



**PLANNING A DIGITAL  
TRANSFORMATION  
STRATEGY FOR  
YOUR HEALTHCARE  
ENVIRONMENT**





## READY TO TRANSFORM YOUR HEALTHCARE ORGANIZATION?

The last few years have accelerated the pace of change in business. Now, more than ever, Digital Transformation (DX) is critical to organizations of all sizes as they continue to reimagine the way they do business. However, that's easier said than done. The DX process can be challenging and intimidating. Organizations must meet the needs of an increasingly distributed and hybrid workforce, as well as the need to increase operational efficiency by diverting resources away from manual processes and toward innovation and core business functions.

Canon U.S.A. is ready to help you make this transformation process seamless and worth the effort. In this e-book, we will take an in-depth look at the challenges that your organization may face and what you should look for in a DX service provider. We will also share our proven strategy for putting organizations on the path toward digital maturity, and for helping them overcome these challenges while positioning them for future success.



**Digital Transformation in Healthcare.**



## ► THE CHALLENGES

While Digital Transformation is vital to the modern healthcare organization, there are plenty of reasons why many initiatives fail to achieve their expected ROI. Let's take a look at some of the more frequently seen roadblocks that non-acute and acute healthcare organizations face along their transformation journey.

### A more distributed workforce

Many healthcare facilities are tasked with supporting an increasingly distributed workforce. Many large hospital and health systems have multiple facilities, hospital at home workers, and even remote administrative employees. This creates challenges for providing access to systems and information.

How can a distributed workforce access mail in a timely fashion? How will they collaborate with one another while safeguarding sensitive information? Often individual departments cobble together solutions to these problems, as there is often no organization-wide approach. This can result in misalignment with the organization's overall strategic goals and a lack of interdepartmental collaboration.

### Increasing costs

Healthcare providers are facing rising costs for supplies, labor, and care delivery, as well as competition from retail clinics and digital-first practitioners. This puts pressure on profit margins and emphasizes the need to do more with less. Forward-thinking administrators are increasingly introducing automation to help eliminate inefficient manual processes and increase operational efficiency. In addition, many organizations are consolidating, relocating outpatient services, and reconfiguring the use of physical space.





## Infrastructure challenges

As healthcare organizations struggle to reinvent themselves for the new world of care delivery, they are realizing that costly, on-premise infrastructure needs to be replaced with cloud-based options. How can they gradually move to a more agile cloud infrastructure? What core functions are best suited for on-premise versus cloud solutions? How can healthcare organizations maintain business continuity when faced with public health challenges?



## Greater security and compliance complexity

Sensitive data and personal information makes healthcare organizations prime targets for cyber attacks. How can facilities across the healthcare ecosystem take steps to mitigate risk? How can existing cybersecurity frameworks create processes that identify vulnerabilities? How can employees collaborate, share documents and anticipate security risks?



## Reduced agility

All the aforementioned issues combine to make it more difficult for healthcare to respond to the rapid pace of change. Without this agility, healthcare providers will find it difficult to create positive patient experiences that support the delivery of quality care.



## ► READY FOR SOLUTIONS?

Five steps organizations should take to achieve DX maturity:



Digitize information

1



Organize information

2



Automate processes

3



Streamline processes

4



Transform the enterprise

5



## 1 Digitize information

At its core, Document Process Optimization (DPO) involves digitizing paper and other physical records for easier retrieval, security, and efficiency. This involves technologies such as the ability to seamlessly convert analog, paper-based records into secure, accessible digital information.

We can digitize paper documents of any size, including forms of physical records, such as large-format drawings/maps, microfiche (Comm/Jacket), microfilm (16 mm/35 mm), aperture cards, books, Scantron, and current and old media.



## 2 Organize information

DPO also involves organizing information so it's discoverable, retrievable, and usable whenever needed. The technologies involved include comprehensive content onboarding and digital repository consolidation.



## 3 Automate processes

The next step is to begin Business Process Optimization (BPO) by automating as many manual business processes as possible. Automated processes help reduce human error, allowing you to deliver an enhanced patient experience and instant access to data, to make faster and better-informed decisions.



## 4 Streamline processes

The second component of Business Process Optimization (BPO) is to streamline these processes to maximize operational efficiency. For example, you can transform static document workflows into a modern digital experience by removing paper from the equation. You will be able to capture, classify, approve, auto-route, and integrate forms and documents quickly and efficiently.



## 5 Transform the enterprise

Digital Transformation helps your healthcare organization evolve and grow. Together, we can help create a virtual cycle of continuous improvement and find new opportunities to streamline processes, connect systems, and break down departmental silos, ultimately creating more customized and holistic care models. This is Digital Transformation.

