

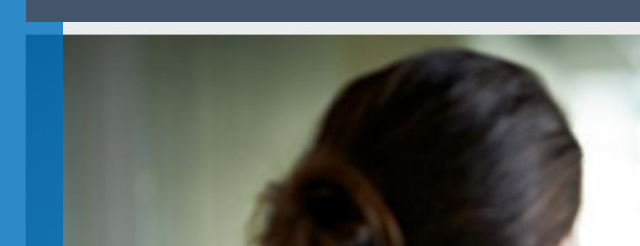


# Microsoft Dynamics 365

## Foundational Platform for Next Generation Patient Experience Management

Tracy Picon  
Director Healthcare, Dynamics  
Microsoft

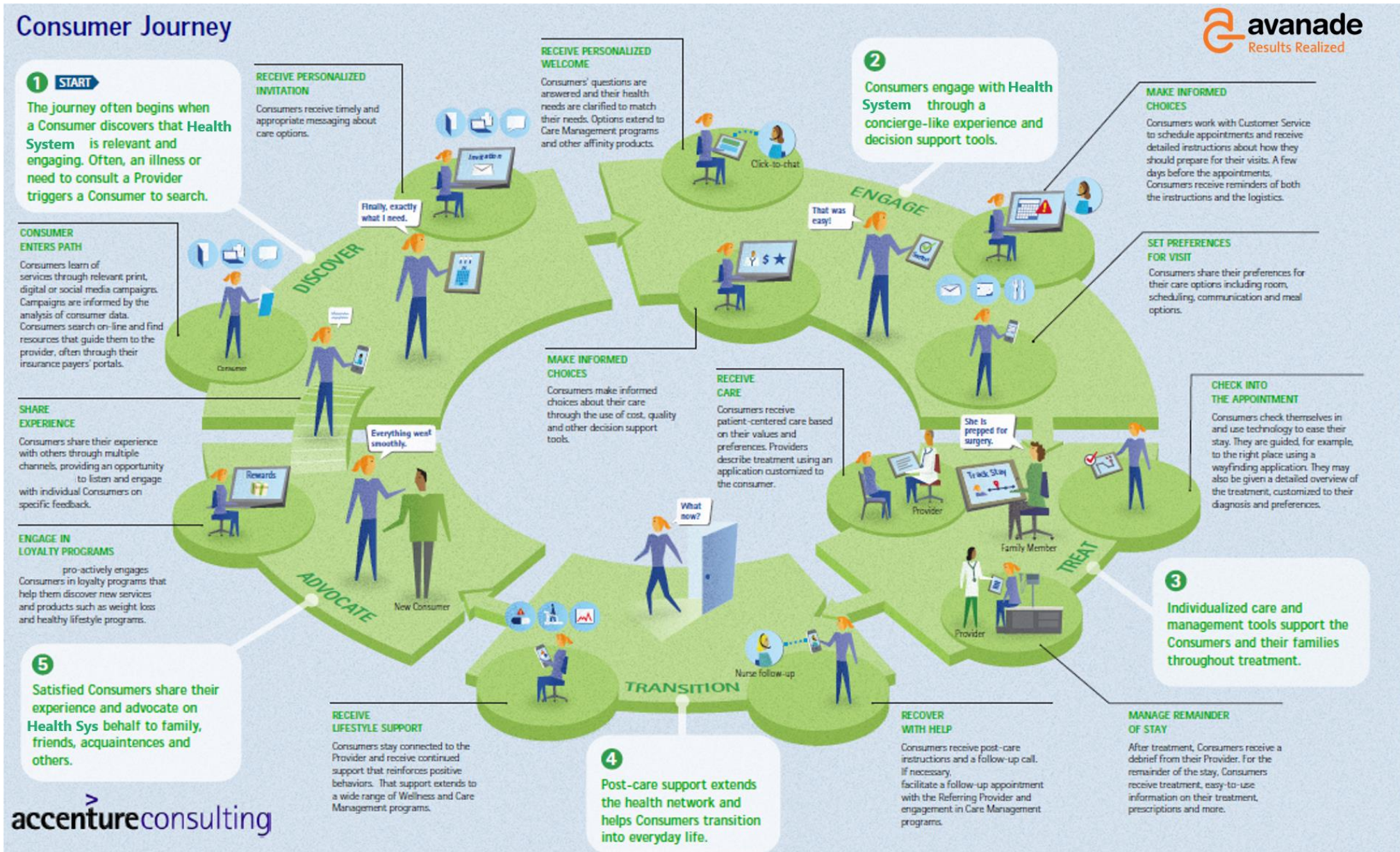
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# Patient Experience is a series of Consumer Journeys



