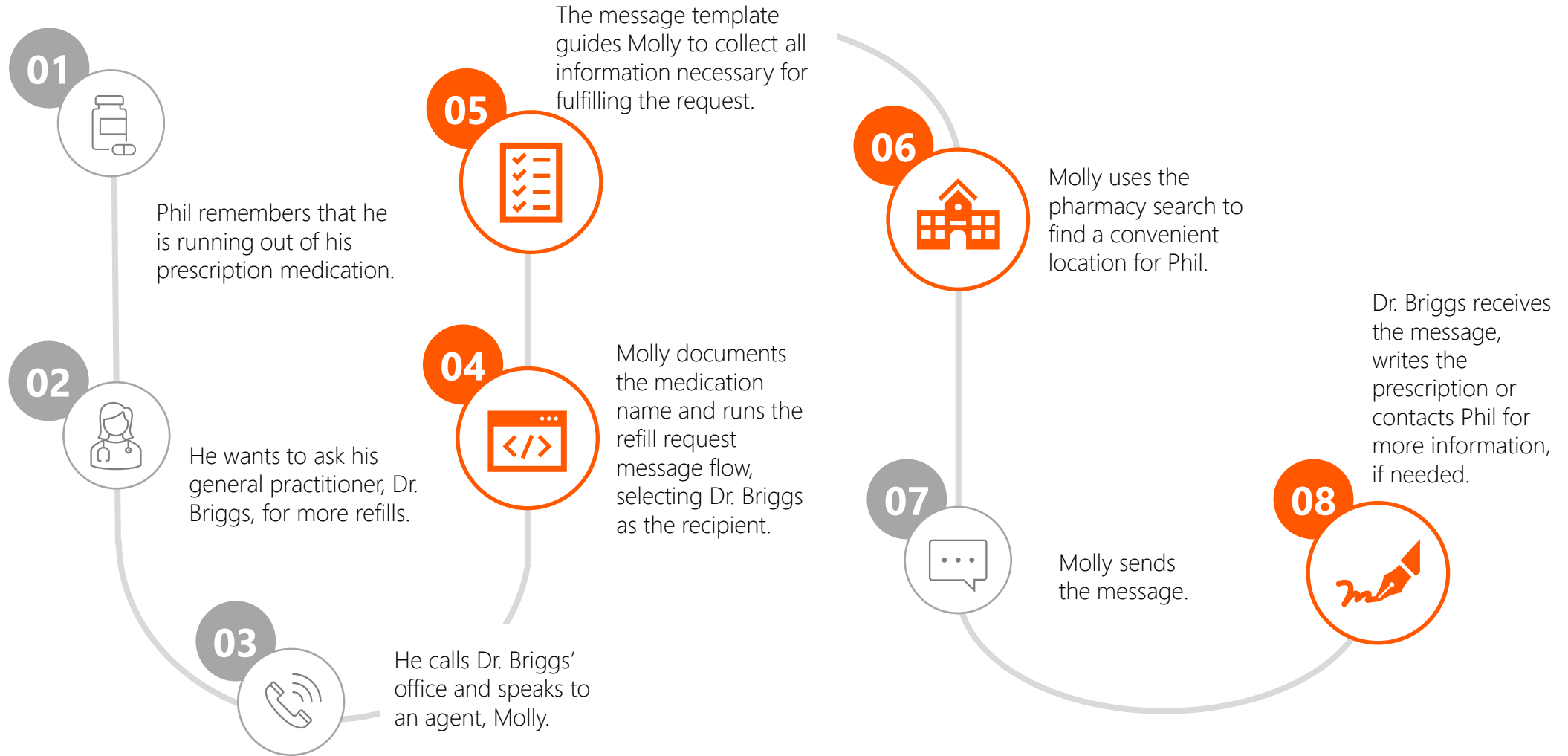
The screenshot displays the PExA Contact Center interface for a patient named Tony Clark. The interface is organized into several sections:

