

servicenow®

REIMAGINE HEALTHCARE

Discover stories of
digital transformation



How to transform
healthcare operations
to improve care delivery





Build a better future with AI

When I think of the state of the world today, it's evident that companies need to be able to adapt on the fly. Technology is accelerating at a rate we've never seen before, and it's clear the only way forward is digital transformation.

Post-pandemic life has shown organizations that speed is often the difference between winning and losing. Shifts in business models are happening in a matter of weeks or months, instead of years, causing a digital skills shortage in the workplace. AI is vital now more than ever to automate the way work gets done, so we can use our skills and talents where they matter most.

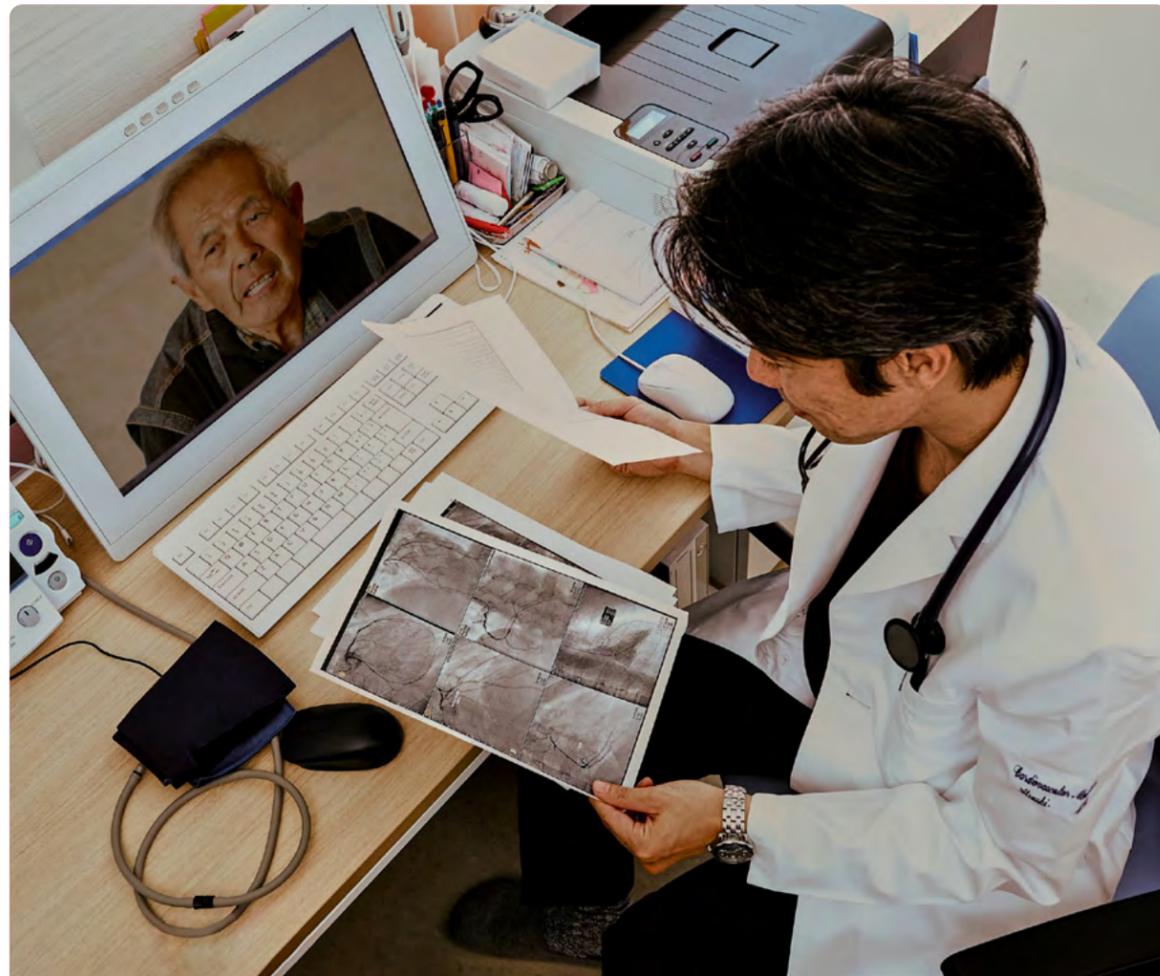
The promise of the real-time business was so elusive for so long. And now, that dream is a reality. That's why ServiceNow has been an enduring platform for a fast-changing world.

