



MASTER THE MOMENT

AUTOMATED MOBILE
SOLUTIONS FOR
IMPROVED PATIENT
CARE



FORRESTER®

CHALLENGE THINKING. LEAD CHANGE.

FORRESTER[®]

Automated Mobile Solutions for Improved Patient Care

Kate McCarthy, Senior Analyst

Date

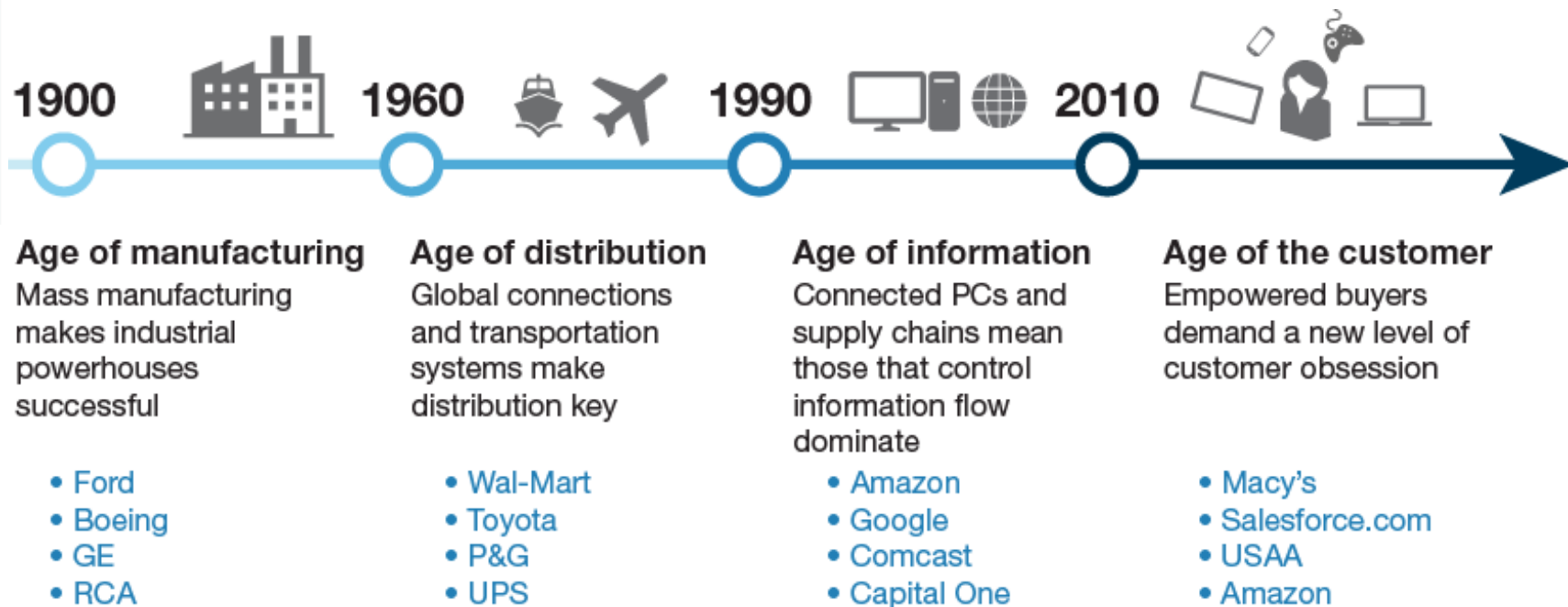
Agenda

- ▶ *The age of the customer*
- ▶ *WIM for healthcare*
- ▶ *Other industry drivers, trends and predictions*
- ▶ *Q&A*

The age of the customer

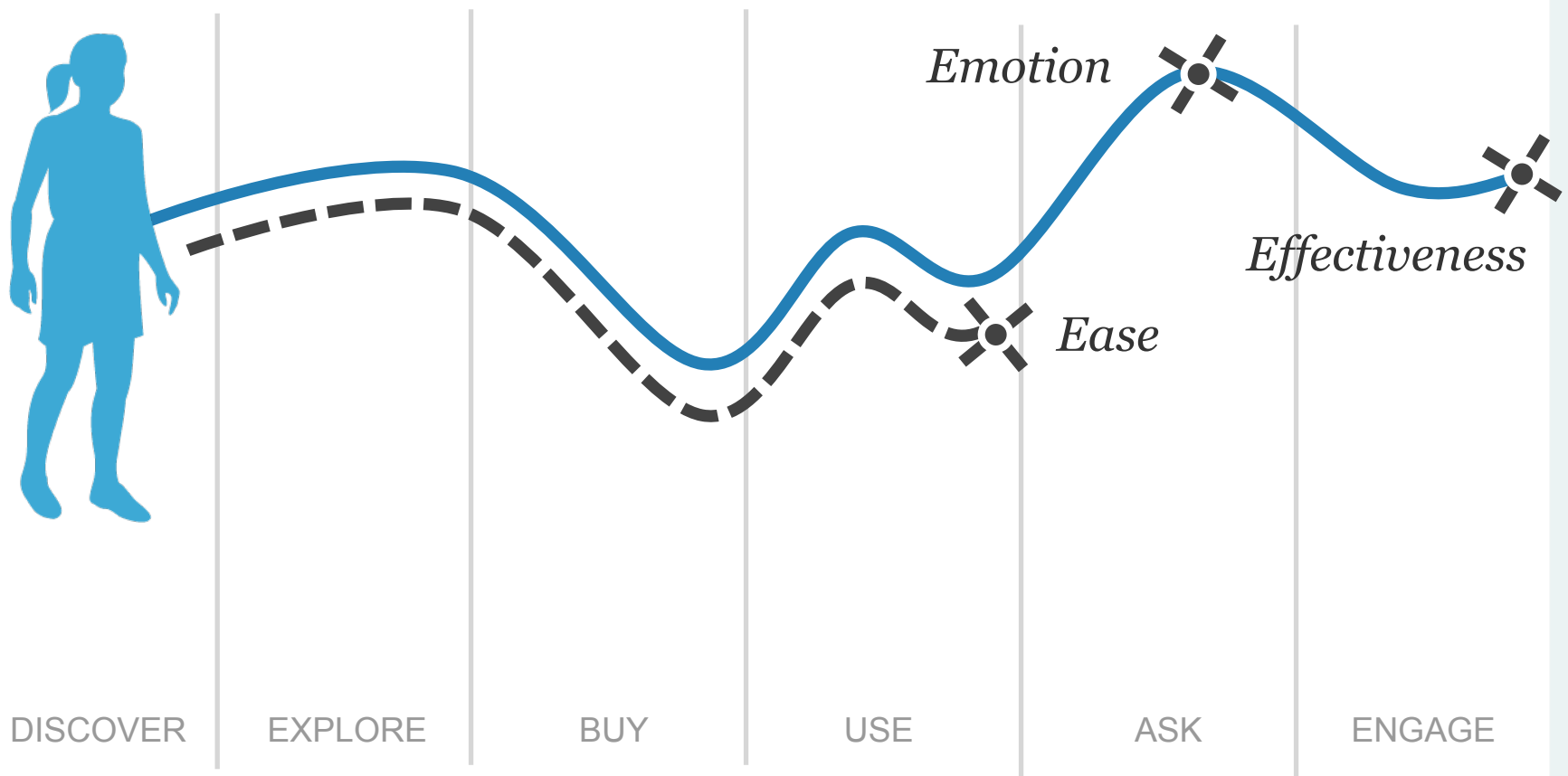
A 20-year business cycle in which the most successful enterprises will reinvent themselves to systematically understand and serve increasingly powerful customers