- Header:** Shows the patient's name "Tony Clark" and a search icon. Below it, there are navigation options: "EDIT PATIENT", "New", "Queue Item Details", "Lists and segments", "Connect", "Schedule Appointment", "Assign", "Email a Link", and "Delete".
- Patient Information:** Displays "Tony Clark - Saved" and "Contact · P360 PExA". To the right, it shows "Tony Clark" (Preferred Name), "31 Years" (Age), "Nicholas Miller" (Primary Care Physician), and "MN123456789" (MRN).
- Navigation Tabs:** Includes "Agent Flow" (selected), "Details", "Appointments", "Care Team", "Clinical Data", "Cases", "More Info", and "Audit History".
- Action Buttons:** A grid of blue buttons for patient actions: "Book Appointment", "Reschedule Appointment", "Cancel Appointment", "General Message to Provider", "Refill Request", "Medication Problem", "Lab Results Request", "Exposure to Contagious Disease", "Find a Provider", and "Red Flag Search".
- Active FYIs (Follow-up Yields):** A list of active follow-up items on the right side, including:
  - Allergy: Allergic to Penicillin (4/25/2021)
  - Hearing Impaired: Patient is deaf in the left ear (9/21/2019)
  - Allergy: Allergic to ibuprofen (9/5/2017)
- Footer:** Shows "1 - 3 of 5" and "Page 1" with navigation arrows.

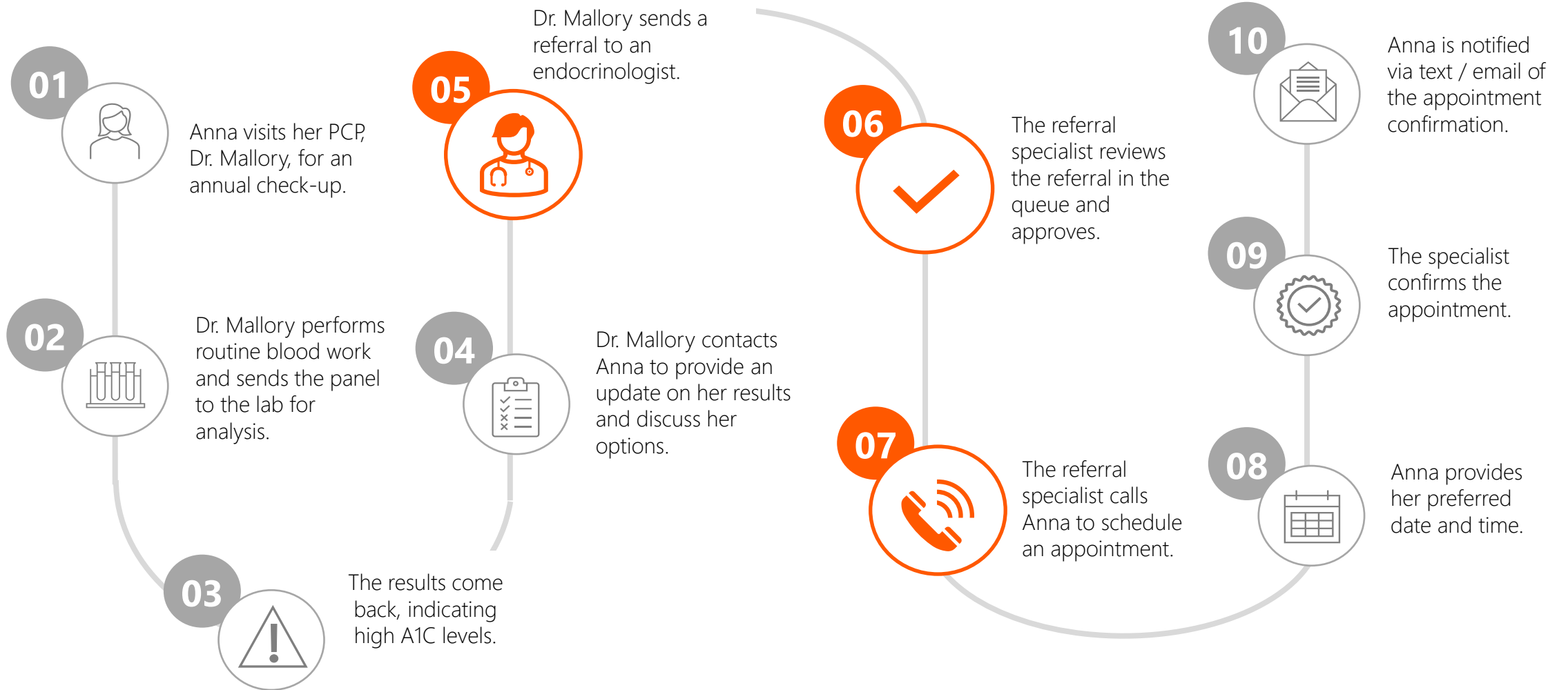
# Patient appointment scheduling journey



