

TEngage

omnichannel care simplified

Viewpoint

Why choose a digital health platform made for omnichannel care?

Today, digitally mature healthcare consumers prefer engaging with their healthcare providers (HCPs) through integrated and customized engagement channels. In a McKinsey study, 40% to 60% of healthcare consumers showed greater interest in virtual health solutions such as “digital front door” and lower-cost in virtual-first health plans.

Research shows that the growing appetite from patients for more healthcare consumerism means that it is not the doctor or the treatments alone that determine the patients’ experience but their overall interaction with the hospital, pre and post-care visit.

Unfortunately, digital customer services often do not align with the kind of

experiences that modern healthcare consumers expect.

This is because patients and care providers use multiple platforms for services such as appointment scheduling, onboarding of patients, teleconsultation, accessing medical records, diagnostics, and pharmacy, which results in disjointed experiences. HCPs may cater to the rising consumerism in healthcare by offering patients a unified path across the patient experience and care continuum with an omnichannel digital health platform.

In the post-pandemic world, hospitals and HCPs have a unique opportunity to improve patient satisfaction and retention by offering personalized patient experiences through engagement



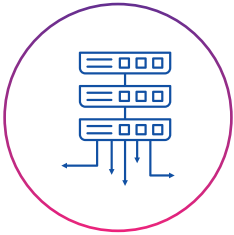
Healthcare consumers showed greater interest in virtual health solutions

methods. In addition, the proliferation of healthcare IT has pushed a variety of digital health solutions into the limelight.

As a result, healthcare organizations are expanding patient outreach programs by offering virtual care through video, emails, or message-based consultations, second opinion, remote patient monitoring (RPM), and other channels. While many outreach programs today offer packaged solutions, one-size seldom fits all.

Challenges with existing digital health solutions

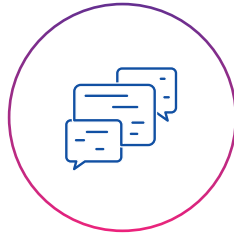
When it comes to implementing an omnichannel strategy, some of the key challenges that hospitals and care providers need to address are:



The right infrastructure

The right technology and infrastructure coupled with ease of adoption and integration are crucial to omnichannel patient engagement to support personalization across multiple channels.

The current landscape is marred with legacy systems operating in silos, interoperability issues between systems, and redundant functionalities.



Accessibility and communication

As the patients' relationships with their HCPs are evolving, so are their expectations of how they access healthcare services.

However, hospitals and HCPs are crippled by limited resources to meet the needs of the growing number of patients. They also lack the infrastructure and technology required to offer continuity of care to their patients and attend to patients in remote locations.



Unifying patient experience

HCPs cannot simply adopt and implement omnichannel patient engagement technology in an ad-hoc manner.

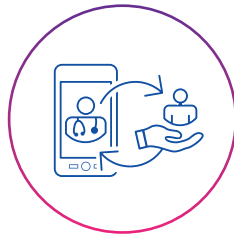
Instead, they must tailor their approach according to each patient's needs and requirements. But the current healthcare service delivery systems preclude offering an integrated, seamless, and enhanced customer experience to the patients.



Digital health equity

Healthcare organizations need to consider the "digital divide" and address issues concerning access to the required infrastructure and technology for these omnichannel solutions to operate.

They must also address digital health literacy and overall digital awareness.



Shifting consumer needs

As patients become increasingly consumerized, they are seeking improved customer service, competitive pricing, cost transparency, and more importantly, an integrated and convenient mode of engagement with their HCPs.



Readiness to adopt

The rapid adoption of virtual healthcare solutions has forced both patients and healthcare providers to embrace new working models and technology.

Yet, despite tailwinds from this evolving landscape, users are still reluctant to shift from the tried and tested methods to adopting new digital health platforms.



Enter the new age of digital healthcare

Break the shackles, and do not let your infrastructure limitations define you anymore. Adopt the state-of-the-art integrated care management platform and easily transition your traditional outpatient care to digital, personalized, and predictive care.

A digital front door to essential healthcare services

Expand your reach and realize business and clinical outcome benefits. Implement the platform that is a "digital front door" to all essential healthcare services.

Highly customizable platform

Gone are the days of bulky and costly platforms that limit your potential. Keep it lean and simple with an open platform architecture that lets you pick and plug workflow modules as per your hospital-specific needs.

Deliver healthcare anytime, anywhere

Deploy a platform that allows you to offer a unified experience across the patient journey and care continuum through any device at any time.

Minimize your operational cost

Experience operational efficiency like never before. Seamless integration and interoperability with existing hospital IT infrastructure and workflows allow for effortless collaboration with clinical and non-clinical functions of your hospital.

Leverage your ecosystem

Save yourself the hassle of upgrading your technology ecosystem with our technology-agnostic platform. Deploy on any cloud platform (AWS, Azure, GCP) or an on-premise server and access virtual services through web browsers and mobile apps on the go.

Privacy & security at its core

HIPAA and GDPR compliant platform architecture with technical safeguards such as access controls, integrity controls, audit controls, and transmission security.

Hassle-free support and maintenance

Enjoy peace of mind with complete post-deployment onboarding, maintenance, and support so that you can focus on providing exceptional patient experiences.



Key Features

- Multi-platform omnichannel appointment scheduling for doctors and patients
- In-built video conferencing, phone call, email, real-time chat, and text messages modules for consultations
- Role-based access control for hospital's clinical and non-clinical functions
- HIPAA compliant platform architecture for ensuring privacy and security
- User-specific customizable dashboards for business performance management
- Technology agnostic platform for cloud or on-premise deployment
- Seamless integration and interoperability with hospital IT systems and widely used third-party tools
- White-labeling and customization to match hospitals' unique branding and workflow needs

Package Options

- **Standard:** Quickly deploy standard off-the-shelf TEngage modules and features to virtualize healthcare services at your hospital.
- **Premium:** White-label and customize the platform to suit your hospital's unique branding and workflow needs.

Pricing Model

- **Fixed price:** Deploy at one-time cost for a fixed period or a perpetual term, with or without customizations.
- **Pay-as-you-use:** Choose your preferred set of features and enable flexible "pay-as-you-use" billing options as per your usage needs.



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