Empowered customers have given rise to a new era

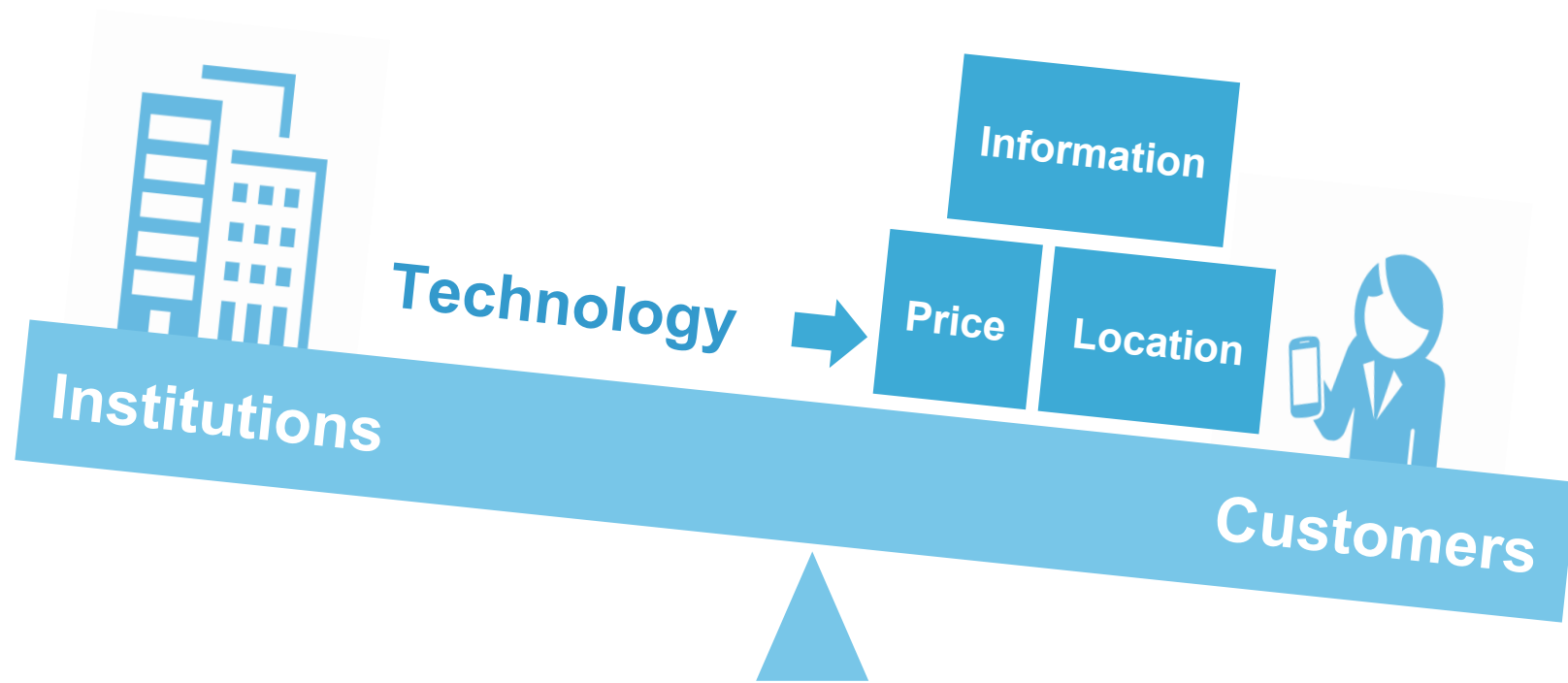


Customer experience (CX) is
how customers perceive their
interactions with your company.

