

Why digital transformation in healthcare starts with modern IT



You wouldn't expect a habitual couch potato to get up and successfully run a marathon. No, successful marathon runners prepare themselves for the task: building stamina, endurance and muscle strength. They make sure they are capable and ready for the high-performance that's required of them.

And so it is with your IT infrastructure and service tools. Many healthcare IT systems have grown sluggish and unwieldy: unable to deliver the speed and responsiveness that clinicians, patients and partners demand. As for your legacy tools, they also hold you back when it comes to digital transformation: making your IT organisation more laggard than industry leader, more couch potato than performance athlete. As a healthcare IT leader, you know that digital transformation is the top priority in the industry today. The primary reason is that healthcare providers are keen to leverage new technologies to serve patients better. And they're doing this in many different ways.

From hybrid cloud to Big Data and Artificial Intelligence (AI), new technologies enable new concepts of care such as telemedicine and telecare. Predictive analytics can improve patient care delivery and efficiency, and Internet of Things (IoT) sensors can monitor patient health statistics continually to improve clinical care and research.

The problem is that ad hoc or siloed transformation projects, when combined with legacy platforms, ultimately result in poor services.

The transformation in healthcare

IDC notes that healthcare IT professionals are facing a distinct set of challenges. "Growth in the consumerisation of IT, BYOD, mobility, and virtualisation is driving increasingly heterogeneous and hybrid IT environments that are adding significant complexity to IT service delivery and support within the enterprise."

Besides your diverse IT infrastructure, outdated patterns of work, manual processes and unwieldy emails are also slowing you down, making it hard to manage IT incidents.

Most likely, you carry a vision where people, machines and departments are much more integrated and efficient. Where your service team's work patterns are structured and automated; accelerating the flow of work instead of hindering it. Where you have faster and more transparent services at a lower cost, eliminating recurring, manual tasks and increasing team productivity.

You may well be at the point where you need to consolidate or replace your legacy service management tools in order to drive digital transformation. It's possible to do this quickly and efficiently with a platform such as [ServiceNow ITSM](#). Having ServiceNow at the heart of your operations will enable you to take advantage of new technologies and improve patient care, because it is designed to support your digital transformation.

IDC carried out an with an average 24,117 staff and 1,934 IT personnel. The analyst firm calculated that, on average, these businesses will capture total discounted benefits worth \$36.8 million over five years.

This incorporates an average return on investment (ROI) of 449%, with breakeven in their investment occurring in 7.4 months. According to IDC, they will achieve this by using ServiceNow ITSM to:

Enhance the efficiency and effectiveness of their IT operations, including incident management and change management.

Provide user-friendly interfaces through service catalogues to save employee time when making service and provisioning requests.

Limit unplanned downtime as a result of having a single consolidated service automation platform.

Ease the burden and reducing the complexity of audits by establishing automated validation controls and having record traceability.

Drive user productivity among enterprise users by speeding service requests and fulfilment processes.

The implementation took the IT team just four months to complete, which meant they could quickly make available a new, user-friendly, cloud-based IT helpdesk to 1,500 employees

As we explore, a range of healthcare organisations have consolidated their IT service operations using ServiceNow ITSM, and it's enabling them to overcome the mountain range of obstacles they face. It's giving them the ability, for example, to create a single record of service issues across the organisation; or proactively address and fix problems as they arise; or to automate service management processes that were previously unconnected or labour intensive.

AstraZeneca transforms its IT helpdesk

Leading pharmaceuticals firm AstraZeneca implemented ServiceNow ITSM in order to support delivery of a shared services model within its business. The UK-based company now uses the platform to offer users cloud-based IT services and create a single system of record for all service issues across its organisation.

AstraZeneca consolidated its existing ITSM systems onto ServiceNow and benefited from the platform's sophisticated automation capabilities. Using its advanced automation, the business has improved its operational efficiency by automating a large number of manual service processes. It also provides its users with self-service facilities, improving customer satisfaction and speeding up processes even further.

The implementation took the IT team just four months to complete, which meant they could quickly make available a new, user-friendly, cloud-based IT helpdesk to 1,500 employees as well as a number of IT partners.

AstraZeneca CIO, Dave Smoley, [explains](#) "With ServiceNow, IT has a single system of record to manage requests and resolve issues for employees globally and to drive a self-service model for faster and easier interactions with IT online. Automating IT service management processes enables the team to be more flexible and responsive."

As well as IT services, AstraZeneca is also using ServiceNow to extend the ITSM model into other areas of its business. For example, it built a custom application to support finance request management and fulfilment. This allows questions relating to invoice status and finance issues to be managed and processed within ServiceNow. The IT team is also extending the platform to support HR processes, and bring greater automation and efficiencies.

