

User Engagement Platform for Healthcare Providers and Payers

Healthcare



Delivering enhanced patient experience and quality of care, at reduced costs, has today emerged as a major focus area for US healthcare providers and payers. Fueling this trend, is the rising demand from digitally empowered consumers to be able to access electronic health records (EHRs) and related information through their mobile devices. Consequently, providers and payers, in their efforts to provide cost-effective and personalized services, are realizing the need for a consolidated, mobile-based platform that integrates various patient touch points.

Tata Consultancy Services' (TCS') User Engagement Platform helps healthcare providers and payers establish a robust and interactive patient communication channel, by provisioning responsive healthcare applications. Covering patient interactions across several touch points—including those concerning medical facilities, insurance claims, and clinical history—the platform facilitates increased consumer awareness regarding ailments and treatment options. The integrated, mobile-enabled solution empowers healthcare providers to provide high-quality, tailored care, while boosting operational efficiency.

Overview

Healthcare providers are increasingly recognizing the need to anticipate and respond to patient needs on a proactive basis. However, many providers lack an integrated platform to engage with their end consumers across different interaction channels. Suboptimal capture and maintenance of treatment data at providers' end constrains patients' visibility into health records. Furthermore, there is no single point of contact for patient queries around wellness, claim reimbursements, health plan options and test results, among other things. The process redundancies prevailing across various stages of the engagement lifecycle result in ineffective interaction between providers and their customers, thereby reducing patient satisfaction.

TCS' User Engagement Platform, based on the 'mobile first' principle, fosters better communication between patients and healthcare providers and enables 'patient centric' care. Mobile applications built into the platform provision on-demand access to updated healthcare information collected from diverse sources, and ensure interoperability of the same. The platform lets patients easily access digital prescriptions and point-of-care information, and avail several other medical services through an online portal or their smartphones. Providers, meanwhile, can tap into the vast aggregated pool of information concerning health plan status, visit summaries, laboratory results, medications and immunizations, to improve the quality of care. Embedded with voice recognition and artificial intelligence tools, the system runs an analytics engine to monitor patients by identifying historical trends, and consequently alerting physicians.

Benefits

TCS' User Engagement Platform helps healthcare providers and payers reap the following benefits:



Superior patient engagement: Substantially increase patient engagement levels by providing them with round-the-clock access to medical records, facility information and treatment options. Boost patient satisfaction, and thereby, revenues, through rollout of customized healthcare promotions.



Improved care quality: Develop collaborative wellness plans, including patient assessments and treatment recommendations, to improve patients' health, based on the integrated information available on the platform. Educate patients about medical conditions and precautions to be taken, thus promoting preventive care.

An Overview of TCS User Engagement Platform



The TCS Advantage

By partnering with us, you can leverage the following differentiators:

- **Proactive Engagement:** Keep informed patient about the upcoming event to show better care. Personalized care management to engage patient. Suggest information up-front for the patient which helps to arrive a quick and best decision while interacting with the platform.
- **Intelligent platform:** TCS' solution includes a built-in cognitive assistant that interacts with the user through voice, simplifying mundane tasks such as booking appointments or finding the nearest provider. The tool also recommends suitable fitness activities to individuals by tracking their health metrics and past medical records.



Reduced costs: Reduce the total cost of ownership (TCO) by digitizing helpdesks and eliminating paperwork.



Higher organizational productivity: Boost pan-enterprise efficiency by eliminating manual processes for maintaining patient records; streamline marketing efforts with the help of accurate patient data

Awards & Recognition



To know more

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Email: healthcare.solutions@tcs.com

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Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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