SOLUTION OVERVIEWS

Healthcare
Healthcare organizations need a radical change to IT infrastructure to bring greater interconnectivity and a more patient-centric approach.

Enter ServiceNow. We help healthcare providers accelerate change, providing a clear roadmap to seize the value of their digital transformations.

This includes:
- Modernizing IT infrastructure to connect critical systems
- Transforming the clinical experience
- Personalizing the patient experience
- Strengthening risk management

We provide a single, secure platform to deliver seamless healthcare experiences that improve outcomes.

Access our full Industry Brief here.
Accelerate clinician onboarding

The onboarding process involves hundreds of steps that cut across different parts of the organization, as well as coordination with external agencies. It’s not unusual for more than 90 days to pass before a new physician at a hospital can start seeing patients.

Further complicating matters is the lack of centralization. Responsibilities don’t lie fully with the medical staffing department—and validations for credentialing fall entirely outside of the scope of the hospital, residing with various government agencies and outside payers. The process tends to be highly manual and inefficient.

Clinicians can feel left in the dark about deadlines, what’s needed from them, and where everything stands. Healthcare providers can’t afford to hit delays or start off on the wrong foot with clinicians, especially at a time when they’re in short supply.
At ServiceNow, we erase inefficiencies to help you get clinicians in front of patients quickly.

Bringing one new clinician onboard kick-starts a time-consuming process rife with inefficiencies.

ServiceNow’s Clinician Onboarding solution, supported by HR Service Delivery, transforms the onboarding experience by:

- Empowering clinicians with visibility into the progress of the onboarding process
- Aligning every participant in the process
- Accelerating achievement of the end goal
Empower clinicians

With so many moving parts tied to onboarding, clinicians can feel lost in a sea of information and requests.

ServiceNow makes the whole process more transparent and accessible. Instead of clinicians waiting to react to the next request that comes via email or phone, they can log into a dedicated portal to instantly see what’s happening. Self-service options give them quick and easy ways to provide requested documents and verifications. Support is available to address any questions at the touch of a button.

The improved transparency helps clinicians feel more in control over the onboarding process—setting the right tone as they start their entry into the organization.

Creating an environment of empowerment is a competitive differentiator that can help you attract great talent.
Create a united front

The hundreds of steps it takes to bring a new clinician onboard can become disjointed very quickly. Different parties must approve and advance different pieces of the puzzle—and without a single party having complete control over the process, there is an elevated risk of something falling through the cracks, unnecessarily delaying the start date.

ServiceNow’s platform serves as a connective glue for onboarding processes.

It doesn’t displace any systems; instead, it works behind the scenes to bring everything related to onboarding into a single dashboard. It improves the clarity around action items, reducing inefficiencies and frustrations for every employee involved.

We give you less complexity and more consistency.
Accelerate achievements

Automation becomes your secret weapon—eliminating the mundane back and forth between different parties that hold up the process.

ServiceNow’s HR Service Delivery solution automates onboarding tasks that start with medical staffing, but extend to other areas internally (e.g., IT, legal, finance) and externally (e.g., state licensing boards).

Instead of relying on emails that can take days for a person to either send or receive, an automatic prompt is sent within seconds of a completed task to the appropriate people who need to act on the information. All entities and systems are connected to the automated workflows, improving the quality, speed, and cost of onboarding.

With everyone better connected and working more seamlessly, you can advance to the finish line quickly—getting clinicians out of paperwork mode and in front of patients.
By 2032, the U.S. will see a deficit of nearly 122,000 physicians.

Association of American Medical Colleges (AAMC)

**CLINICIAN ONBOARDING IN ACTION**

**Time wasted translates to lost revenue**

Providers are starting to feel the pain of physician shortages, with recruiting searches increasing in frequency and length of time, according to the Association for Advancing Physician and Provider Recruitment (AAPPR).

And the hurdles continue for providers even after a physician is successfully recruited. Onboarding takes months—from credentialing to confirming their board certification and education.