How about we build a future that's better, together?

Throughout this book, you'll see stories from companies that took complex situations and reimagined how the work was done with workflows. While the problems are all different, organizations were all able to embrace change and forge on with their own digital transformation, and, with the help of ServiceNow, unlocked revolutionary results.

- **Bill McDermott, ServiceNow CEO**

**What could you do
with an extra 45 minutes
back in your day?**



Reducing care team burnout with personal and automated operations

Everyone has a healthcare story to tell. You might remember a doctor or nurse who elevated your care experience. What you might not see is the process it took to deliver that care. It involves a lot of coordination of front, middle, and back office processes to make an appointment or authorize a procedure. These processes are necessary to keep the day-to-day business of healthcare running, but they drain time and productivity from care teams working to serve patients. The reality is that care teams no longer have sufficient time to dedicate to one-on-one interactions with patients and caregivers; rather, they are burdened by required administrative tasks—whether documentation, charting, or other paperwork.

Digitizing patient data was meant to solve burnout, but it is now a leading contributor. Jumping between disparate platforms—within and outside of medical records—to complete everyday tasks or access information has created friction and negatively impacted experiences. Further, the cost for administrative tasks consumes vital health system budgets.

To holistically provide better experiences, reduce costs, improve care team well-being, and address population health challenges overall, providers need a solution that focuses on giving more time back to care teams. This extra time can result in more meaningful patient care, ensuring frictionless patient experiences and increasing team productivity—but to access this extra time, healthcare organizations must tackle the root cause of provider and team burnout.

By connecting data silos and automating middle and back office processes, healthcare organizations can streamline operations enterprisewide. Automation orchestration can weave together siloed data to create better experiences for patients, clinicians, and administrators. With systems and data connected on a cloud platform, data visibility improves, allowing providers to quickly make decisions and respond to patient needs.

And this type of automation can be applied across payer, provider, and life sciences organizations, without sacrificing human-centric experiences. By leveraging a data model based upon HL7 FHIR, any process or workflow can be optimized.

At ServiceNow, we understand that time is a precious resource. Here is a look at how we're helping the healthcare industry automate operations so they can get back to what matters most.

STREAMLINE OPERATIONS

How UK HealthCare optimized operations and added value to their medical records

In the evolving landscape of value-based care (VBC), providers are finding that they need more than ever from their electronic medical and health records, commonly referred to as EMRs and EHRs. The unexpected surges in need for care make it more critical to have access to robust functionality—functionality that can navigate clinical care plans, transmit data to pharmacies and care partners, and ensure patient satisfaction is high.

UK HealthCare is a group of hospitals and clinics of the University of Kentucky with a team of 9,000 physicians, nurses, pharmacists, and other healthcare professionals responsible for delivering exceptional patient care.

In 2020, UK HealthCare decided to move their EMR platform to Epic. Moving to a new EMR platform can be a daunting task. It takes years to plan and implement, with every leader focused on limiting disruption and increasing efficiency. UK HealthCare also wanted to avoid a traditional paper-based process. Documenting or troubleshooting new functionality in a spreadsheet is a time constraint for clinicians, leading to burnout and poor experiences.

To quickly optimize the experience for clinicians and patients, UK HealthCare leveraged ServiceNow's EMR Help button, an application embedded in the EMR, 18 months ahead of go-live. This embedded application allowed UK HealthCare staff to raise an issue, chat with a live agent, and resolve issues in real time. UK HealthCare also opted to embed video functionality, meaning even less time was spent away from the patient and the bedside.