Customer Experience Is About Moments Of Truth Across The Entire Experience



Today, Technology Empowers Customers To Relate Differently To Businesses

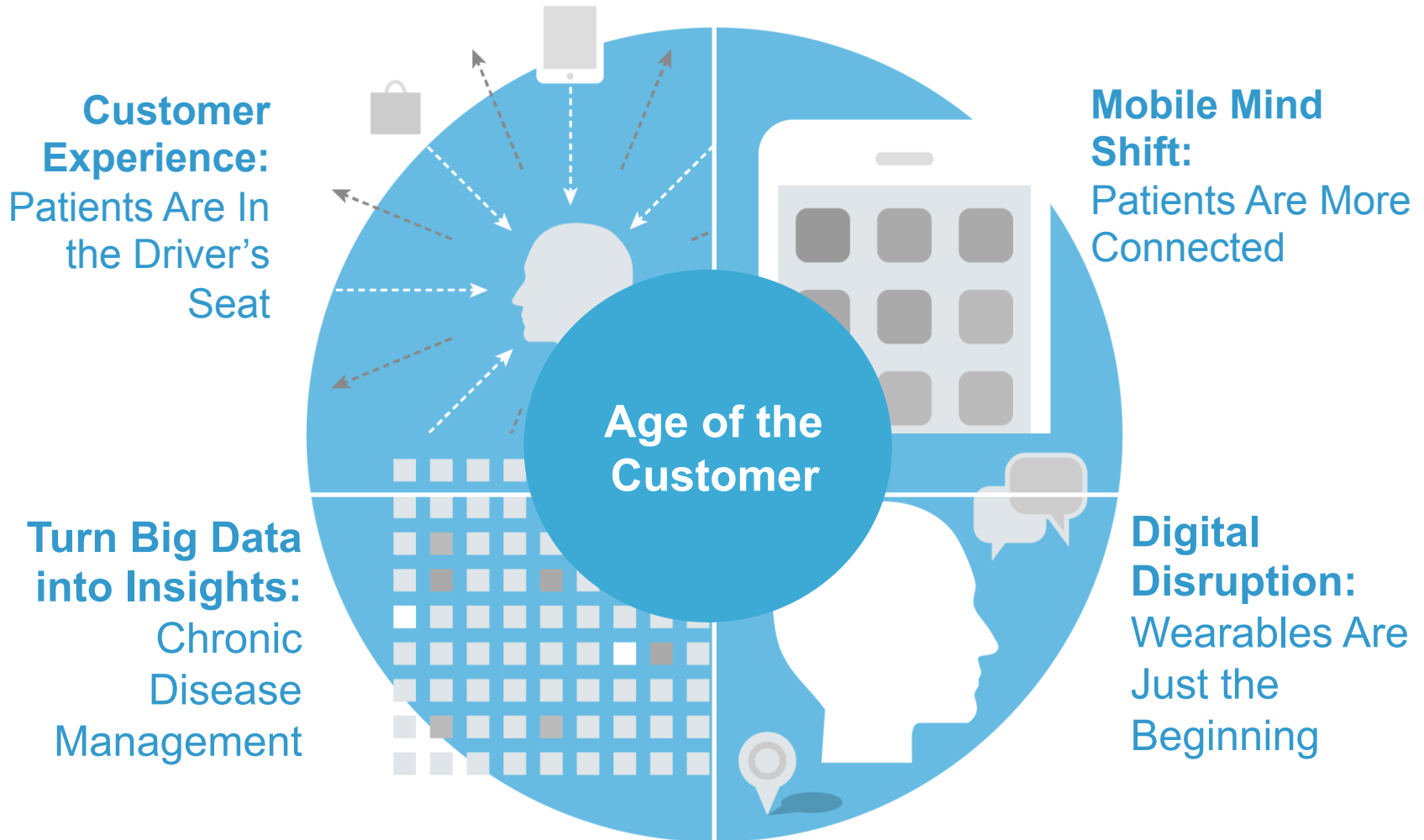


Source: Forrester Research

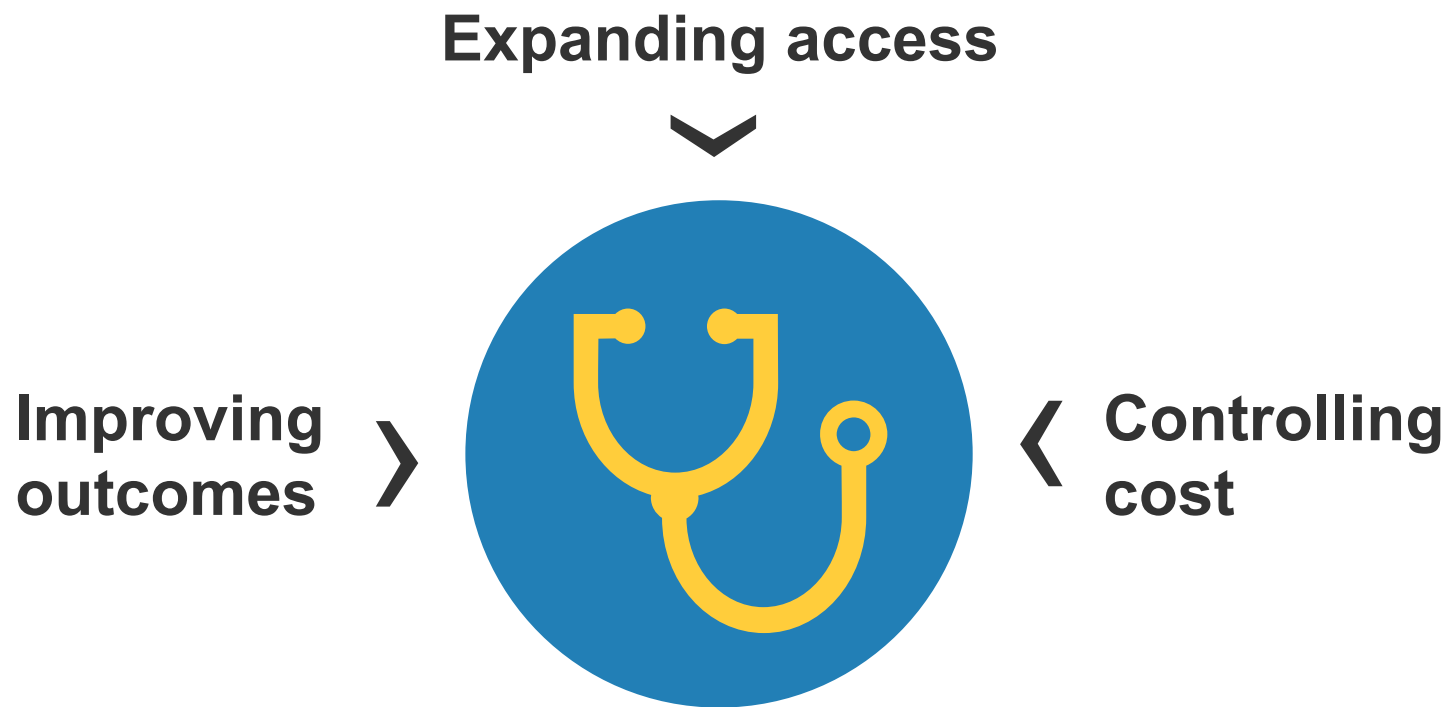
Customer experience isn't a project or an initiative—it's a business discipline that enables you to meet customers' needs as they evolve.