# Medication refill request journey



# Referral request journey



# Symptomatic scripting

# Triage with symptomatic scripting

When a patient calls in to make an appointment, the agent runs the book appointment call flow and is prompted to select a symptomatic script.

After searching the patient's symptoms to determine the correct script to use, the agents asks the patient questions from the script to determine the type of appointment to book, how urgently to book and with which provider.

**Adult Abdominal Pain** - Saved  
Call Flow Template

**General** Related

Call Flow Title	Adult Abdominal Pain	Age Range	18 or Greater
Description	Use this script for someone calling about Abdominal Pain. Telehealth ...	Gender	---
PExA Status	Available	Extra Parameters	---
Type	Symptomatic Script	Sequence Number	---
Service Line	General Adult Medicine	Icon	<input type="button" value="Choose File"/> No file chosen

**Symptom Search**

Search

Belly ×

**Script Results**

Call Flow	Symptoms	Description	
Adult Abdominal Pain	abdominal pain, belly, diarrhea, gut, stomach, tummy, vomiting	Use this script for someone calling about Abdominal Pain. Telehealth may be an option.	<input type="button" value="Select"/>

**Adult Abdominal Pain** - Saved  
Call Flow Template

**General** Related

Call Flow-Symptoms

Name ↑ ↓

- abdominal pain
- belly
- diarrhea
- gut
- stomach
- tummy

1 - 6 of 7

# Symptom search

The agent searches for the appropriate booking script to use based on the patient's reported symptoms.

For example, if the patient reports experiencing migraines, the agent would complete a search for that and select the "Adult Headache" booking script.

The screenshot displays a user interface for symptom search. At the top, there is a progress bar with two steps: '1 Caller Verification' and '2 Provider Selection'. A 'Cancel' button is located in the top right corner. Below the progress bar, the section is titled 'Symptom Search'. It features a search input field containing the text 'Migraine' with a clear 'x' button. To the right of the input field are two buttons: 'Search' and 'Reset'. Below the search section, the 'Script Results' are displayed in a table format.

Call Flow	Symptoms	Description	
Adult Headache	headache, migraine	Use this script for patients with headaches. If patient is established with a neurologist, transfer to department. Telehealth may be an option	Select

# Screening

Most booking scripts start with nurse triage questions to confirm that the patient isn't having severe symptoms requiring immediate attention.

The next screen will determine when the patient would like to make an appointment (i.e., urgent or routine).

Depending on the booking script, there may be additional questions about what kind of appointment the patient is looking to schedule and with what type of provider.

1  
Screening

[Transfer to Nurse Triage](#)

Would you describe this as the "worst headache of your life"?

Yes

No

Do you have a fever?

Yes

No

Do you have any visual disturbances?

Yes

No

1  
Screening

[Book Urgent Appointment](#)

(Is the patient requesting to be seen today or tomorrow?)

Yes

No

[Book Routine Appointment](#)

(Is patient requesting a routine / follow-up appointment?)

