

Digital Front Door in Healthcare

Guide to Frequently
Asked Questions

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Is It?

2 How
Much
Does It
Cost?

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Part 1: What Is It?

1 What is DFD?

At its heart, Digital Front Door or DFD, is about experience and care navigation, delighting consumers by enhancing each step of the digital and hybrid care journey. DFD:

- ▶ Boosts and creates new revenue streams
- ▶ Offers a digital component to every aspect and interaction in healthcare
- ▶ Incorporates omni-channel engagement approaches, such as text, chat, video
- ▶ Expands the way consumers and providers think about and interact with healthcare
- ▶ Uses powerful technology, such as **SalesForce Health Cloud**, to move far beyond just a technical approach to integrating systems



DFD incorporates omni-channel engagement approaches using powerful technology like SalesForce Health Cloud.

2 Why is DFD being sought after?

Navigating healthcare has become complex and frustrating for consumers and Healthcare Executives alike. Consumers are expecting the same intuitive, fluid and integrated services they can now get from digital retail providers, and disrupters are entering the lagging Healthcare space to satisfy that demand. Healthcare leaders must respond to survive and grow.

Digital Front Door:

- ▶ Simplifies the access, engagement and retention process
- ▶ Delights users throughout their entire experience in their healthcare journey
- ▶ Expands virtual in-person care options and revenue streams
- ▶ Blends into or replaces in-person interactions, removing traditional barriers to care



Healthcare has become complex and frustrating. Digital Front Door as a virtual or hybrid approach removes traditional barriers to care.

3 Is DFD just a healthcare concept?

No, any industry that wishes to meet the demand of today's consumers must use DFD. It keeps the consumers' problems, needs and preferences as its primary focus and therefore makes it a powerful and necessary approach within healthcare.

4 What's the difference between DFD and a Portal? Are they the same thing?

No, they are not the same thing.



Portals

Traditionally, patient portals focus on transactional events and access. The primary design does not center on the end-to-end care, consumer experience and key revenue pathways.



Digital Front Door

Incorporates a holistic, digital approach to each aspect of care within a delicate balance of powerful tools. DFD delights consumers, provides a quality experience and makes it possible to receive end-to-end care either virtually or in-person.

5 How do I know if I need DFD?

Organizations that use DFD have a vested interest in:

- ▶ Customer retention
- ▶ Operational efficiency
- ▶ Expanding care access
- ▶ Creating new value streams
- ▶ Merging fragmented technology
- ▶ Improving the overall care experience
- ▶ Actively transforming data into profit

6 What are the main benefits of a DFD?

▶ Revenue and Data as Currency

- Increases the types of value streams an organization can offer
- Improves use and return out of existing technology investments
- Harnesses the power of and improves the use of data as a currency
- Forms recurring revenue streams by expanding offerings, loyalty and retention

▶ Consumer and Staff Demand

- Converges the consumer experience, care access, personalization and quality of care to improve overall health outcomes
- Simplifies clinical and administrative workflows reducing provider burden, such as multi-provider triaging and routing
- Automates repetitive and mundane tasks
- Creates easy access points in the care journey
- Meets consumer demand for digital access and proactive support

▶ Efficiencies and Growth

- Helps organizations keep pace with bolder technological decisions and strategies
- Drives streamlining of service flows and de-fragmented architecture, leading to both lower operational costs and better service

Part 2: How Much Does It Cost?

1 How much does DFD cost?

- ▶ A digital front door isn't a one-time purchase that you buy and then are good to go with.
- ▶ You are somewhere on a continuum, from providing little-to-no digital services to complete experience and care navigation that delights customers.
- ▶ More actionable questions to ask yourself:
 - Where am I on the DFD maturity scale and where do I need to be?
 - What scale and pace of digital front door services growth and improvement do business goals and market pressures demand?
 - How does that translate into needed flow of investment?

2 How do you measure ROI for a Digital Front Door?

- ▶ Determining ROI starts with the goals you are trying to achieve – such as customer acquisition and retention, cost efficiencies, improved productivity, and quality of service.
- ▶ Using a human centered approach to understand the needs of each stakeholder will broaden the scope of ROI metrics and provide essential input for your entire DFD strategy and roadmap.

3 Who should own and be responsible for the Digital Front Door?

DFD spans marketing, service delivery, and operations at a minimum. And its scope will continue to grow as your organization transforms digitally.

In sorting out responsibility for the Digital Front Door it's essential to maintain strategic focus. Doing so requires:

- ▶ Clear goals and relentless prioritization
- ▶ Focus across your broad landscape of services
- ▶ Strong product ownership to deliver on that focus at the product level
- ▶ Strong business and IT alignment across the product life cycle



The Digital Front Door is an enterprise wide initiative. The responsibilities for Digital Front Door will be multi-departmental.

4 When should I start seeing payoff from the Digital Front Door?

Within months. The key is to implement incrementally while providing more and more value.