The Age of the Customer

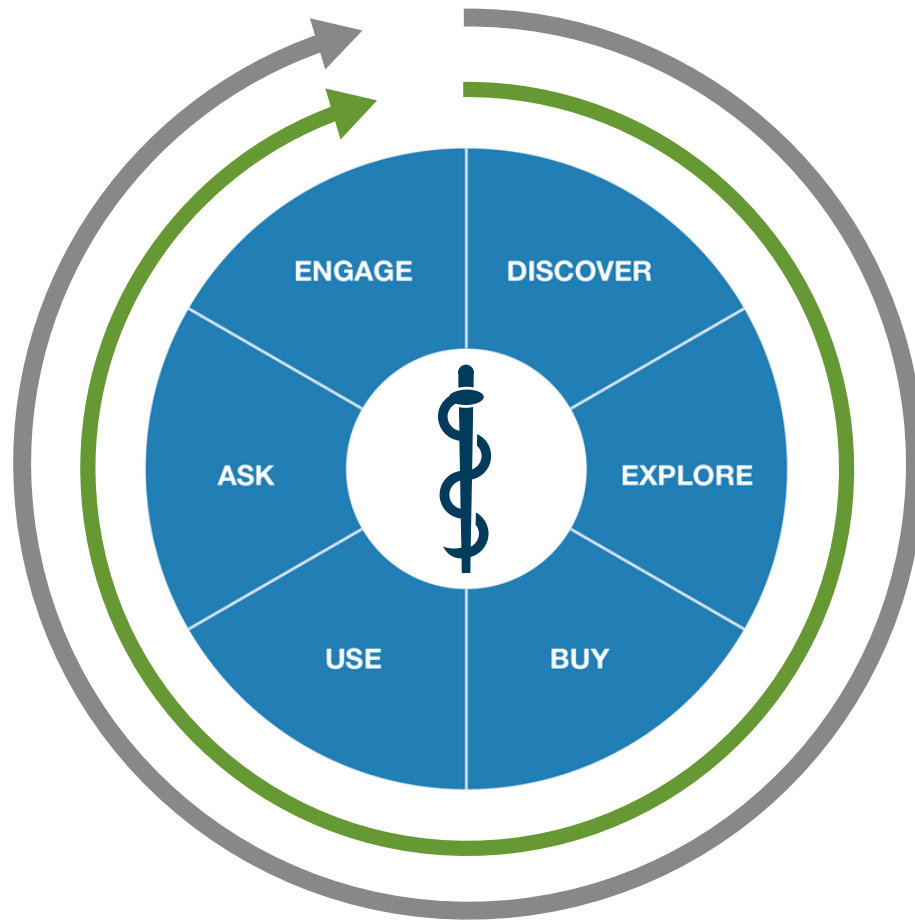
WIM For Healthcare



Healthcare is at the center of three forces



Healthcare firms need to shift their focus from events to the patient life cycle



Providers focus on wellness throughout the patient journey

Payers focus on building lasting customer relationships

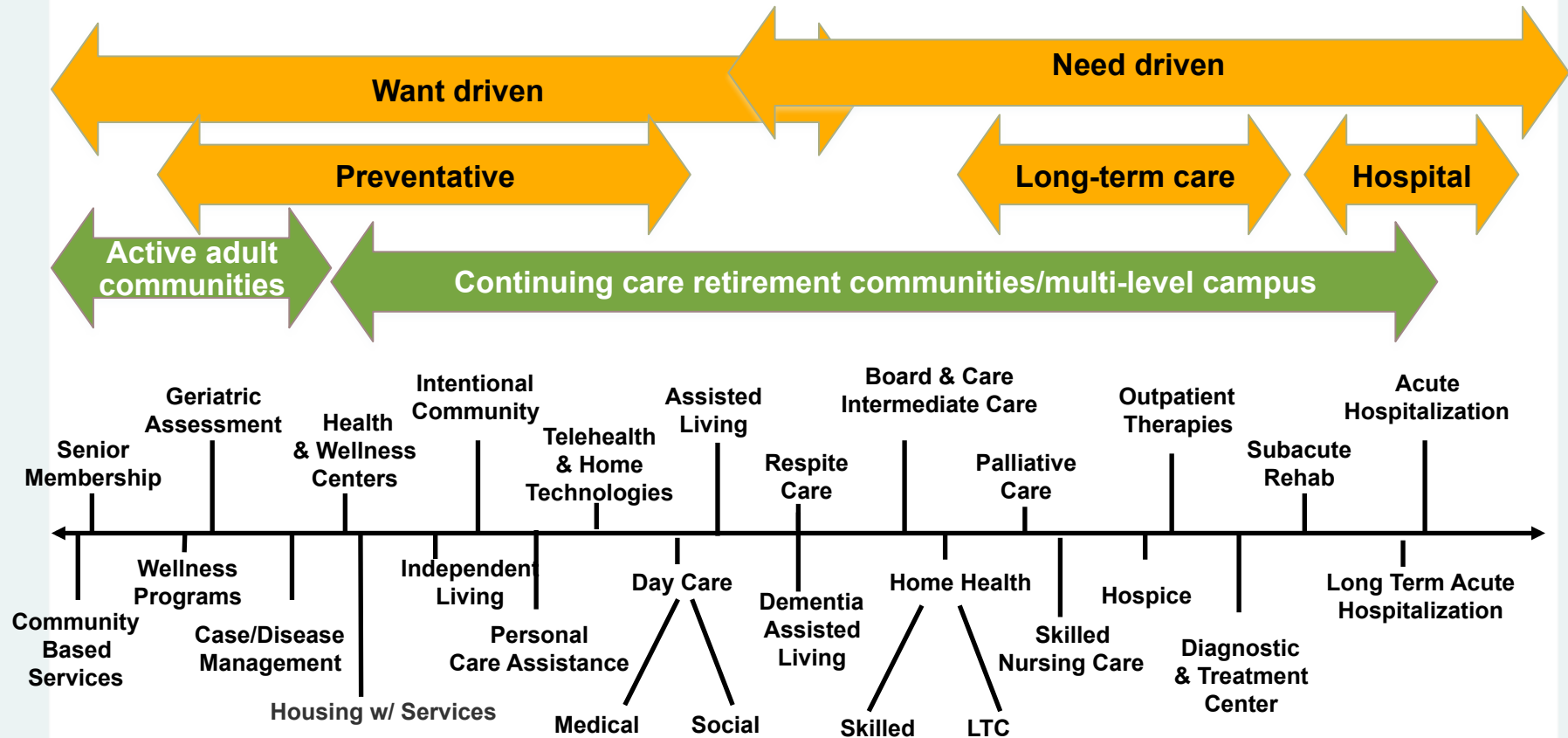
The regulatory environment mandates it

Reform will continue

- **Better Care**
 - Improve/maintain quality and patient outcomes
 - Eliminate avoidable re/admissions
 - Eliminate potentially preventable conditions (e.g., never events)
- **Better Health**
 - Primary Care Driven
 - Focus on Prevention & Wellness
- **Reduce Cost**
 - Reduce/eliminate duplication
 - Improved coordination