Yes

No

[Message to Provider](#)

Do you have questions regarding medication?

Yes

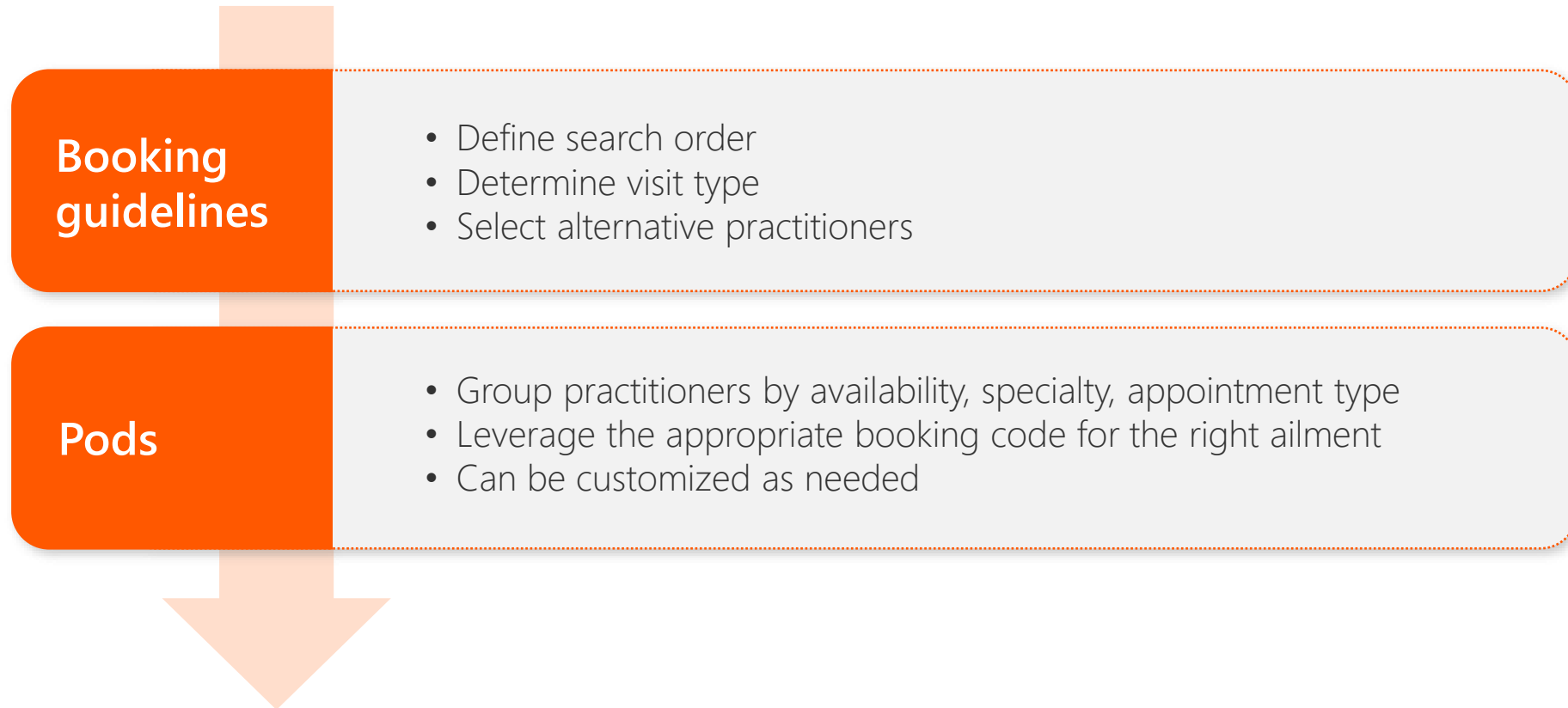
No



# Booking Guidelines

# Booking management

Define scheduling rules to be systematically applied on behalf of providers to reduce errors and increase access by presenting patients with multiple scheduling options.