In June 2021, UK HealthCare went live on the Epic system. Going from spreadsheets to live chats and video proved to be a massive help in those early weeks. First call resolution rate increased to 42%, and more than 50% of service requests came directly within the EMR. Clinicians reported positive experiences and more time spent helping patients.

Having all information right at the beginning enabled UK HealthCare to quickly get back to the bedside to serve patients.

50%

of tickets triggered digitally directly within the EMR

12-point

increase in first call resolution

42%

first call resolution rate with new EMR system in the early weeks of Epic go-live

Less reliance

on manual ticket creation



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What we're trying to do is really measure what matters most to our people—our consumers, our carers, and our clinicians. And we need a platform to do it.”

Mel Tinsely

Director for Clinical Integrated Digital Care, eHealth NSW

TOTAL EXPERIENCE

How technology is transforming Australia's largest public health system

eHealth NSW's journey with ServiceNow began in 2017 with a small instance for service management in a small part of the organization. Things got big fast. Today, they log roughly 75,000 unique interactions on the platform per month and manage around 3,800 projects. And the focus is expanding.

“We started seeing the ability to extend the platform outside of the IT side of the business into the healthcare sector,” explains Farhoud Salimi, Executive Director for Service Delivery. With the advent of Covid, they put that vision into practice at record speed. “When Covid kicked off, we were inundated with requests around personal protective equipment, defibrillators, ventilators, and finances,” says Farhoud. The team created a ServiceNow-driven app to log and track those requests in just three weeks. And they kept delivering. They also built a vaccine management app in less than five weeks and a quarantine exemption app in six weeks.

But Covid response was just one part of a bigger picture. As Mel Tinsely, Director for Clinical Integrated Digital Care, describes: “What we're trying to do is really measure what matters most to our people—our consumers, our carers, and our clinicians. And we need a platform to do it.”

The HOPE platform built on ServiceNow enables the real-time collection and use of patient-reported measures to enable better patient care and communication. And it's helping eHealth NSW deliver personalized care on a broader scale. “We don't actually know what matters to patients unless we ask them,” says Mel. “In New South Wales Health, we haven't had the ability to do that at the scale that we have with the HOPE platform.”



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We’re a very fast-moving organization. So we’ve had to really support the business growth at pace. We’ve created a whole organization whose meaning and being is around creating great PX—great people experiences.”

Rob Pretty
Head of People Solutions, Takeda

STAFF EXPERIENCE

Takeda delivers great people experiences with ServiceNow

Takeda Pharmaceuticals is a global biopharma leader, with roughly 50,000 employees in 70 countries. The company has a mission to make sure that its people feel confident and supported every day. And to help them fulfill that mission, they’ve developed a large GBS organization that delivers procurement, finance, and HR shared services to their distributed workforce.

The company has grown significantly through acquisitions recently, and their focus is to deliver exceptional experiences to employees across all functional areas. As Rob Pretty, Head of People Solutions at Takeda, describes it, “We’re a very fast-moving organization. So we’ve had to really support the business growth at pace. We’ve created a whole organization whose meaning and being is around creating great PX—great people experiences.” As in many organizations, that means breaking down functional silos that create inconsistency and confusion and delivering experiences that span IT procurement, financial services, and HR. As Rob puts it, “The value in that is making sure that employees don’t see those silos even if the underlying systems are focused on their functional areas.”

With the Now Platform®, Takeda is moving away from traditional case management in areas such as HR in favor of guided experiences—where processes driven by ServiceNow are based on the outcomes that managers and employees recognize. For example, the approach has delivered a streamlined and consistent employee onboarding experience across the company’s global footprint.

But the innovation doesn’t stop there. Rob relates, “We’re taking what we’ve learned from HR and are looking back at our finance and our procurement organizations where you have similar challenges around visibility of transactions and visibility of process. We’re uplifting the process by which you order something to be much simpler and much more intuitive.”