# Microsoft's Vision for Healthcare

## Digital Transformation Pillars in Healthcare



### ENGAGE YOUR PATIENTS

to get—and stay—healthy

Give patients information that helps them understand, control and manage their personal health decisions.



### EMPOWER YOUR CARE TEAMS

to improve care team productivity

Help care teams connect with patients, increase personal productivity and work together more efficiently.



### OPTIMIZE YOUR CLINICAL & OPERATIONAL EFFECTIVENESS

to drive better diagnoses and treatment

Harness data to streamline operations and improve care outcomes.



### TRANSFORM THE CARE CONTINUUM

through platforms that provide insight

Gain more powerful insights into patient care and operational best practices.

# Patient Experience Journey Map



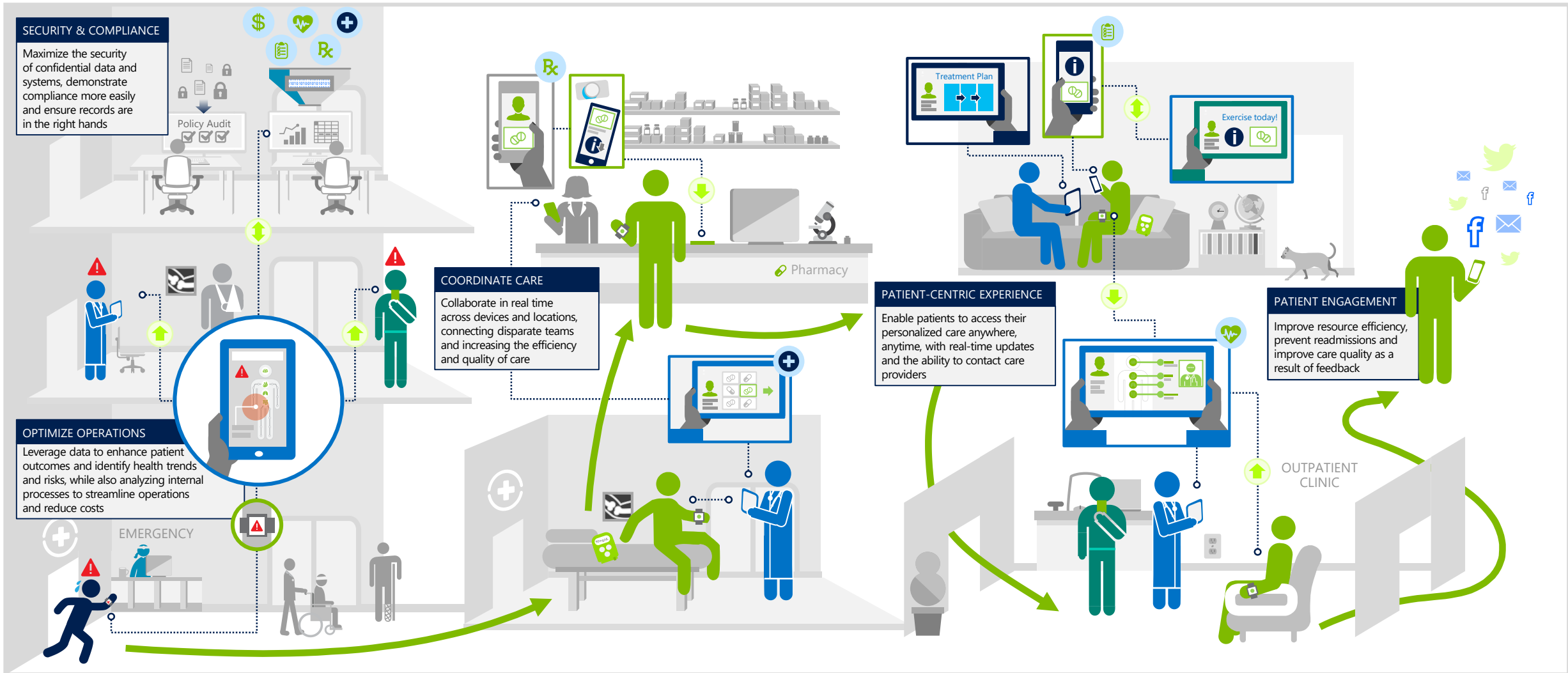
## Digital Hotspots

- Seeking health information online
- Choosing a physician or facility for treatment
- Remote interactions with physician and clinicians

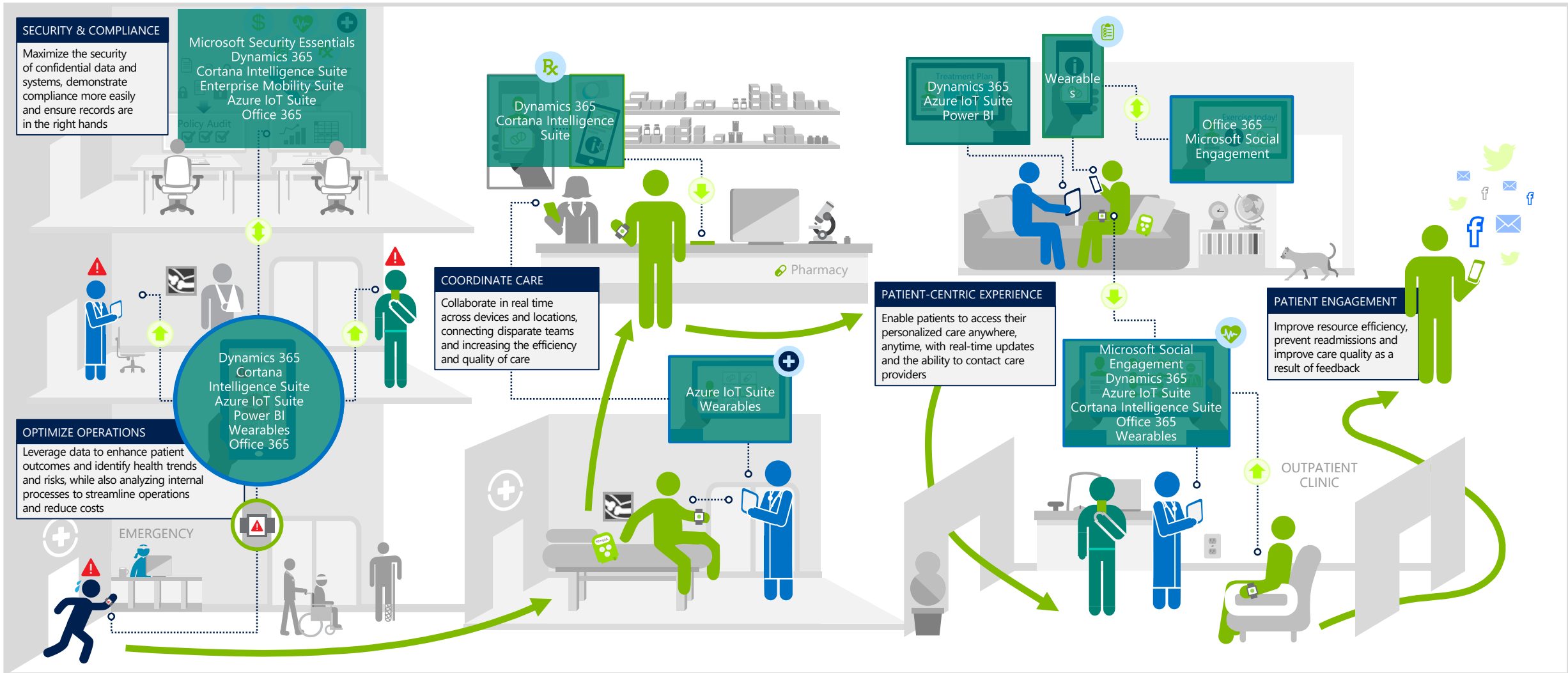
- Appointment scheduling
- Accessing electronic health records (EHR)
- Sharing EHR /EMR with other physicians
- Digitally receiving prescriptions