# Booking console

The booking console allows the Practice Manager to view each practitioner, based on the visit type, availability and how to route the call.

These booking guidelines give each provider control over how their patients are scheduled.

For every booking code, the practice manager selects visit types, a search sequence and an action to take if there is no availability.

The screenshot displays the PExA Booking Guidelines Console interface. At the top, there are buttons for 'Select Practice' and 'Select Provider', with 'DG Health Downtown' selected in a dropdown. Below this, a search bar for providers is shown, with 'Nicholas Miller' selected. The main area features a table of booking codes. The first row, 'PCACUABP1 - Acute Abdominal Pain - Office Visit - In Person, Urgent', is highlighted. An 'Edit Booking Guidelines' modal is open over this row, showing fields for 'Booking Code', 'Booking Code Description', 'Visit Types', and a 'Provider Search' sequence with four dropdowns (Self, Pod 8, Pod 3, N/A) and a 'Find a Provider' button. A yellow arrow points from the 'Pod 3' dropdown in the modal to the 'Pod 3' dropdown in the table's search sequence. The table also includes columns for 'No Appointment' actions like 'Find a Provider', 'Transfer to Practice', and 'Message to Provider', each with an 'Edit' button.

Booking Code	Booking Code Description	Visit Type
PCACUABP1	Acute Abdominal Pain	Office Visit - In Person, Urgent
PCACUCF1	New Cold/Cough/Flu	Office Visit - In Person, Office V
PCACUCF2	Positive COVID19 Screening	Office Visit - Video Visit
PCACUCF3	Positive COVID19 Screening	Office Visit - In Person, Office Visit - ...
PCACUEY1	Acute Eye Issue	Office Visit - In Person, Urgent - In P...

# Pod management

Each practice can group providers into pods, which are referenced in the booking guidelines to determine which providers are available for scheduling.

Pods are configurable based on flexible variables, such as availability, urgency, treating specific disease states, etc.

The screenshot displays the 'Pod Management' interface for 'DG Health Downtown'. At the top, there are search filters for 'Select search Type' (with a 'Select Practice' button) and 'Select Practice' (set to 'DG Health Downtown'). Below these are buttons for 'Pool Management', 'Pod Management', and 'Mass Update'. A 'Back to booking codes' link is also present.

The main section is titled 'Pod Management' and contains a table with columns for 'Provider Location' and 'Pod 1' through 'Pod 9'. The table lists seven providers and their assignment status (checked or unchecked) for each pod. A 'Remove' button is located at the bottom right of the table. Below the table, there are navigation controls showing '1 - 7 of 7' and 'Page 1'. At the bottom right of the interface are 'Cancel' and 'Save' buttons.

Provider Location	Pod 1	Pod 2	Pod 3	Pod 4	Pod 5	Pod 6	Pod 7	Pod 8	Pod 9
DG Health Downtown - Austin Brown	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DG Health Downtown - DG Flu Shot Clinic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DG Health Downtown - Gia Dioreto	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DG Health Downtown - Meredith Kloehn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DG Health Downtown - Nicholas Miller	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DG Health Downtown - Olivia Sirpita	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ABC Primary Care - Maradeth Kloehn	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

# Final scheduling

Once the correct booking code is determined based on the patient's answers to the script questions, the agent is presented with the booking screen.

The appointment results are returned in order based on the practitioner's booking guidelines.