Achieved a

2.7% reduction

in the provision of
uncompensated care and a

3.2% decrease

in bad debt when IT investments
were increased by 10%.

ACCELERATE TRANSFORMATION

How making IT investments enabled a top-ranking hospital in the United States to deliver better patient care

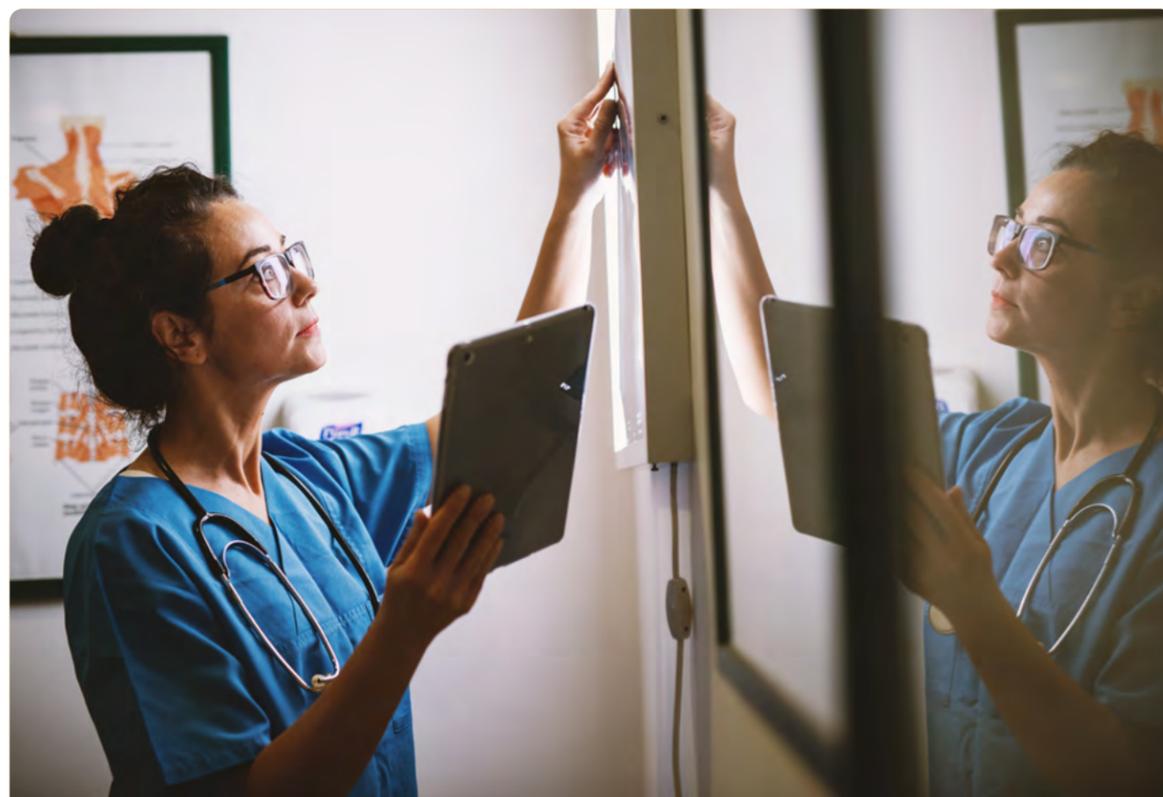
One of the top academic medical centers in the United States, comprising of 73,000 employees who deliver care to more than 1.4 million patients worldwide, was struggling to provide seamless integrations, longitudinal data sets, and device-enabled care for its employees. Dealing with manual processes and a sea of spreadsheets made it difficult for the hospital's leadership to have a complete view of its operations to refine processes, make informed decisions, and improve patient experiences.