The field of healthcare services is already evolving

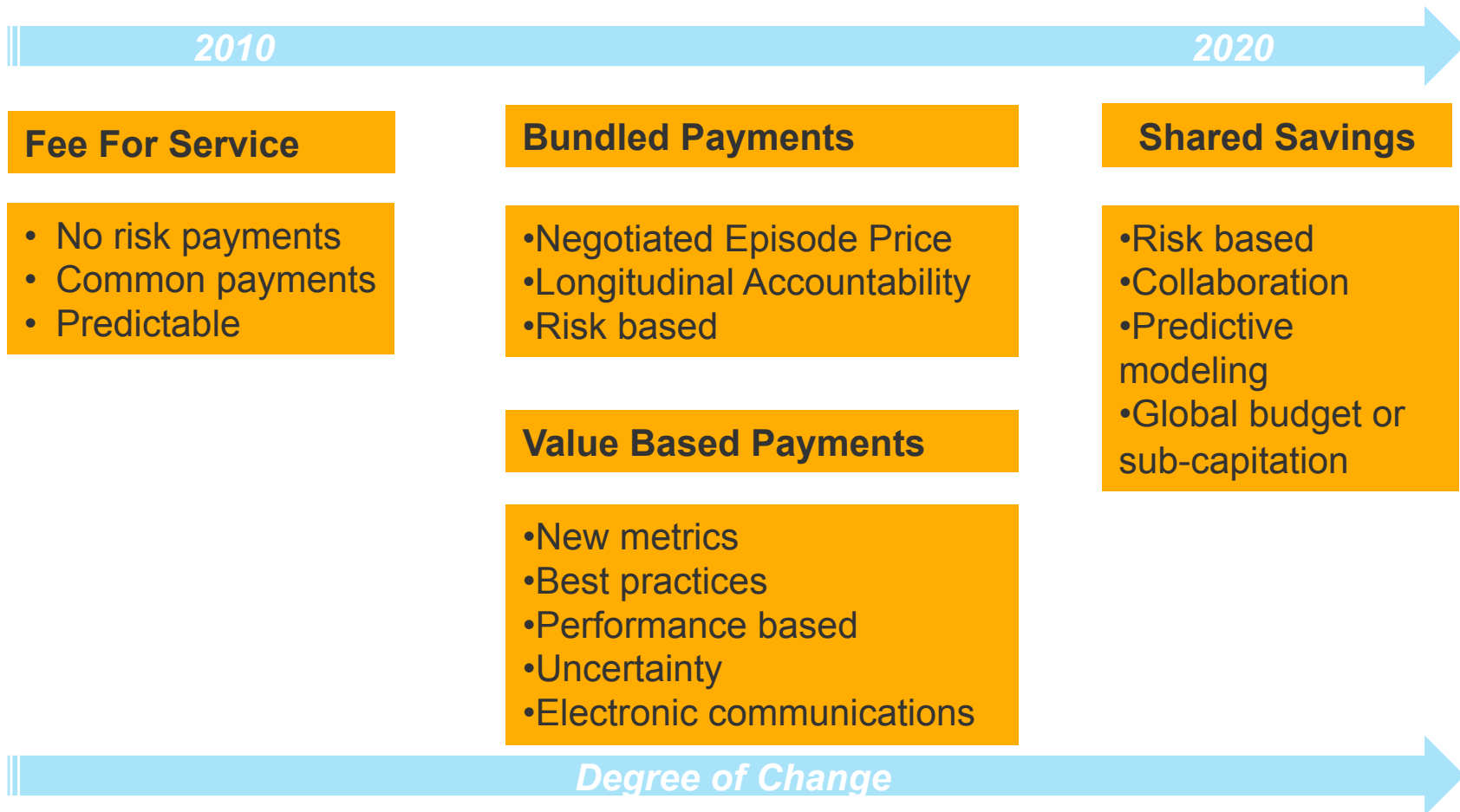
Today's Spectrum of Services



Source: Adapted from Greystone and CliftonLarsonAllen LLP Presentations

Reimbursement is changing

As customers demand more, payment reform is well under way as a result of the ACA



Age of the customer for payers

Business drivers

- Infuse 'customer' into their business model
- Cope with a flood of new participants
- Become insightful about quality and efficiency of care
- Invest in changing their members' behavior
- Develop their digital strategy

Technology imperatives

- Rethink "customer" across subscriber systems
- Solve the multi-channel enrollment problem
- Develop digital strategy for customer engagement
- Embrace mobile technologies and apps
- Master integration with exchanges, ACOs, and partners
- Manage data – master data, clinical data, big data

Age of the customer for providers

Business drivers

- Consumers shop online for physicians and treatments
- Mobile is an increasing part of healthcare engagement
- Insight about customers and operations is mandatory
- Provider business models are being disrupted

Technology imperatives

- Clean up your data
- Invest in customer and patient insight
- Embrace the mobile mindshift
- Utilize emerging technology to enhance quality and boost efficiency
- Build cloud-based business networks

The WIM of it all...

While none of us has a perfect view of the future, here are a few predictions:

1. Inpatient hospital utilization will go down as much as 30% by 2020.
2. More care will move to home care & SNF; it is likely that remaining post-acute volume will be spread across fewer providers.
3. New payment models will change models of care, reduce length of stay, increase integration before & after services & change relationships w/ physicians
4. Volume of “care” provided in typically “residential” settings, especially home care and hospice, will increase.
5. Insurance exchanges and increasing out-of-pocket costs will force the majority of patients to “shop” for healthcare on a regular basis.

A customer-obsessed enterprise...

...focuses its **strategy**, its **energy**, and its **budget** on processes that enhance knowledge of, and engagement with, **customers** and **prioritizes** these over traditional competitive barriers.

Thank you



Kate McCarthy
+1 617.613.5991
kmccarthy@forrester.com

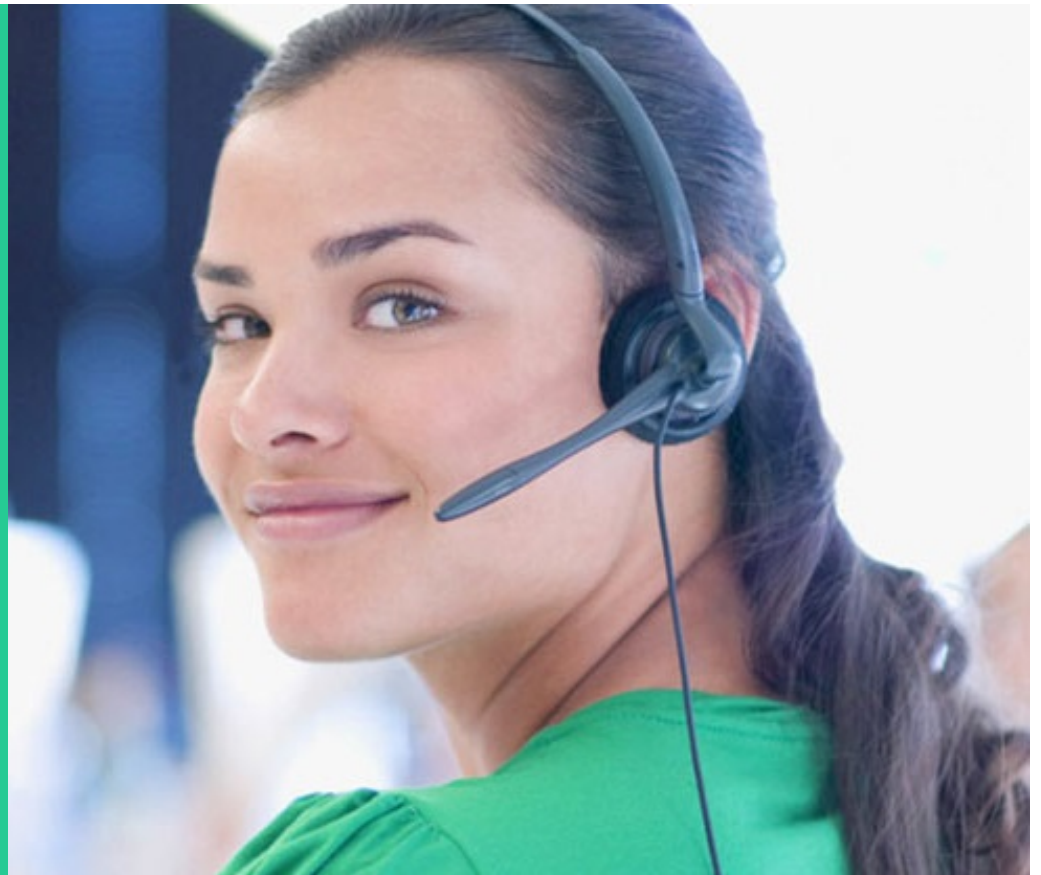
FORRESTER[®]