Broward Health links up clinical and business teams

As a healthcare IT professional, you want IT solutions that will help you proactively address and fix issues, respond to problems as they arise, and automate service management processes. You know that if your tools can help you do these things, they will improve IT visibility and efficiency, modernise the patient experience, and help you pioneer digital transformation in your business.

These are outcomes that Florida-based medical centre [Broward Health](#) was keen to pursue, which is why it chose to partner with ServiceNow to transform its organisation. More specifically, it was looking for a service platform that could break down barriers between its clinical and business departments.

Broward Health runs a sizeable IT operation. It supports more than 400 applications, and over 8000 employees rely on IT to take care of their computing needs. There are more than 10,000 workstations, 1600 physical and virtual servers, and clinical devices such as handhelds, computers on wheels and scanners.

Vijo Menon, systems consultant and IT process architect with Broward Health, says the organisation was able to transform its business and implement culture change from the top down, by working closely with ServiceNow and deploying its cloud platform.

Menon explains that the company's IT transformation "required a paradigm shift in the way we managed our service delivery, especially in the change and incident management. At the core of this transformation was a significant cultural change, enabled through executive sponsorship".

One of the biggest changes Broward Health put into place was the extension in functionality of its IT service catalogue, beyond merely fulfilling orders for phones and IT equipment. Using ServiceNow ITSM, and its ITIL-defined best practices, it built a catalogue in just three months.

This has an Amazon-like interface offering 500 service items, so clinicians can order and see the status of their requests. Despite the complexity of 40 to 50 workflows behind each of these items, the firm was able to automate and tailor everything to its needs.

It made this powerful system available to pharmacy, nursing, radiology and other ancillary services. Meanwhile, it enforced security by restricting access based on roles and business rules, and automating all approvals.

Tony Ruiz, director of IT, says, "There is now a seamless interface with the clinical staff and our business units. The clinical staff can now devote their time to better customer service and projects, rather than working on ad hoc requests. We can now generate business intelligence for the volume and type of catalogue requests. This gives us a reference point for further operational automation. It is a win-win proposition for us."

Broward Health is looking into extending the service catalogue to non-IT departments, who are requesting something similar. IT transformation is contagious, impacting the whole organisation in the end.

Medibank revolutionises IT, HR and facilities

Medibank is Australia's largest health insurance provider with 2,700 employees and annual revenues in excess of AUD\$6.37bn (\$5.1 billion). It's also a big supplier of telehealth services: 600 clinicians interact more than 2.5 million times per year with customers over the web, phone, and face-to-face.

Medibank needed to streamline its IT processes, connect up all of its departments, and eliminate unwieldy back-and-forth email communications. It selected ServiceNow ITSM to revolutionise the way it delivers IT, HR, and Facilities Services to its employees across multiple locations.

The modules it has found particularly transformational are ServiceNow Incident Management and ServiceNow Problem Management. ServiceNow Incident Management gives the IT department the power to capture incident notifications through a self-service portal. They can then prioritise the work based on service level targets, and route responsibility for resolution to the appropriate group.

Meanwhile, ServiceNow Problem Management enables the team to investigate the root cause of incidents and document solutions and workarounds in a knowledgebase. The combination has made it possible for Medibank to replace unstructured email flows with a simple way to report, view, track, and resolve incidents.

Like Broward Health, the ServiceNow deployment has enabled Medibank to upgrade the catalogue of services that employees can access. Service integration manager Natalie McIntosh says, "The portal functionality in particular has improved access to IT support for our employees who are spread across five corporate offices. Being able to move people away from email and to the 'single pane of glass' provided by ServiceNow to get help from IT has streamlined our service delivery process considerably."

As well as IT services, Medibank has extended services across HR Payroll and Facilities, continuing its IT transformation across the business.

ServiceNow ITSM: Your transformation platform

As evidenced by these stories, the healthcare industry is undergoing rapid change, with digital transformation providing new opportunities to drive efficiencies and overcome the issues you face. By replacing or consolidating your legacy IT services with the cloud-based Now Platform for [IT Service Management](#), you will be well-positioned to modernise and drive real change through your organisation.

ServiceNow ITSM will enable you to connect your IT teams and departments; automate recurring and manual tasks; gain valuable workflow insights and increase team productivity. And as the platform helps to structure, automate and continuously improve your IT service delivery, it will support new initiatives, such as telemedicine and telecare, so you can take your business forward by transforming key healthcare services.

Contact ServiceNow to discuss how ITSM can deliver business value for you by transforming your patient care using a modern IT infrastructure.

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