Initial search result

Michael Angelo - Saved  
Contact - P360 PExA

Agent Flow Details Care Team Appointments Clinical Data Cases More Info Audit History

Screening Booking Call Closing

Provider: Nicholas Miller Location: DG Health Downtown Patient Address: 1207 W Newport Ave, Chicago, IL 606... Search

Start Date: 06/17/2022 To Date: 07/17/2022 Preferable Day: Any Day Preferable Time: Anytime

Routine Appointment Channel

Nicholas Miller, MD Internal Medicine PCP First Available: Fri, 06/17  
5:00 AM 6:30 AM 8:00 AM More Availability

DG Health Downtown 2411 W Sunnyside Ave, Chicago, IL, USA, 60625 1.913 miles

First alternative

Practitioner Location Patient Address  
Nicholas Miller DG Health Downtown (PExA) - Miller 1025 W Adams St, Chicago, IL, 606... Search

Start Date: 04/20/2022 To Date: 04/21/2022 Preferable Day: Any Day Preferable Time: Anytime

Urgent Appointment Channel

Nicholas Miller, MD Internal Medicine PCP First Available: Thu, 04/21  
1:00 AM 2:30 AM 6:30 AM More Availability

Meredith Kloehn, MD Family Practice First Available: Wed, 04/20  
6:23 AM 6:40 AM 6:23 AM More Availability

View Alternatives

Second alternative

Practitioner Location Patient Address  
Nicholas Miller DG Health Downtown (PExA) - Miller 1025 W Adams St, Chicago, IL, 60607, USA Search

Start Date: 04/20/2022 To Date: 04/21/2022 Preferable Day: Any Day

Urgent Appointment Channel

Nicholas Miller, MD Internal Medicine PCP First Available: Thu, 04/21  
1:00 AM 2:30 AM 6:30 AM More Availability

Meredith Kloehn, MD Family Practice First Available: Wed, 04/20  
6:23 AM 6:40 AM 6:23 AM More Availability

Austin Brown, CNP Family Practice First Available: Wed, 04/20  
12:30 AM 2:00 AM 6:30 AM More Availability

Lisa Zlotowski, PA Family Practice First Available: Wed, 04/20  
12:00 AM 1:30 AM 6:30 AM More Availability

Transfer to Provider

# Why Avanade for Health?

Our healthcare practice approach fuses the knowledge of **industry demands + human-centricity + technology** together to leverage Microsoft's advanced cloud for healthcare and its capabilities, along with complementary technologies from other partners such as Adobe. Avanade is in a unique position to cover the **entire customer lifecycle** from acquisition to loyalty and retention through our **best-of-breed technology** partnership with Microsoft and complementary partners.



## Microsoft expertise

As the world's largest community of experts and implementors of Microsoft-based solutions, we are recognized as a leader in Microsoft services:

- Leader in Dynamics 365, per Forrester Wave Q1 2021
- Leader for Microsoft Dynamics Services, according to Everest Group PEAK Matrix 2021



## Time to value

We demonstrate a faster ROI by using a programmatic approach that includes strategy, MVP implementation, roadmaps and business cases.



## Health industry perspective

We bring healthcare industry perspective to offer existing solutions and more tailored business solutions, bringing to life:

- Better experiences
- Better care
- Better insights



## One partner

We deliver a complete end-to-end experience for our clients with the shared knowledge and technical expertise of one borderless, connected team.

# Avanade's footprint in healthcare



**41** of the **100**

top hospitals as ranked in the U.S. by Thomson Reuters

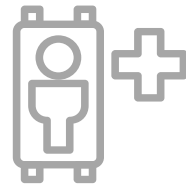


**90%** of Fortune 500 Life Sciences companies



All top **10**

global pharmaceutical companies



**125+**

public health organizations in more than

**20** countries



**8** out of the **10**

largest Blues and

**21** out of the **25**

largest U.S. payers



**3** out of the **6**

largest biotech companies

# Some of the health industry we proudly serve

Avanade currently partners with more than **1,200 clients** worldwide.