forrester.com

HOME HEALTHCARE: WHY MOBILE FIELD WORKFORCE MATTERS

James Delande
Director, Product Marketing
ClickSoftware

1 October, 2015



AGENDA

- The Challenge of Quality Home Healthcare
- Home Healthcare Market Drivers
- The Home Healthcare Service Challenge
- Master the Moment
- Link Service Delivery
- Connect & Optimize
- Seamless, Specialized Home Healthcare

WHY MOBILE HOME HEALTHCARE SERVICE MANAGEMENT

Today's healthcare market is evolving; technologies, skills, client preferences, regulations and back end processes are combining to make mobility a must-have for successful home healthcare providers.

Providers need to leverage mobility to exceed client expectations in order to:

- Retain caregivers and clients
- Maintain and grow revenue
- Efficiently and accurately track care for timely compensation

But they also need to automate and optimize their complex service scheduling processes to effectively meet the needs of their business, the insurers and their clients and caregivers

HOME HEALTHCARE BUSINESS CHALLENGES

1. The workforce is made up of highly skilled, but specialized individuals – often ***resulting in a shortage of caregivers with the appropriate skills to care for clients with specific needs***
2. As a result, ***schedule changes are extremely complex and highly manual***. Changes to a schedule must first be approved by the client, and then by the caregiver
3. The process is ***both inefficient and costly***, resulting in 40 percent of inbound calls originating from clients simply confirming their appointments
4. Caregivers ***are most loyal to service organizations that provide them steady work***

HOME HEALTHCARE MARKET DRIVERS

1. The expense of inpatient care and the efficiency and reliability of continuous home health monitoring and care for is ***pushing people towards home healthcare products and services.***¹
2. Third party home healthcare is witnessing huge demand due to better treatment by trained medical professionals; expected ***CAGR is 7.7% from 2011 to 2016.***²
3. Home healthcare employers are asking for mobile capabilities in RFPs, while consumers' mobile sophistication is growing rapidly, ***making mobility a must-have.***³
4. ***Risks of inpatient care*** (infections and misadministration of drugs) are also significant drivers, both for doctors and clients.⁴

Sources:

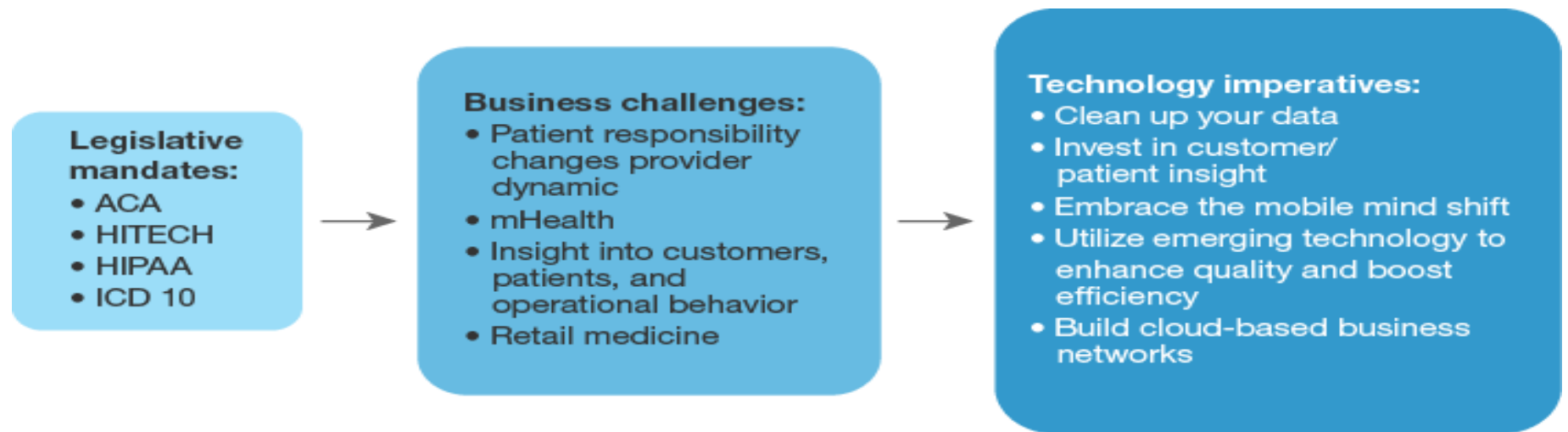
1: Transparency Market Research, 2013

2: Markets and Markets, 2015

3: Forrester, November 2011

4. Skip Snow, Forrester, 2014

TECHNOLOGY IMPERATIVES FOR HEALTHCARE PROVIDERS





THE SERVICE CHALLENGE

STRIVING FOR AFFORDABLE SERVICE EXCELLENCE



THE GOAL IS TO REACH THE OPTIMAL BALANCE FOR **COST-EFFECTIVE, EXCELLENT SERVICE** THAT DRIVES BOTH CLIENT AND CAREGIVER SATISFACTION AND LOYALTY



MASTER YOUR MOMENT

**MAKE YOUR CAREGIVERS BRAND AMBASSADORS
FOR YOUR ORGANIZATION**

MASTER EVERY MOMENT THAT IMPACTS THE CARE DELIVERY PROCESS



SERVICE QUALITY
IS STRATEGICALLY PARAMOUNT
FOR BUSINESS SUCCESS

Today's social media world amplifies client experiences for better and worse



**SERVICE STAFF
PRODUCTIVITY**
IS CRITICAL FOR SERVICE QUALITY

Even companies who are obsessed with client satisfaction can only invest so many resources in service before risking their own financial viability

MASTERING EVERY MOMENT WITH CLIENTS ENSURES POSITIVE EXPERIENCES

MASTERING SERVICE MOMENTS



ON GOING CHALLENGE:

A GIGANTIC PUZZLE OF MOMENTS IN TIME & SPACE, JOB EMERGENCY, CUSTOMER PRIORITY...

