



**PHILIPS**

Informatics

## Informática Philips: Darle vida a la visión de la atención de precisión en un mundo sanitario en evolución

La transformación digital sigue siendo uno de los mayores retos a los que se enfrenta el cuidado de la salud. Si bien el sector se ha ido adaptando a la digitalización y la prestación de atención virtual, la evolución ha sido algo fragmentaria, ya que innovaciones recientes han entrado en el mercado. Sin embargo, la pandemia mundial ha acelerado la transformación. Ha aclarado la necesidad de interoperabilidad entre sistemas de TI que se enfrentan a un diluvio de datos de pacientes, datos a menudo fragmentados entre varias especialidades, departamentos y sitios. Tales ineficiencias han costado a los hospitales más de \$300 mil millones en valor cada año, según un Informe Global de McKinsey.

Como ha sido el caso a lo largo de la historia, el desafío ha llevado a la oportunidad. Ha dado paso al optimismo y han surgido héroes. Ese es sin duda el caso en el sector de la salud, donde una nueva generación de CIO se ve galvanizada por el desafío de reinventar sistemas y procesos. Los médicos, no menos heroicos, también reconocen que con una mejor gestión de datos, las redes de salud podrán optimizar las opiniones de los pacientes y hacer que la atención sea más efectiva que nunca. Tal avance mejorará los esfuerzos de los sistemas de salud

para lograr el objetivo cuádruple de mejorar la experiencia del paciente, lograr mejores resultados, reducir el costo de la atención y mejorar la experiencia del personal.

Ahora más que nunca, los sistemas de salud están buscando estrategias para toda la empresa que logren la integración de datos de extremo a extremo, para impulsar la atención de precisión en todo el continuo. Tal visión no llega demasiado pronto para los CIO como Henning Schneider de la cadena de hospitales Asklepios, una de las más grandes de Alemania.

"En este momento, diría que el departamento de TI, y especialmente el jefe de TI, es el jinete solitario que", dice, "tiene que persuadir a mucha gente para que use y se centre cada vez más en la digitalización y para que realmente crea en la digitalización".

Como resultado, ha tenido que servir como "una especie de evangelista ... para llevar la digitalización al sistema de salud", reconociendo el impacto invaluable de la informática integrada en la calidad y eficiencia de la atención.



## Key barriers to transformation

Early in the COVID-19 pandemic, the stagnation of the healthcare ecosystem was exposed. While IT innovations were available, the shortcomings of care models and regulations were barely addressed. Transformation was seldom prioritized, due to the immediate need for cost containment. Switching to a single platform requires considerable financial investment and internal buy-in, and it must deliver proven ROI.

And more data generation will only lead to more data governance. While this can be addressed by melding big data's power with self-service through data lakes, or by broadening access to enterprise data, further investment – and vision – will be necessary.

Experts predict: **5x more data around the globe by 2025 than in 2017**

Another key barrier is the traditional preference for best-of-breed solutions, as opposed to an integrated suite. A best-of-breed approach may create advantages, yet result in far greater challenges with data sharing, IT infrastructure, clinical and operational workflow, and capacity management, which might

conceal the benefits of digital transformation.

“What is Digital Maturity in Healthcare?” Jacques Rossler, CIO at Cliniques Universitaires Saint-Luc in Brussels, Belgium sees digital maturity through 2 lenses. Inside the organization: “What processes are you supporting? Is your IT really an added value for the hospital or for the business you are supporting? And just not a cost but more something that you can rely on and where you can move forward”.

And at the industry vendors level, Rossler thinks that an organization is more mature when able to manage “a mix of stable providers and startups, that you know that if they fail you will not be putting in danger the way you are treating your patients. When you are able to do the difference and to manage that risk, then you are also more mature”.

Ultimately, the lack of a fully integrated, interoperable, and secure set of harmonized systems keeps data, clinicians, and workflows siloed and inefficient. This challenge is exacerbated by the shift from point-of-care transactions to care delivery that spans the entire care pathway and extends into the home.

Devising a strategy to manage a mix of virtual and in-person engagement, and management tools, remains a significant barrier to digital maturity.





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## Transformation is coming. Now the question is gonna be, do we transform ourselves or does someone else transform us?

Leo Bodden, Chief Technology Officer, NewYork-Presbyterian

### **Making the transformation happen together**

“Healthcare transformation does take a village,” Bodden says. “If I’m asked whether I’m the mayor or an unsung hero, I would actually say neither. I would consider myself more of a poll reviewer of healthcare transformation. I keep talking to the organization and keep saying, ‘Transformation is coming.’ Now the question is gonna be, Do we transform ourselves or does someone else transform us?”

In the healthcare space, this transformation is built upon aggregating data from various devices and systems to the point of care. Once data is captured and contextualized from all sources, clear and effective care pathways can be achieved. Only when the silos are shattered and every shred of information is accessible, can clinicians do their best work, delivering care and comfort to patients.

“The IT systems now hardly talk to one another,” Tan says. “So what we all need to do is to modernize the architecture for the IT systems and make sure that it can talk to one another, it can interface, integrate, and support a more efficient workflow and processes for the patient.”

Forward thinking leader Tan says “I’ve always emphasized that healthcare, has to be a high touch, and high-tech industry”. He explains “we can do a lot of digitalization, to then use digitalization to improve efficiency of our doctors, our nurses. Present information in a way that would help them deliver better care, faster care and free them up to deliver the kind of high touch care that the patients deserve.

While many CIOs share this bold vision, tomorrow’s leaders are the ones acting on it. Uniting treaters – and data – and turning challenge into opportunity. And leading the way to a greater quality care.

“What I find most pivotal with COVID-19 is the fact that we were able to do so many things, so fast,” says Leo Bodden. “We eliminated barriers, ... all barriers, so regulatory barriers, physical barriers, logical barriers were eliminated and it allowed organizations to provide services almost unimpeded. ... I’d think that as a nation, [if] we start thinking about all the things that we were able to do, how fast we were able to do those things, we’re gonna take a much harder look about some of what I would consider, now, artificial limitations that have been imposed on healthcare and have ultimately limited the transformation, and the change, and the improvements that we so desperately need.”

### **Bringing healthcare IT leaders’ vision to life**

With interoperable solutions and deep clinical expertise, Philips helps healthcare IT leaders bring to life their vision of precision care. By delivering integrated, secure and agile informatics that go beyond imaging – and beyond the enterprise.

As an HIMSS-certified partner, Philips co-creates a customized roadmap that will ensure clinician success in an ever-evolving digital world. Philips works as a trusted partner, helping Healthcare IT leaders adapt and advance digital health transformation at defining moments in a patient’s journey. This, in turn, paves the way for precision care.

Philips offers flexible business models and managed services through Software as a Service (SaaS), which can be extended to everything from Technology as a Service, Infrastructure as a Service and beyond, through subscription model or fees per study. The cloud deployment and adoption will further facilitate this trend.

“It depends on what specific application you are aiming for,” says Jacob Visser, CMIO at Rotterdam’s Erasmus Medical Center. “If you have a low case load, let’s pay per case. If you have a very unpredictable case load, then you may think about a license model. It really depends on the situation.” Philips is making this tailored approach possible.

**That’s why they are partnering with each customer to guide innovation, co-create business models and adapt to the local need of a community. With one primary goal in mind: Improve 2.5 billion lives by 2030. Together, we can make this a reality.**



