

# Maximize efficiency and effectiveness of healthcare provider processes with IBM Business Process Management.



**“Healthcare providers can work collaboratively to achieve new milestones in ... delivering value, activating responsible citizens and developing new models for promoting health and delivering care, even within growing resource constraints and other challenges.”**

— IBM Institute for Business Value (IBV) executive brief targeting healthcare providers\*

Healthcare providers and other healthcare delivery organizations, including integrated healthcare delivery networks and regional health organizations, face increasing pressure to deal with rapid industry changes. Several likely near-term changes include:

- Incremental and piecemeal modifications to healthcare delivery practices.
- Increasing struggle for balance between public and private healthcare spending.
- Increasing financial responsibility for healthcare transferred to patients.
- Emergence of new and nontraditional competitors and collaborators in care delivery.
- A proliferation of delivery models and capabilities.

To remain viable in the face of such dramatic change, IBM recommends three “transformations” within healthcare provider operations:

- **Value transformation** — use evidence-based processes and care plans to deliver patient-centric, coordinated care and to develop outcomes data.
- **Consumer transformation** — develop collaborative partnerships with patients to take more responsibility for their health, and expect and monitor compliance.
- **Care delivery transformation** — implement interoperable electronic health records to support information exchange across caregiver teams, and develop care venues closer to patients.

IBM Business Process Management (BPM) can help enable these transformations cost-effectively.

## Address industry challenges with IBM BPM

IBM BPM can help you resolve challenges facing healthcare, both now and in the future:

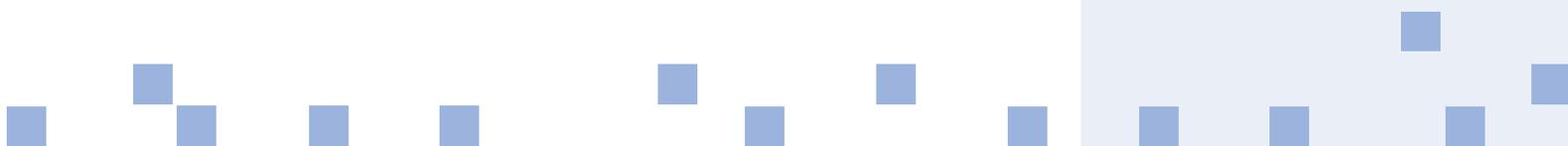
- **Use process design to drive improved performance** by streamlining and standardizing, to facilitate process implementation and management.
- **Appropriately automate and delegate** process tasks using IT tools, to free human talent for patient interaction and care.
- **Extend key processes** beyond the department or enterprise, for appropriate care integration and coordination.

## Five drivers will change the face of healthcare by 2015:\*\*

- Globalization
- Consumerism
- Aging and overweight populations
- Expensive-to-treat diseases
- New treatments and technologies

## IBM BPM can help healthcare providers make the transformations needed to respond to the impacts of industry changes, such as:

- Evidence-based medicine and care plans to deliver patient-centric, coordinated care.
- Collaborative partnerships with patients to take responsibility for health and compliance.
- Interoperable electronic health records to exchange information within caregiver teams.





IBM BPM helps manage the sophisticated administrative and clinical processes needed to maintain high quality and profitability by enabling end-to-end process automation, dynamic adaptation and response, and transformation of business process insight into action. With IBM BPM, provider enterprises can incorporate legacy systems as components of redesigned and automated processes that are reliable, agile, scalable and easy to manage. As a result, BPM can make financially feasible the transition from a function-based approach to a process-based approach such as case management. IBM BPM enables process modeling, implementation, monitoring and modification on a just-in-time basis. Furthermore, non-IT users perform these functions with minimal IT involvement.

### Speed BPM implementation with IBM healthcare provider solutions and accelerators

IBM offers a range of services, including frameworks and accelerators, to address your most pressing demands with much-reduced time to value:

- **Personalized medicine and consumer-centric healthcare** — a “medical home” model, healthcare accelerator portal.
- **Health analytics and compliance** — customer relationship management and clinical integration.
- **Core business modernization and optimization** — positioning of information as an asset, enterprise information management, enterprise health analytics.
- **Infrastructure effectiveness and efficiency** — clinical and administrative core/legacy system modernization, service oriented architecture (SOA), data center optimization.

### Optimize business processes to gain efficiency and effectiveness

By using BPM powered by SOA and other IBM BPM offerings, you can make the business transformations required to remain competitive and profitable in a challenging worldwide economy. For example: Aurora Health Care uses IBM WebSphere® technologies to deploy and host the “i-Connect” staff portal and “My Aurora” patient portal, resulting in easy information access, streamlined workflows, less paper documentation and greater responsiveness to business requirements.

### Adopt IBM BPM to enable healthcare provider transformation

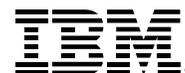
With a global presence that delivers a deep knowledge of best practices throughout the healthcare and life sciences ecosystem, IBM has the experience, commitment and ability to establish long-term business relationships with healthcare providers.

IBM offers:

- A strong local presence — worldwide — to provide open-standards leadership.
- Healthcare and life sciences expertise.
- A broad portfolio of solutions specially designed for healthcare providers, in addition to life sciences enterprises and healthcare payers and plans.

To increase the efficiency and effectiveness of services and programs, healthcare providers should modernize clinical and administrative core business processes. IBM BPM leverages legacy hospital information systems (HIS) and ancillary or departmental systems by enabling their incorporation in new clinical/administrative processes. After BPM implementation, processes can be modeled, implemented, monitored and modified by executive and departmental users with minimal IT assistance. To learn more, contact your IBM representative or IBM Business Partner, or visit [ibm.com/industries/healthcare](http://ibm.com/industries/healthcare)

**Duke University Medicine** has enhanced healthcare delivery and built a secure foundation for patient-centered care by implementing an IT infrastructure that helps staff drive growth, locate inefficiencies and manage risk and a healthcare portal that improves patient care, increases patient satisfaction, achieves care delivery efficiency and enables innovation.



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Software Group  
Route 100  
Somers, NY 10589  
U.S.A.

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\*2008 IBM Institute for Business Value executive brief, “Healthcare 2015 and Care Delivery – delivery models refined, competencies defined.” IBM Global Business Services, through the IBM Institute for Business Value, develops fact-based strategic insights for senior executives around critical issues based on in-depth study by the Institute's research team. Download the full study at [www-03.ibm.com/industries/healthcare/doc/content/landing/3850038105.html?g\\_type=pspot](http://www-03.ibm.com/industries/healthcare/doc/content/landing/3850038105.html?g_type=pspot)

\*\*2006 IBM Institute for Business Value study, “Healthcare 2015: Win-win or lose-lose? – a portrait and a path to successful transformation.” Download the full study at [www-03.ibm.com/industries/healthcare/doc/content/landing/2955767105.html?P\\_Campaign=6N3EWS82](http://www-03.ibm.com/industries/healthcare/doc/content/landing/2955767105.html?P_Campaign=6N3EWS82)