WITH FIELD SERVICE OPTIMIZATION

A NEW ORDER EMERGES AS SERVICE MOMENTS ARE **BRILLIANTLY ORGANIZED INTO A COHESIVE PICTURE:**

- RESOURCES ARE MANAGED IN
- PERFECT SYNCHRONIZATION;
 - WITH CUSTOMER COMMITMENTS;
 - AND WITH MINIMAL WASTE

TIME & SPACE, CLIENTS & RESOURCES ARE IN HARMONY

SERVICE DELIVERY & FULFILLMENT: ADDRESSING THE MISSING LINK OF CLIENT CARE



YOUR MWFM SOLUTION NEEDS TO EXTEND CARE VISIBILITY TO:

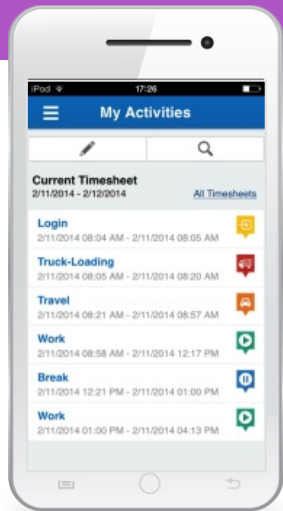


Choose a solution that begins with the moment of service initiation – and then optimizing **decisions** and **execution** for efficiency and effectiveness.

