Advancing and connecting care through a cloud-based platform approach for health informatics

The landscape of care delivery has been rapidly evolving - with more care being managed outside the hospital, the introduction of new data is ever increasing. And at the same time, many health systems have faced challenges responding and adapting due to their fragmented, vulnerable, and expensive IT infrastructures made up of a myriad of niche systems, modalities, and devices with associated software. In addition to creating operational and financial inefficiencies, the disconnect between systems of data has had a negative effect on patients and caregivers.

The onset of the COVID-19 pandemic sparked a global sense of urgency to pivot and adapt.

"The best healthcare companies are responding to disruption with digital and innovation initiatives that enable new business models, and address the challenges of increasing demand and escalating costs."

- Gartner[1]

It has become clear that individual point solutions have limited value, as they do not allow health professionals to adapt easily to a rapidly changing landscape for delivering care.

Health systems need to break down silos to become more nimble

Healthcare professionals require integrated solutions that ease administrative processes and orchestrate along care pathways, across multiple products. By pivoting from point solutions, health systems can liberate data from siloes and connect it in a way that enables people and healthcare professionals to gain insights, take action, and collaborate on care in a more integrated way.
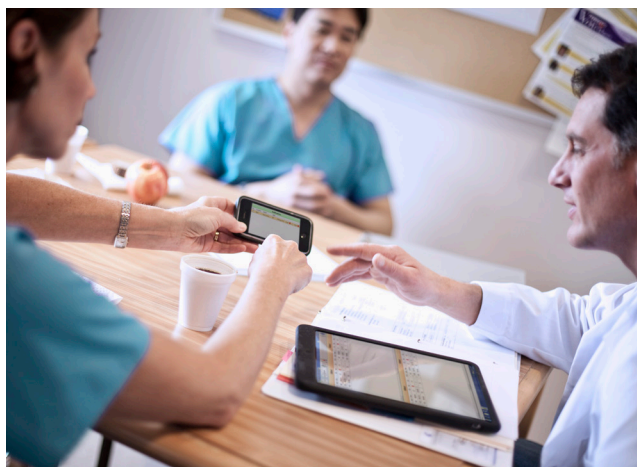
The benefits of a platform approach:
- Solutions are united by a common infrastructure, improving access to the data
- The processes of administering the data are the same from solution to solution, reducing strain on internal IT resources
- The service experience is consistent across all solutions on the platform
- The responsibility of keeping the system secure, operational, and up-to-date rests with the platform partner.

The adoption of platform-based IT models is on the rise globally:

"More than 30% of global economic activity - some $60 trillion - could be mediated by digital platforms in six years' time, according to a McKinsey research report, and yet experts estimate only 3% of established companies have adopted an effective platform strategy."

- Jennifer L. Schenker[2]

And when the platform solution is based in the cloud, organizations can scale up or down in a matter of days without requiring significant internal IT resources. Cloud technology provides flexibility, scalability, and speed, while ensuring data privacy and security requirements are met - both in adopting new innovations and in adjusting resources to meet demand.

When a platform solution is deployed through the cloud, costs also become more predictable because solutions are delivered using a Software-as-a-Service (SaaS) model. SaaS models help move IT infrastructure from a capital expense to an operational one, with less capital investment in initial setup and monthly costs that are typically based on the usage of the system (e.g. number of users accessing the system, number of patients managed with the system, etc.).

The more flexible health systems can be in responding to needs and adopting innovations, the sooner healthcare leaders can adapt to new realities and work towards achieving the quadruple aim - improved patient experiences, improved staff experiences, better outcomes, and lower cost of care.

A cloud-based platform approach today is the key to seamless care tomorrow

As healthcare continues its rapid evolution, organizations must take a holistic view of the end-to-end patient journey as they consider how to adapt and lead the future of care delivery. Patients will continue accessing care from different points, and because of that we must be connected and prepared to meet them where they are - with personalized services that are informed by centralized sources of information.

Philips is leveraging our deep clinical and operational expertise, along with our unique health informatics solutions portfolio, to build innovations that link most of the clinical workflows inside the hospital with the patient's health journey in ambulatory and at home. We believe that it is through cloud-based platform solutions that we have an unsurpassable opportunity to connect care across care settings, securely break data silos, and provide a single, unified experience for patients and healthcare professionals alike. And we're committed to making that experience a reality.

Learn more about how Philips is connecting care and empowering collaboration through HealthSuite: www.philips.com/healthsuite-solutions.

1. Digital Transformation and Innovation in Healthcare. (n.d.). Retrieved November, 2020, from https://www.gartner.com/en/industries/healthcare-providers-digital-transformation
2. Schenker, J. (2019, January 28). The Platform Economy. Retrieved November, 2020, from https://innovator.news/the-platform-economy-3c09439b56a