The hospital partnered with ServiceNow and INRY—a leading ServiceNow partner that delivers value across employee, IT, and customer experiences—to develop a multi-partner strategy:

- 1. Distribute care** across several sites, hospitals, and clinics
- 2. Curate a mixed, deskless workforce** in clinical, non-clinical, and multi-departmental settings
- 3. Adjust revenue mix** from mergers, acquisitions, and shifts in departments

A significant area both ServiceNow and INRY tackled was empowering the hospital to adopt a more strategic, proactive approach to their spending. Having complete visibility into the IT investments healthcare providers made allowed them to see real impact, then track the performance of all aspects of the organization.

Implementing Application Program Management (APM) and IT management software from ServiceNow and INRY helped the hospital to streamline its operations to deliver exceptional patient care.



RISK & RESILIENCY

Managing third-party and supplier risk with ServiceNow VRM and IRM

When it comes to the healthcare industry, the focus is simple: deliver the best care possible to the customer. Organizations like Banner Health discovered that too often the information they needed to make the best choice for patients was out of reach, obscured in a database, or in an entirely different location. They faced the added challenges of maintaining privacy and data security, which meant continually assessing the risk of integrating third-party applications, content sources, and vendors to ensure all additions were compliant and preserved patient safety.

Furthermore, all of this needed to be managed in real time. Risk assessment only works if you're able to gauge the risk before a negative outcome happens. ServiceNow helped bridge the gaps for Banner Health and others not just through connecting the necessary data sources so healthcare providers can make the best decisions, but also by integrating the systems they use to handle vendor risk and integrated risk management.

With ServiceNow, organizations are able to build on top of the systems already in place to enhance the user experience, maintain compliance, manage API tools, and manage information audits to ensure data privacy laws are met—all without software bloat. ServiceNow helps establish a better foundation so enterprise-level clients can build on cloud resources and adopt external support, apps, and content sources with minimal risk.

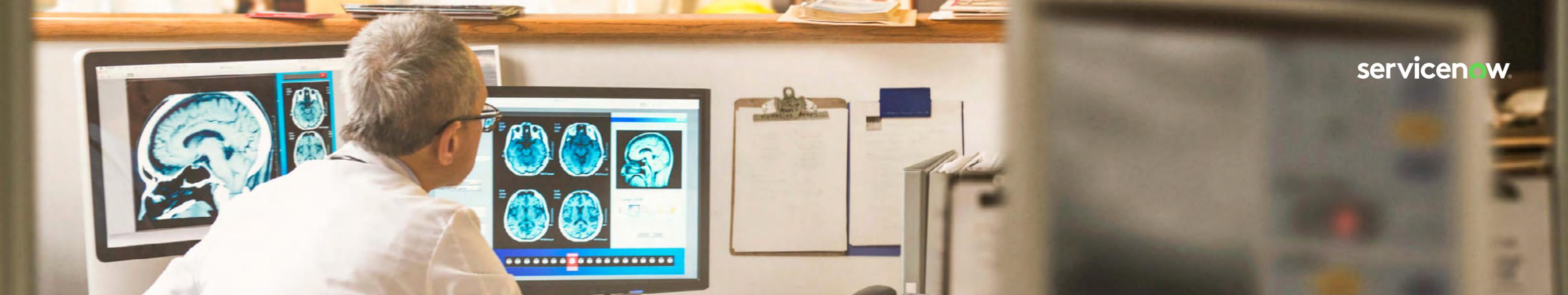
Cameron Nickerson, IT Vendor Management Director at Banner Health says, "For us, it was the functionality in ServiceNow. Being able to add to what we already used, and continue to build on it, made it possible for us to integrate with other tools and continue growing with flexibility."



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Cameron Nickerson
IT Vendor Management Director, Banner Health



Drive optimized healthcare operations and improve care delivery

Thank you for exploring these insights shared by customers at our annual Knowledge conference.

To learn more about how ServiceNow helps deliver better outcomes in healthcare, check out these resources:

[Healthcare and Life Sciences Service Management →](#)

[Magazine: Healthcare in focus →](#)

[ServiceNow customer stories on improving operational performance →](#)

About ServiceNow

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for more than 6,200 enterprise customers worldwide, including approximately 80% of the Fortune 500. For more information, visit www.servicenow.com.

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