



BPM In Healthcare

The seven top benefits
of Business Process Management

Do you have the tools to meet that challenge?

The Seven Top Benefits of Business Process Management

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- ✓ Business Agility
- ✓ Reduced costs and increased revenues
- ✓ Improved and measurable efficiency and productivity
- ✓ Know what is happening
- ✓ Compliance and security
- ✓ Customer centric
- ✓ Process standardization

Healthcare is undergoing a significant transformation. Do you have the tools you need to meet that challenge?

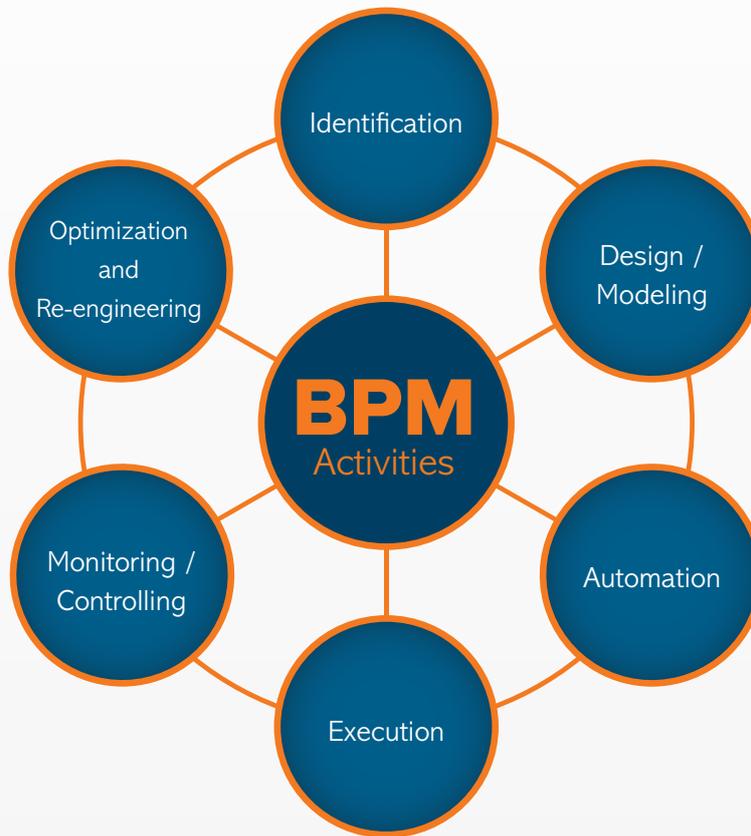
Healthcare providers want to marry exceptional patient care and superior services, with cost-effective internal processes, while minimizing overhead expenses and retaining their staff. Not a simple task. Many have tried, often sacrificing one for the other.

BPM can do that



Business Process Management (BPM) allows businesses to get that 'ten thousand foot view' of their business and all associated programs and projects, as well as be able to see how the flow of information is either benefiting the bottom line, or hindering it. BPM is a robust risk management methodology, which is supported by a variety of technology tools.

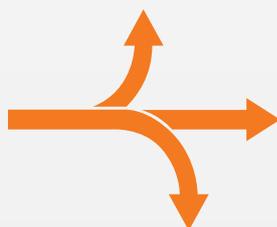
According to **Association of Business Process Management Professionals**, BPM activities are grouped into the following areas:



Each stage allows the business to take an introspective look at how things work...*or don't*.

BPM is a powerful approach to managing your healthcare facility and operations which has seen measurable success in businesses just like yours. If BPM is a strategy you are considering within your organization, the benefits of that effort are detailed below:

Business agility



BPM provides companies with significant control and agility by supporting adaptive workflows and repurposing or adjusting them to meet changing business needs. By having real-time, relevant data at your fingertips, you are able to make solid decisions and alter processes, staff levels and services quicker, thus saving time and money.

The first step in understanding how you can achieve this goal, is to understand your business from the grassroots level to the invoicing and collections procedures.

- ✓ Are you engaged with, and understand the community you are serving?
- ✓ Do you provide the services they need? For example, if 40% or higher are seniors, do you have services and programs that cater to that age group?
- ✓ What is the feedback you are getting from your patients and clients?
- ✓ Do you have the tools you need to handle all business processes in your clinic or enterprise?
- ✓ Is the flow of tasks and information logical and reportable?
- ✓ Are intake and discharge processes efficient and expeditious?
- ✓ Are you getting what you need from you data?
- ✓ Where are the bottlenecks in the patient journey? What are the 'pain points'?