- Filling, refilling and approving refills for prescriptions
- Reporting satisfaction
- Ongoing patient care and patient reminders

# Empowering health throughout the patient journey



# Interaction with the Microsoft Ecosystem



# When does the Patient Experience start, and when does it end?

We believe:

- Starts before the patient even has an MRN
- **First Impressions → Coordinated Care → Between Care**

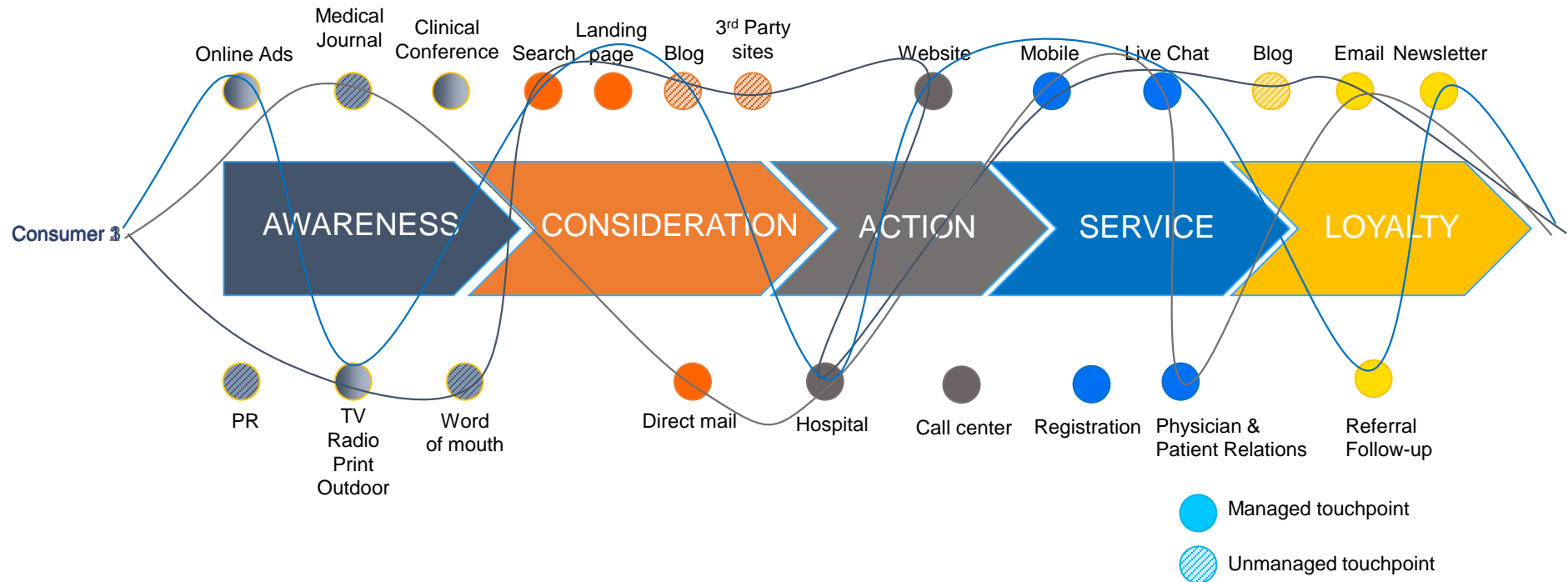


Patient Experience is a series of Journeys

# Consumer Journeys are Varied and Complex

← Physicians, Patients, Caregivers

Decisions Are Not Made in Straight Lines



Microsoft Dynamics enables Health Organizations manage multiple consumer personas and their changing journeys, while enabling an organization to adapt and personalize the care delivered across all touchpoints.





