The Future of Healthcare Hinges On Employee Experience

Digital transformation efforts in healthcare must address the employee experience of both clinical and non-clinical staff or they will fail. Doctors, nurses, and non-clinical staff can't deliver better patient experiences or drive the innovation required to propel your organization forward if you don't provide them with consumer-like experiences that rip down the barriers between them and the goals that they're trying to achieve.

Healthcare Sits On The Precipice of Unparalleled Disruption

Even before COVID-19, there was no other industry that faced challenges as critical, daunting, and diverse as healthcare. Healthcare spending makes up ~18% of the US GDP today – and it's outpacing the overall GDP by 5.5% and is expected to make up 20% by 2026[2]. This has profound and rippling economic implications as healthcare spending in both the public and private sectors will subsume other costs like education and infrastructure spending. Around the globe, we've found that our healthcare organization (HCO) customers face:

- **Fierce competition from tech giants.** The economic picture – and the opportunity – in healthcare has captured the attention of technology giants like Amazon, Microsoft, and Google's parent company, Alphabet. They're laser-focused on disrupting healthcare. Amazon's Haven initiative leaders have been described as "incredibly allergic to market inefficiency" and are attacking everything from the pharmaceutical supply chain to a virtual front door interface healthcare services for consumers.

- **A complex and shifting revenue model.** While fee-for-service has been the predominant revenue model in healthcare, value-based care (VBC) payment models now have significant traction. Over half of Cigna's payments are in a VBC model and Aetna estimates that over 75% will shift to VBC models this year. Making this leap requires not just a sound digital strategy, but focused investments in technology – and people.

- **Unrelenting security challenges.** Malicious actors know there is a lot at risk – and a lot to gain – from targeting healthcare organizations. There's a trove of personally-identifiable information (PII) and protected health information (PHI), which can in turn be used for financial fraud. It's not just external threats – a Verizon study found that over half of incidents were insiders potentially, also looking for financial gain[3]. Regardless of the source, the damage can be profound and exacerbated by steep GDPR or HIPAA violation penalties.

...But the prognosis for the healthcare employee experience isn't good

The employee experience (EX) of clinical and non-clinical staff is in crisis. Unfortunately, the complexity of healthcare environments and technology makes it difficult to complete seemingly simple processes. The result?

- **Clinical staff are losing precious time with patients and are burning out.** While there has been much focus on improving access to healthcare services for consumers; doctors and nurses haven't seen the same emphasis on creating consumer-like experiences for them. Common activities, like looking at labs, verifying results, and sending tasks to nurse might take 15 clicks of a physician's time. But before that happens, even checking patients in can require access to 4 or more systems. Doctors and nurses don't spend their lives behind desks and many critical systems aren't mobile-friendly. Coupled with emotional demands, it's no wonder physicians burn out at double the rate of US workers[5].

- **Non-clinical staff are bogged down by inefficiency.** Like their clinical counterparts, healthcare employees in other roles are at the mercy of mobile-unfriendly

For every hour a clinician spends on clinical care, they spend 2 hours on administrative tasks[1]

systems and are constrained in how and where they work. Quick expense approvals require employees to navigate complicated financial applications. Even responding to a simple inquiry about a patient bill requires a support staff member to assemble an answer based on data from multiple systems.

Engaged Employees Will Deliver The Next Generation Of Healthcare – And They Need The Technology To Help

The advent of new digital technology puts IT leaders in the driver's seat to help revolutionize healthcare as we know it. But the true potential of healthcare IT transformation lies in unleashing and empowering both clinical and non-clinical staff to do their best work and deliver better patient experiences – during normal operation and disrupted times. Across industries, engaged employees deliver better customer experiences and better business results. In healthcare, this can equate to improved and more compassionate patient experiences. Employee engagement is the outcome of a positive employee experience – and engaged employees are more than twice as likely to dip into discretionary effort or the act of doing extra work outside of their normal responsibilities[4]. The innovation that comes from that extra effort will help transform your organization. A proven vital component of employee experience is that employees find progress in their work every day – and technology plays a critical role.