These are simple, straightforward questions you can ask yourselves and your staff to gain a better understanding of how you may be able to optimize your business processes and overall business model as it relates to the healthcare sector.

With this knowledge and valuable feedback, you are now able to seek a solution to meet and exceed those needs. The right solution will support your unique workflow and services and offer measureable data, which can be reported upon and leveraged to improve business processes.

Reduced costs and increased revenues



Fiscal performance is improved through the efficient use of available resources, minimized waste and more expedient time to market with new services. With BPM in place, overhead and margins are better understood, and controlled.

Improved and measureable efficiency and productivity



Manage all processes from start to finish, while acting on roadblocks and removing them. Once you are able to manage and take control of the data you gather, you can predict trends and provision accordingly, avoiding said roadblocks.

Know what is happening



Deploy the tools to monitor and notify all activities and service thresholds.

You want to be able to see what is coming, rather than react to it, unprepared. By incorporating BPM into your business model, you are able to not only take control of the costs and overhead, but to monitor adherence, and plan efficiently with all the information you need at hand.

Patients want to know they will receive consistent, quality treatment and services each time they visit. In turn, they will share their experiences with their family and friends. This 'word of mouth' referral will improve your facility's reputation in the community.

Staff and practitioners want to be able to engage patients and provide services that meet the needs of the community and environs, while meeting the fiscal expectations of the corporation and shareholders. Ultimately, a 'win-win'!

Compliance and security



Structured and proven processes ensuring the safety and security of your employees and customers. These processes must be documented, reportable and available for review by certifying bodies.

Technology will underpin your compliance and security procedures and standards, and the BPM methodology will need to work with it seamlessly. Being able to assure your patients, certifiers and partners you are managing your security and compliance proactively ensure your day-to-day operations are fluid, stress free and uninterrupted.

Customer centric



By understanding your business, you are better positioned to meet the needs of your customers.

When you adapt a customer-centric approach into your services and core methodology, the patient becomes an integral part of the workflow, ensuring you address their unique needs with every service experience.

Healthcare is an intimate industry. Your patients are entrusting you and your staff with their most critical and sensitive information. They are also spending a significant amount of their valuable income on your services. They expect a lot and thus, should be offered the best possible service and exceptional, respectful, caring treatment.

Patients also expect your clinic or business to offer competitive, convenient supplementary services, while still respecting and securing their personal information. With many functions and services 'going online' or being built into automated processes, the ability to proactively engage a patient or potential patient is greatly improved.

The faster and more efficient the experience is, the more likely the patient will feel compelled to keep their business and services with your facility. Some of these include:



Pre-appointment quotes and payment services



Real-time co-pay confirmations



Online/smartphone appointment management



Online forms: surveys, consent forms, information forms



SMS reminders and notifications



Engaging waiting area amenities (TV, books, refreshments)

These features and services offer patients a robust and varied compliment of options comparable to other service-oriented enterprises, like financial institutions and retail.

Process standardization



BPM supports standardization by offering a single way of executing tasks and activities within your organization.

Consistent execution is the key to consistent results.

Once your patient flow is fully understood, documented and aligned directly to the services you offer, finding that 'perfect fit' solution that will support you from end to end will be straightforward. The more you know about how you do businesses, the faster you will be able to narrow down the options available to you that support your new, robust BPM strategy.

By leveraging the right solution and embracing BPM, intake time targets and follow-up actions can be measured and reported upon, allowing you to better understand how your staff are performing, and to see if you are meeting those targets.

Coordinating with co-pays and managing those transactions can be cumbersome and time consuming for your staff. With real-time access to all facility information and financial transaction data, you always know what is happening. The ability to access up-to-the-minute reports and incorporate thresholds and alerts into daily tasks will take a great deal of pressure off your front line staff and improve service times for your valued patients.

BPM is an industry agnostic solution to optimize, monitor and control your business processes. While it is utilized successfully in many other industries, it is perfectly suited for healthcare facilities and operations to help them keep up with industry growth and their patients' needs as consumers. Let's face it, healthcare has not been known for being on the cutting edge of technology and has a reputation for being slow to adapt. That no longer needs to be true, by deploying the right solution, supported by a robust and comprehensive BPM methodology, your healthcare service organization can break that trend!

Your front line staff are managing highly complex visits and services for all manners of patients, and must be able to gather co-payment and insurance coverage information at the onset. This not only expedites the intake process, but it ensures the correct information is being sent to the practitioner and staff.

With robust business analytics available as part of the BPM methodology, your understanding of your business efficiencies will only increase and all business, customer and staff targets will be met or exceeded.