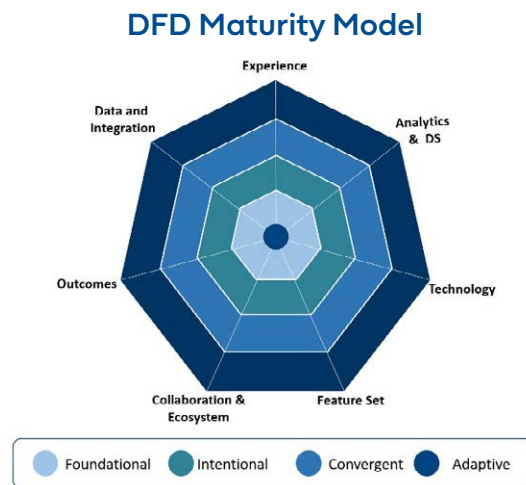
- ▶ The amount of payoff will depend on having a correct target, the quality and scope of the deployed service, and the initial target size.
- ▶ Incremental successes and implementation are important not just to appease stakeholders, but to provide the critical feedback loop that helps ensure you are building the right thing the right way.

Part 3: How Do You Implement It?

1 How long does it take to implement a DFD?

As mentioned earlier, the digital front door is not a one-and-done, nor is it a one-size-fits-all timeline to value. It depends on current maturity, market pressures, your goals, and the focus and scope of immediate need. But there are a few steps you can take to help ensure timelines are aligned with your unique expectations and needs. We highly recommend that you:

- ▶ **Know Where you Want to Go:** Start with problem(s) you are trying to solve, framing what a successful digital front door means to you in that context, and how it aligns to business goals and will enable your future organization.
- ▶ **Know Where you Are:** Passes the state of your current services, process, organization, IT portfolio, and capabilities related to delivery of great consumer experience and care navigation. We suggest using our Gartner-praised maturity model to understand where your organization stands.



- ▶ **Create a Digital Front Door Strategy:** Combine early value delivery with a long-term view of sustainable growth.
- ▶ **Deliver a Continuous Flow of Value:** Focus on iterative development and incremental delivery.
- ▶ **Work “Outside-In”:** Maintain a holistic, “whole product” view, beginning always with the customer (who can also be internal) and working back.

2 Where should we start in implementing a DFD?

- ▶ **Take an Honest Look:** Begin with an assessment of where you are based on a maturity model, followed by a long-view strategy to improving maturity.
- ▶ **Know Your Starting Point:** The starting point will depend on your digital maturity and immediate market pressure.
- ▶ **Find Quick Wins:** Identify relatively quick and valuable services that can be provided, such as scheduling.
- ▶ **Stay Strategically Clear:** Being guided by clear strategy in these early stages will help you avoid further fragmentation from systems and vendor packages that don't interoperate.
- ▶ **Know Immediate Steps for Long-Term Impact:** Keep an eye on the long-view and start data architecture and systems interoperability needed to build toward complete care navigation and a health ecosystem that will include many players.

Remember, to create a seamless experience you will need incremental approaches toward systems interoperability, streamlined and tailorable processes along with data integration, analytics, and AI/ML to collect insights and drive personalization.



Digital Front Door requires an honest look at where you are today as an organization. Clarity about where you are drives clarity around where to begin.

3 Are there commercial off-the-shelf (COTS) DFDs we can implement?

Absolutely. Especially early on for quick wins in basic digital services.
But remember:

- ▶ You will need to establish the strategy and platforms that protect from stacking up COTS packages that won't interoperate and ultimately increase operating costs. They also create more barriers to complete care navigation and adaptability for the long run, and may create security and privacy vulnerabilities.
- ▶ Whether you build or buy, you will need to establish a composable architecture of platform and client services that expects and is built for the ongoing change that will characterize the future.
- ▶ These too need to be considered in your decision:
 - Lock-in
 - Vendor Integration and Management
 - Ongoing feature builds and maintenance
 - Privacy and Security
 - Compliance
 - Post-deployment support
 - Cost
 - Time to market



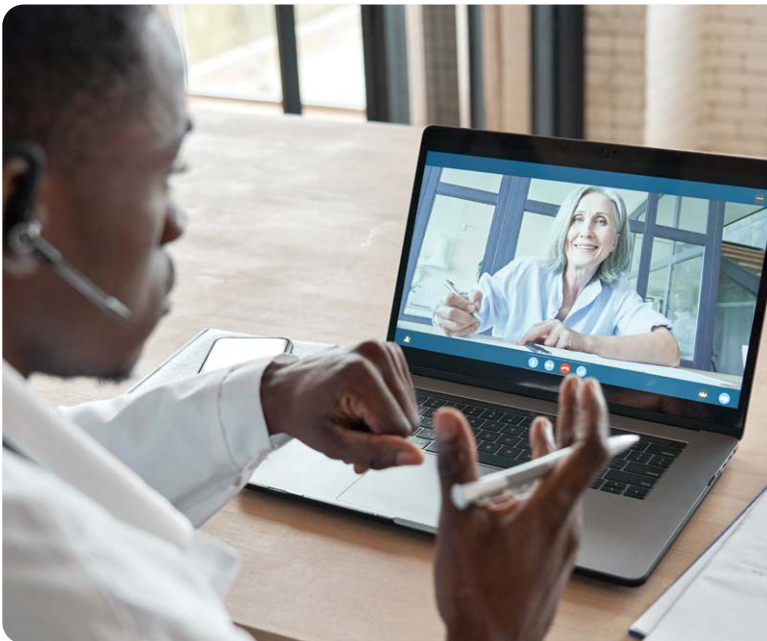
To build or buy is the age-old question with important factors determining which is right for you.