While there aren’t shortcuts to this part of the process, there are plenty of other avoidable speed bumps on the road—an unsigned document gets re-routed back; a physician overlooks an email about something you need from them; or someone forgets to flag a completed step to the next person in the process.

**These delays translate to lost revenue, which can exceed $200,000 per month per physician.**
Resolve EMR tech issues with one click

Clinicians today are spending more time behind a screen due to electronic medical record (EMR) requirements.

These extra technology burdens and time away from patients contributes to physician burn-out. And that’s when everything is going right.

But technology issues are inevitable, and it’s the last thing that clinicians have time to deal with. How can you make things easier?

ServiceNow has a way: the EMR Help Button.

Clinicians simply click a “help” button embedded in the EMR when they encounter an issue. It automatically alerts the appropriate teams that there’s a problem. No extra phone calls or emails are required.
The EMR Help Button produces a more efficient process for everyone involved. And that not only reduces frustrations for clinicians but also for the IT team as well.

ServiceNow’s EMR Help Button results in:

- Clinicians are more inclined to report issues within the EMR
- EMR issues are captured, tracked, and resolved faster
- Clinician UX improves, and they can spend more time with patients
Make reporting easier

Ultimately, what everyone wants is for technology to “just work” and act as it’s supposed to act. But we all know that isn’t always the case. Clinicians can’t afford to take a few extra minutes to call IT to report an issue with an EMR when they’re face-to-face with a patient or in the middle of a 12-hour shift.

The EMR Help Button makes it easy, obvious, and fast to report problems and submit service requests—only requiring a simple click while they’re in the moment.

Reduce the risk of clinicians ignoring EMR problems they may not consider critical – but could potentially lead to compliance or safety issues. This technology immediately routes the issue into the hands of the decision-makers who can make an informed call about its impact and resolution.
Resolve EMR issues faster

An EMR problem that is frustrating one clinician may be frustrating other too. But in a healthcare setting, where everyone’s time is already maxed out, the right team may not hear about issues until they’ve lingered for a while or impacted many people. Or perhaps the issue is reported to one team, but the request must be routed to a different team to address it.

ServiceNow brings automation to the process. We ensure that the right people receive the right information to address the problem and resolve the service request. No waiting for a call to hear the clinician describe the issue; the EMR Help Button can create a screen capture and gives clinicians the option to add a quick note.

The entire process works more efficiently, enabling IT to detect and solve problems faster.
As clinicians are overloaded with responsibilities, easing some of the pressure with smooth, user-friendly technology experiences can go a long way.

While the EMR Help Button may seem like a small item in the grand scheme of things, it’s the little things that can dramatically impact a clinician’s satisfaction with their job.

EMRs are already a headache. Give clinicians the assurance that there is a quick and easy way to report and resolve problems and to submit all of their service requests related to EMRs. For example, requesting that blood pressure is added to the EMR intake screen through a simple click of the button.

Everyone wins by keeping clinicians’ attention focused on the patient experience.

Create better experiences for clinicians (and patients)
The average number of provider and nurse-related calls to the IT support desk dropped by 25%.

UnityPoint Health

**EMR HELP BUTTON IN ACTION**

**Less time with EMRs = a win for everyone**

Research shows that physicians in outpatient settings spend an average of 16 minutes per patient visit with EMRs.

According to a study by Stanford Medicine, 60% of physicians believe EMRs have led to improved patient care, but roughly half said that it also detracted from their professional satisfaction and clinical effectiveness. Any effort to reduce their time and irritations with EMRs is a big win.

One of our clients, UnityPoint Health, used ServiceNow technology to create a help button for their EHR system. Not only did it make life easier for clinicians when problems emerged, it moved information into the right hands to fix the problem more quickly.
About ServiceNow

Healthcare organizations that embrace digital transformation have turned it into a competitive advantage, positioning them as visionary leaders who are improving patient care. However, not all have seized the full value of this change. ServiceNow offers solutions to power the future of healthcare.

For more on ServiceNow’s solutions, visit:

GET DETAILS

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above $1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity to approximately 5,400 enterprise customers worldwide, including almost 75% of the Fortune 500.

For more information, visit www.servicenow.com.