



Infoglen-powered digital transformation for patient engagement

Automated a healthcare technology client's processes, and provided best-in-class customer experience

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About The Client

The client is one of the leading healthcare technology solutions providers enabling seamless data capture and information exchange among healthcare providers, staff, and patients. The client has multiple solutions aimed towards improving the patient-staff experience and they needed to improve overall efficiency for its patient engagement experiences as well as bring about process automation with a more secure mobile login functionality.



Executive Summary

The client, a leading healthcare technology solutions provider, sought to enhance patient engagement experiences and operational efficiency through digital transformation of their patient community portal. Facing challenges such as complex user authentication and inadequate management tools, they partnered with Infoglen to implement a comprehensive solution. Our approach focused on seamless onboarding, dynamic task visualization, secure mobile access, strengthened feedback mechanisms, real-time data dashboards, and smooth payment integration. As a result, the client experienced a 2X increase in patient engagement, a more user-friendly interface, enhanced security with mobile access, and a seamless transition to cloud-based operations, signifying a significant shift towards accessible, efficient, and patient-centric healthcare.

Business Challenges

The client aimed to enhance user experience and operational efficiency through digital transformation of their patient community portal, facing challenges such as lack of self-registration for new users, complicated user authentication, inadequate patient management tools, insecure online payment system, absence of custom feedback collection, missing appointment scheduling functionality, and task completion flow. These hurdles underscored the need for a comprehensive solution to optimize patient interactions and engagement.



Solution

With a multi-faceted approach, Infoglen adopted a comprehensive strategy and introduced a solution that covered a diverse set of features, enhancing user engagement, streamlining processes, and boosting overall efficiency.

- **Seamless Onboarding:** Created a smooth onboarding process for patients and gave them easy access to their data on the platform by connecting the client's product with Salesforce Experience Cloud
- **Dynamic Task Visualization:** Introduced custom UI elements to the community portal, transforming patient engagement. Patients could now effortlessly navigate their task completion flow through an interactive and dynamic interface
- **Secure Mobile Access:** Enhanced user security by implementing an advanced QR Code Based login feature. This innovation allowed patients to securely log in to the community portal using their mobile devices, thereby greatly improving the login experience
- **Strengthened Feedback Mechanism:** Implemented custom feedback forms, allowing the client to capture feedback on patient experiences, leading to continuous improvement
- **Real-time Data Dashboard:** Designed and implemented a custom dashboard, which not only gives healthcare providers real-time insights but also offers instant data updates, allowing them to make informed decisions on the go
- **Smooth Payment Integration:** Enabled seamless integration between the health product and InstaMed, guaranteeing a smooth and secure online payment process



Business Outcomes

The solution delivered by Infoglen team facilitated a significant digital transformation for the client, representing a fundamental shift toward more accessible, efficient, and patient-centric healthcare, with the following outcomes:

- **2X Increase in Patient Engagement:** Enhanced patient satisfaction while simultaneously significantly improved overall healthcare service utilization
- **User Friendly UI:** Made the portal more visually appealing, easy to use, and intuitive
- **Seamless & Secure Mobile Access:** Provided patients with convenient access via their mobile devices, improving user accessibility and ensuring data security
- **Facilitated a Seamless Transition to Cloud:** Transitioned from the traditional pen-and-paper system to a cloud solution resulting in significant boost in operational efficiency

2X
Increase in Patient
Engagement