4 Will we need new skills and roles to support DFD?

As a convergence point for customer marketing, personalized digital servicing, and value delivery, the digital front door will require an equivalent convergence of skills, including:

- ▶ Marketing
- ▶ Product Management
- ▶ Human Centered Design
- ▶ Data analytics and AI
- ▶ Data and systems integration
- ▶ Omnichannel and composable architecture design and development
- ▶ Agile program management
- ▶ Innovation and experimentation

How these are organized in teams will depend to a degree on your organizational context and maturity, keeping in mind that over time dedicated teams will be important for speed, as opposed to the ad hoc assembly and tear down of project-based teams.



Digital health experiences should be born out of a cohesive, comprehensive, and person-centric strategy that eliminates friction.

Part 4: How To Measure Success?

1 What are the biggest risks to not implementing DFD?

Consumer demands for healthcare are changing. They require a more customized digital experience and current health systems are struggling to meet this demand. Risks include:

- ▶ **Being Outpaced:** Organizations not keeping up with the rapid rate of demands from consumers as healthcare users. Often, this is due to a failure to have a crisp strategic growth view.
- ▶ **Missed Revenue Opportunities:** DFD strengthens data integrity and flow. Health systems without strong, unified data strategies are unable to harness the full potential of their data. This leads to lost revenue and can impact quality of care.
- ▶ **Non-Compliance:** Keeping up with the rigorous compliance (HIPAA, PHI, etc) and security requirements. These often create vulnerabilities when moving data across systems. Improperly addressing security and compliance demands without the right frequency and expertise exposes the organization to risk.
- ▶ **Incompatibility:** Incompatibility between existing fragmented platforms often lead to higher costs and poorer experiences.
- ▶ **Consumer Attrition:** 1 in 4 patient consumers will seek care at another organization due to poor digital experiences*.
- ▶ **Consumer Dissatisfaction:** The best marketing tool is “word of mouth”. Failing to consistently deliver high-quality experiences erodes loyalty and satisfaction over time. Consistent, high-impact experiences with DFD result in “word of mouth” marketing, driving new patients in and measurably reducing attrition.

* Source: IDC and Gartner

2 What are the critical success factors to succeeding with DFD?

- ▶ **The Right Partner:** Partnering with the right organization to properly design and execute a customized DFD program.
- ▶ **The Right Tools:** The “right” tools, just like the organizations using them, can and will vary greatly. However, a great example of a cornerstone tool to consider is Salesforce Healthcloud. It brings a competitive angle for speed to market and power when implementing a DFD strategy.
- ▶ **Commitment and Alignment:** A clear focus, commitment, and investment from the executive team. Cross-functional alignment on a strategic and holistic DFD approach.
- ▶ **Intention:** A clear desire to modernize the infrastructure and operations.
- ▶ **Engagement:** Cross-functional engagement from leadership focused on innovation and improving the customer experience. This includes executive leaders from across the business including strategy, marketing, communications, technology, risk, finance, clinical and administrative.
- ▶ **Strategic Clarity:** Without a focused, correct, and repeatedly validated strategy, you will, despite best intentions, remain overworked, overspend on support, remain fragmented and frustrated, and lose marketshare.
- ▶ **Being Customer Centric:** Taking an outside-in approach using Human Centered Design. Without it you will lose customers to your competitors and disruptors in this age of experience.

About CitiusTech

CitiusTech is a leading provider of healthcare technology services, solutions and platforms, with strong presence in the payer, provider, medical technology and life sciences markets. Serving more than 130 healthcare organizations worldwide, CitiusTech plays a deep and meaningful role in powering the future of healthcare worldwide.

As a strategic partner to some of the world's largest healthcare organizations, we play a deep and meaningful role in accelerating digital innovation, driving sustainable value and helping improve outcomes across the healthcare ecosystem. With our deep healthcare domain knowledge and next-generation technology focus, we are well positioned to build digital capabilities and specialized platforms, enabling healthcare organizations reinvent themselves to stay aligned to changing industry needs and make a meaningful impact to patients.

Our Mission

To improve the patient, consumer and stakeholder experience and outcomes across the healthcare and life sciences ecosystem.

Our Vision

To be a global leader in digital and technology enabled healthcare solutions & services.

For more information about how CitiusTech can help you with Digital Front Door.

[View DFD Site](#)