## ► HOW DIGITAL TRANSFORMATION (DX) SERVICES AND SOLUTIONS HELP SOLVE THESE CHALLENGES

DX initiatives allow you to reimagine your core business processes and functions, enabling you to achieve your objectives. Focus on the following areas when seeking a Digital Transformation services and solutions provider:



### **A consultative approach**

Digital Transformation initiatives should begin with an integrated assessment to identify areas where you can address business process improvements. Your Digital Transformation services partner should create a comprehensive recommendation that combines technology and resources to help achieve the optimal state, and they should bring a portfolio of capabilities to the table, including technology, staffing, and outsourcing.



### **A comprehensive implementation plan**

Your Digital Transformation services partner should lay out the implementation process in a clear, fully documented, step-by-step plan that includes disaster recovery to help business continuity, a training road map, and ongoing process reviews to verify achievement of key performance indicator (KPI) targets.



### **Leadership-driven, behavior-based change execution**

Having the right strategy, people, and technology is absolutely necessary, but not sufficient. Simply put, change management is the key to success. You must foster the desired mindset and behaviors across your employee population so that new processes will be quickly and fully adopted. Otherwise, business process transformations can magnify (and not eliminate) the problems and roadblocks that were there in the beginning. By leveraging analytics to continually improve and refine processes, Digital Transformation services and solutions help achieve sustainable transformation and give leaders an opportunity to own change directly.



## ► IF YOU WANT TO TRANSFORM HEALTHCARE, YOU NEED TO CHANGE\*IT\*

### Change\*/t\* methodology

The Change\*/t\* methodology from Canon U.S.A. will help guide your change journey and facilitate four outcomes: senior leader alignment, change readiness, execution excellence, and sustainability of results.

**Clarify It:** —————→ **Plan It:** —————→ **Realize It:** —————→ **Sustain It:**

- 1** Align senior leaders and employees across your organization with the vision of success for your Digital Transformation program/initiative.
- 2** Ready leaders and employees to transform their critical Digital Transformation behaviors.
- 3** Implement change initiatives across the organization to target critical Digital Transformation behaviors and achieve key results.
- 4** Remove barriers to change, assess lessons learned, and help continuously improve.





## ▶ WHAT WILL DIGITAL TRANSFORMATION LOOK LIKE IN YOUR ORGANIZATION?

A trusted Digital Transformation services partner can help you identify opportunities to automate and outsource, helping employees realize cost savings, and become more productive and efficient.

### Look for solutions to help you achieve Digital Transformation in the following areas:

#### Digitization

Backfile conversion of paper-based documents to bring core resources into one content system, as well as other forms of physical records such as large format-drawings/maps, microfiche (Comm/Jacket), microfilm (16 mm/35 mm), aperture cards, books, Scantron, and current and old media.

#### Mailroom services

Help ensure employees receive critical information regardless of physical location. Paper-based documents can be automatically captured, identified, validated, and electronically distributed to the right systems or people. Mailroom services can be managed by your staff or outsourced on- or off-site, or a hybrid of these options.

#### Human resources

Simplify and accelerate onboarding while providing an immersive experience for new hires. Help improve compliance initiatives and save money by digitizing workflows, connecting employees with digital processes, and improving credentialing, certifications, etc.

## Accounting automation

Intelligent data extraction, process automation, and three-way matching create efficiencies across the entire revenue cycle management process from prior authorizations to claims submissions. Automating your accounts payable (AP) operations can help you take advantage of vendor discounts and avoid costly errors and wasted time. Automation helps improve control, efficiency, transparency, and cash flow visibility.

## Dynamic forms processing

Transform static document workflows to a modern digital experience to remove paper from the equation. Virtually any form that is used to collect data can be converted to browser-driven processes to help accelerate the workflow, improve data accuracy, and eliminate manual data entry.

Digitize document-based processes to gain control of paper flow that accompanies the movement of manual documents. This helps improve efficiency, compliance, storage, and access. Capture, classify, approve, auto-route, and integrate virtually any form: patient intake documents, business associate agreements, insurance forms, credentials, supply order forms, and more.

## READY TO START YOUR DIGITAL TRANSFORMATION JOURNEY?

Many organizations are faced with the challenge of digitally optimizing their business, and we want the opportunity to be your partner in doing so. Digital Transformation Services from Canon U.S.A. can help you reinvent your core business processes and functions, enabling you to save money, time, and resources, so you can focus on what's most important to your organization.

▶ Learn how Canon U.S.A. can accelerate your Digital Transformation.

[usa.canon.com/transform](https://usa.canon.com/transform)



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