Citrix Is Bringing Experience, Security, and Flexibility To Healthcare

Citrix works with 100% of the top U.S. providers and news honor roll hospitals and the top organizations around the globe. We're aiding IT and business leaders in their digital transformations by helping revolutionize employee experience. Your EX challenges won't be solved simply with any product or service – that's why we're helping our customers with their business challenges holistically, addressing the people and processes along with technology. Citrix partners with our customers to deliver business outcomes with:

- **Services focused on helping investigate and communicate value.** Executives focused on EX first ask, "What's the value we can expect from investments?" Whether it be to help socialize and communicate the importance of EX at a business level or help direct where best to start, our Citrix Strategic Advisory team has a deep background in surfacing, understanding, and tracking business value. They partner with HCOs to help unearth the value of EX investments.

- **Resilient technology that delivers a secure, flexible, and productive experience.** Citrix offers a portfolio of technologies to help IT pros deliver flexible and secure experiences to employees while offering modern, secure, flexible, and cost-effective IT infrastructure solutions. Citrix Workspace helps organize, guide, and automate the work of clinical and non-clinical staff alike to facilitate constant progress, and help focus on the things that

"Citrix gave our users the freedom to do their jobs without distraction. Our doctors no longer need to consider which devices, which passwords, which VPN, etc., to use when they're not on campus."

- David Brim,
Director of Enterprise Systems for SCL Health

Employee Experience Improvements Yield Meaningful Outcomes

Improving EX means not just balancing security and experience, but excelling at both for employees in healthcare. By being more than just a technology vendor, we're working with healthcare companies to help them achieve business goals like:

- Increasing clinical staff and process efficiency to increase the number of patients seen.
- Reducing hardware and software costs, and IT administration workload.
- Minimizing disruption for HCO staff, whether they be small interruptions or broader outages.
- Helping avoid staff burnout and reducing turnover.
- Decreasing the time it takes to make new providers productive.

are most important - like patient care. As COVID-19 and other recent disasters have shown us, these experiences must survive disruption - Citrix Workspace as well as other Citrix technologies have been key components

- **Indispensable and innovative skills.** Executive teams recognize that re-skilling their workforce and evolving processes are critical in their transformation. In order to make meaningful improvements for staff, IT employees need to walk a mile in their shoes. We have partnered with our customers to provide IT and other business leaders innovative workshops on Design Thinking, an important method for creating solutions to improve employee and customer experience. Often used as a tool in the consumer world, this technique helps IT pros develop empathy for the employees they support - a critical attribute to help deliver technology solutions that will move the EX needle.

To learn more about how Citrix can help boost employee experience, speak to your Citrix Sales rep or visit:
www.citrix.com/solutions/healthcare/form/inquiry.

[1]Allocation of Physician Time in Ambulatory Practice: A Time and Motion Study in 4 Specialties

By Christine Sinsky, MD; Lacey Colligan, MD; Ling Li, PhD; Mirela Prgomet, PhD; Sam Reynolds, MBA; Lindsey Goeders, MBA; Johanna Westbrook, PhD; Michael Tutty, PhD; and George Blike, MD

Annals of Internal Medicine, September 6, 2016

[2]https://www.healthaffairs.org/doi/abs/10.1377/hlthaff.2018.05499

[3]https://enterprise.verizon.com/resources/reports/insider-threat-report/

[4]https://www.ibm.com/downloads/cas/JDMXPMBM

[5]Source: Shari M. Erickson, Brooke Rockwern, Michelle Koltov, and Robert M. McLean, "Putting Patients First by Reducing Administrative Tasks in Health Care: A Position Paper of the American College of Physicians," Annals of Internal Medicine, American College of Physicians, May 2, 2017 (https://annals.org/aim/fullarticle/2614079/putting-patients-first-reducing-administrative-tasks-health-care-position-paper).

Source: Tait D. Shanafelt, Omar Hasan, Lotte N. Dyrbye, Christine Sinsky, Daniel Satele, Jeff Sloan, and Colin P. West, "Changes in Burnout and Satisfaction With Work-Life Balance in Physicians and the General US Working Population Between 2011 and 2014," Mayo Clinic Proceedings, December 2015 (https://www.mayoclinicproceedings.org/article/S0025-6196(15)00716-8/fulltext).

https://www.citrix.com/customers/scl-health-en.html?industry=healthcare

citrix

Enterprise Sales
North America | 800-424-8749
Worldwide | +1 408-790-8000

Locations
Corporate Headquarters | 851 Cypress Creek Road, Fort Lauderdale, FL 33309, United States
Silicon Valley | 4988 Great America Parkway, Santa Clara, CA 95054, United States