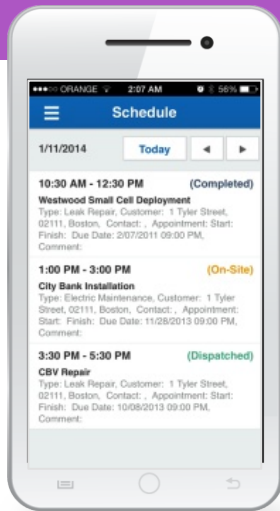
CONNECT & OPTIMIZE



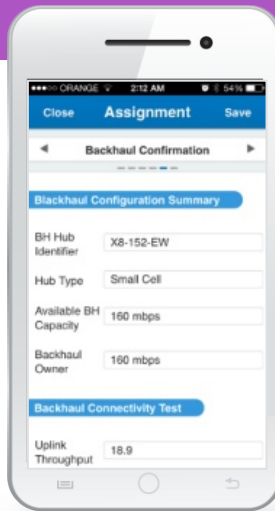
DEMAND ENTERPRISE-GRADE SERVICE MOBILITY



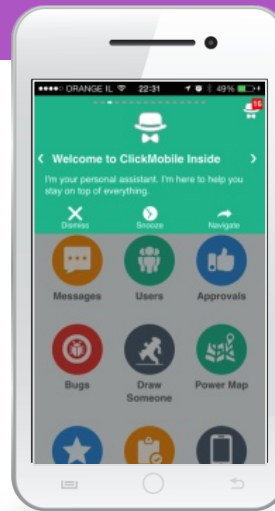
TIMESHEETS APP
CLOCK-IN/CLOCK-OUT



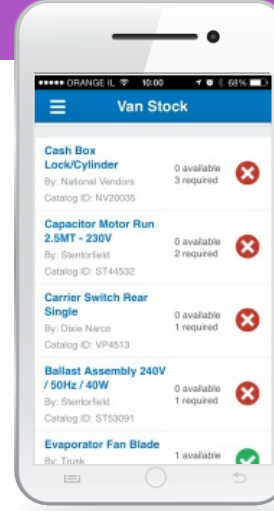
SCHEDULE APP
DAY PLAN AND
ACTIVITIES



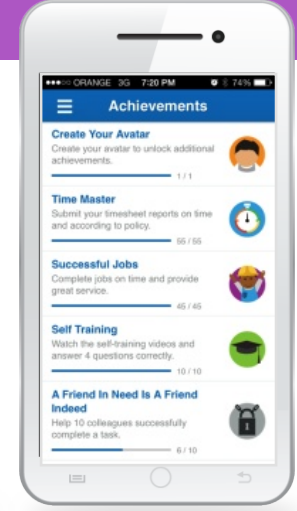
SCHEDULE APP
UPDATE APPOINTMENT
DETAILS



INTELLIGENT ALERTS
PROACTIVE REMINDERS

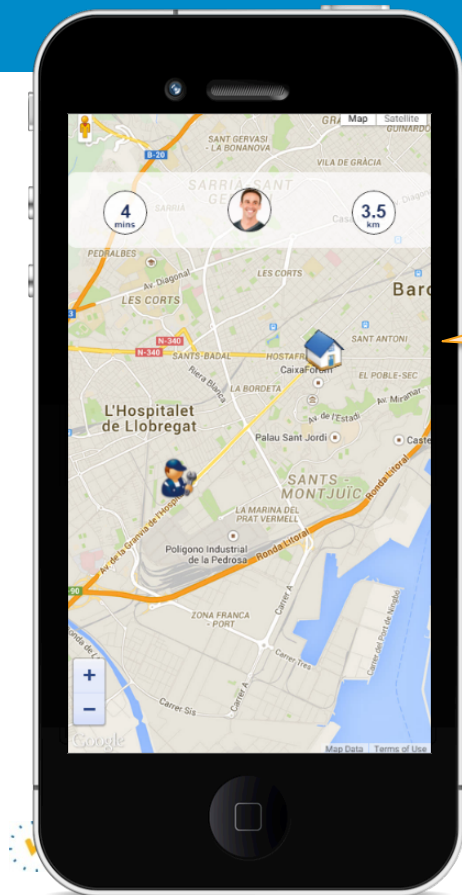


**SUPPLY
MANAGEMENT**
DAILY SUPPLIES
ALIGNED WITH CLIENT
NEEDS



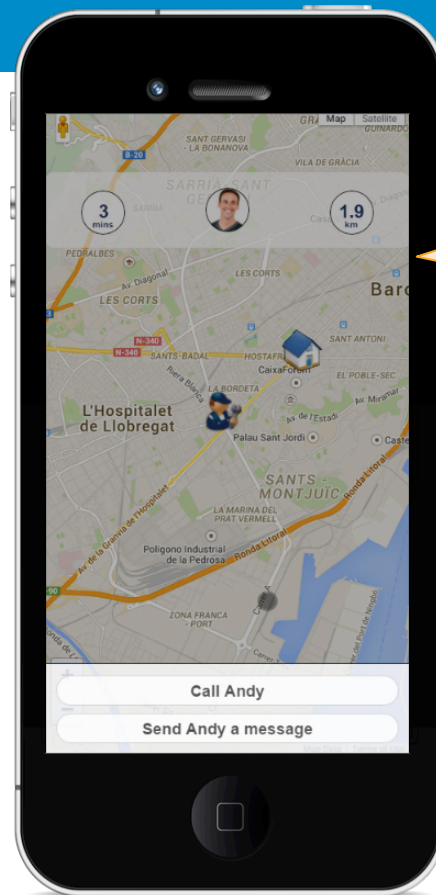
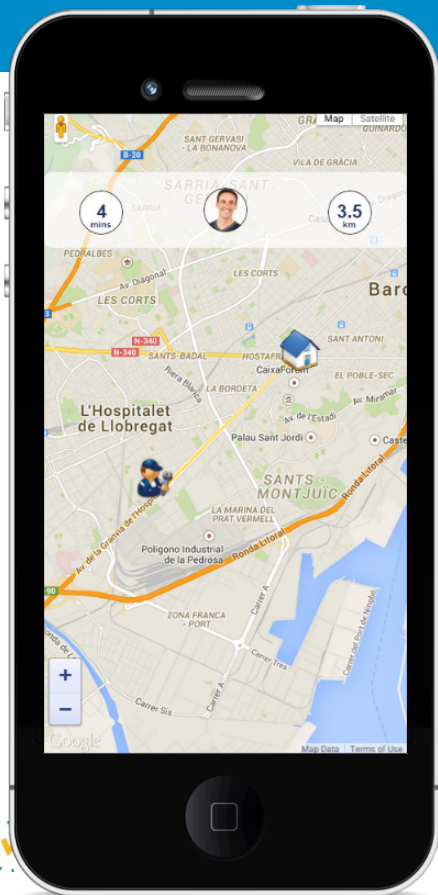
ACHIEVEMENTS
DRIVE CHANGE
MANAGEMENT

'WHERE'S MY CAREGIVER?' MOBILE APP



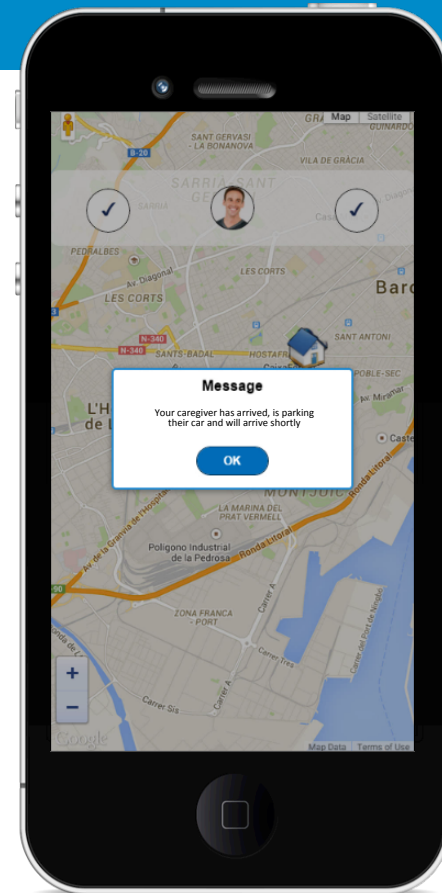
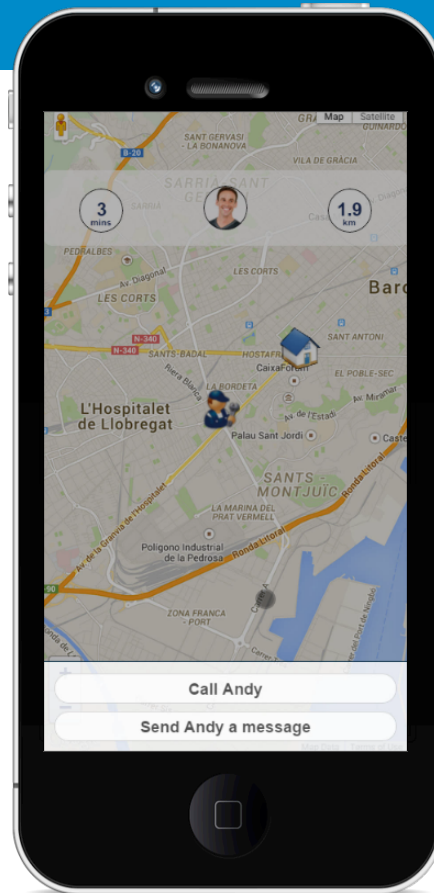
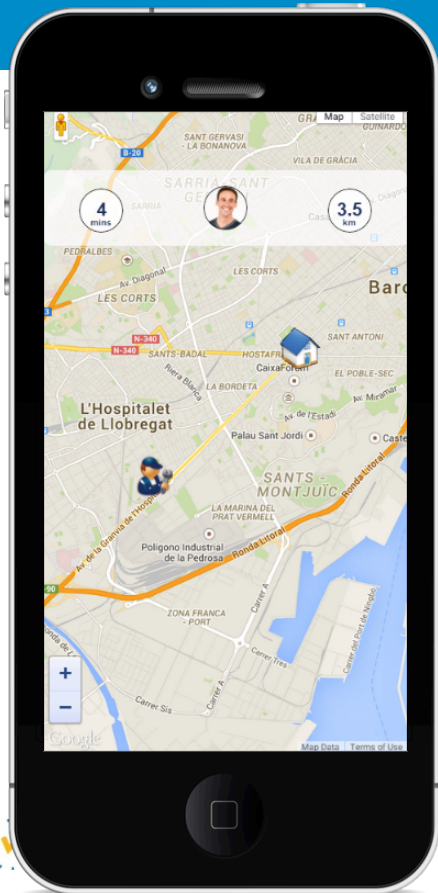
The client gets a notification with access to the mobile map

'WHERE'S MY CAREGIVER?' MOBILE APP



Real-time location, ETA and provider details are visible to the client

'WHERE'S MY CAREGIVER?' MOBILE APP



FINE TUNE CARE DELIVERY WITH PERFORMANCE ANALYTICS



CREATE ACTIONABLE, USER-DEFINED REAL-TIME AND HISTORIC REPORTING

SEAMLESS, SPECIALIZED HOME HEALTHCARE

1. Improves Control and Visibility of Care
2. Integrates with EMR Systems, HIPAA Compliant
3. Automatically Aligns Client Requirements to Caregiver Skills and Availability
4. Optimizes Scheduling, including Re-assignments for Improved Efficiency
5. Enables BYOD to Streamline Care Delivery
6. Status-based Timesheets Integrate Directly into Payroll
7. Reporting: Historical, Operational and Real-time Metrics for Productivity

...Optimizing Home Healthcare for Organizations, Clients and Caregivers



QUESTIONS & ANSWERS



MASTER THE MOMENT

THANK YOU!

james.delande@clicksoftware.com

781.272.5903