**4,000+ clients** since 2000



**46% of Global 500** companies are clients



**34% of Fortune 500** companies are clients



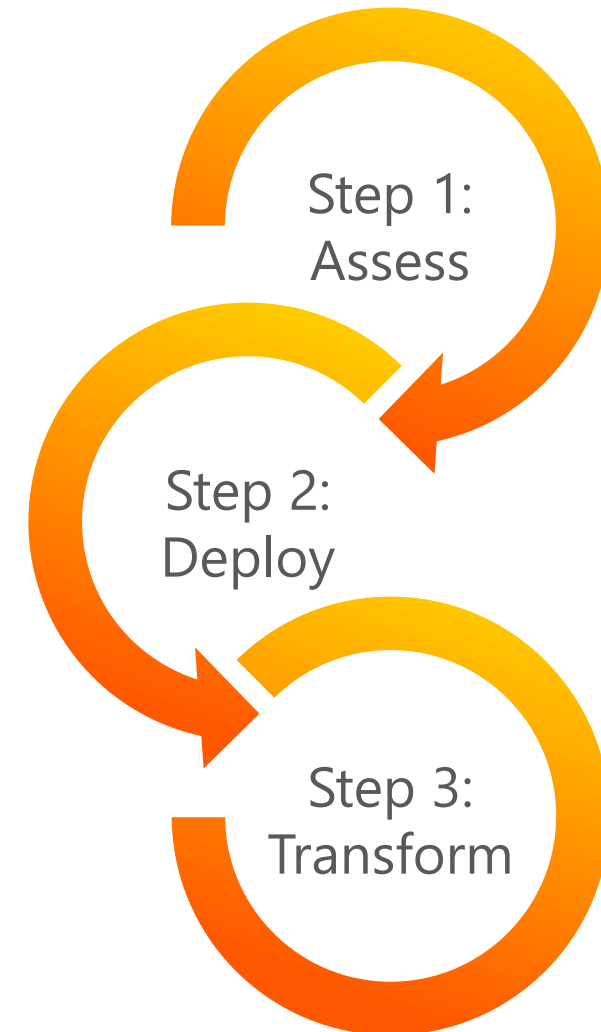




# Together, let's re-envision the patient experience

- ✓ Gateway to innovation
- ✓ Fully customizable
- ✓ Deploys at speed
- ✓ Improves efficiency
- ✓ Drives your growth

# You are three steps away from reshaping the healthcare experience



# Get started on your journey

## Design-thinking workshop

Hold a discovery workshop to unlock the tools you need to uncover high-value opportunities.

## Quick start PoC

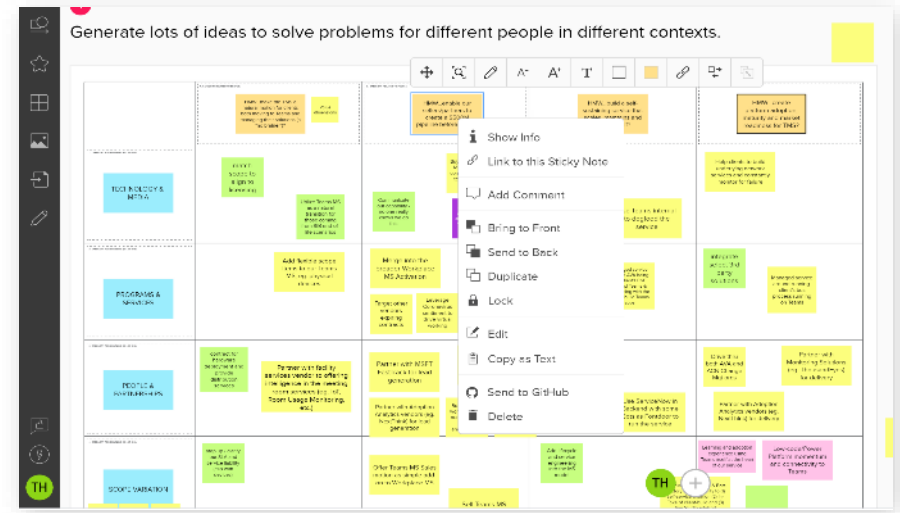
Hold a proof of concept (PoC) engagement to build a business case and evaluate your needs.

## Art-of-the-possible seminar

Leverage demos and lessons learned to help you identify transformational ways to realize improved outcomes.



*In-person and virtual options*



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