The diagram features a central blue pentagon with the text "Microsoft Dynamics 365" in white. This pentagon is surrounded by a larger circle, which is divided into seven segments by thin blue lines. Each segment contains a white icon and a label for a business function: Patient Acquisition (top), Marketing (top-right), Financials (right), Project Service Automation (bottom-right), Customer Service (bottom), Operations (bottom-left), and Points of Care (left). The background is a dark blue gradient with faint white lines.

# Microsoft Dynamics 365



Patient Acquisition



Marketing



Financials



Project Service Automation



Customer Service



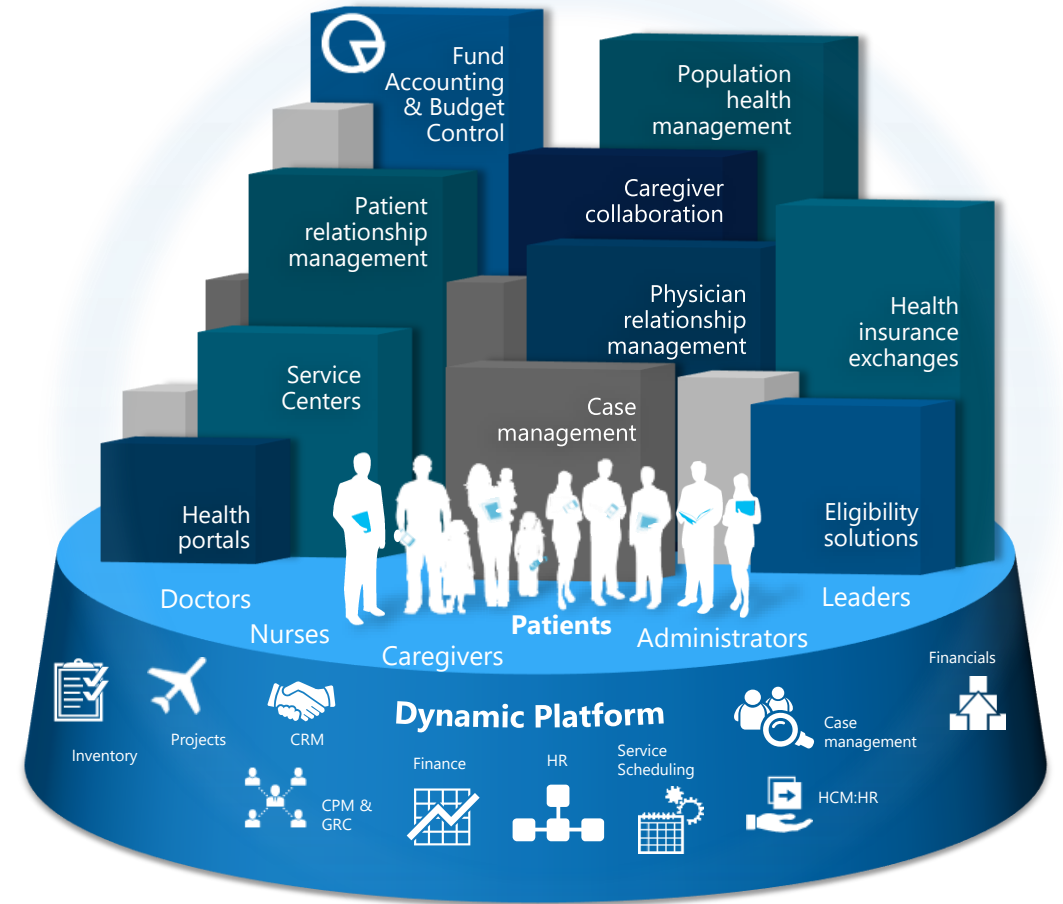
Operations



Points of Care

# How do you manage the end-to-end Patient Experience?

- Microsoft's Dynamics 365: The next generation consumer experience management platform



# Improving engagement at these key touchpoints has direct impact on operational KPIs

Addressing Customer Engagement Challenges



**Market awareness and perception**

**Winning physician relationships**

**Retaining physician loyalty**



**Converting referrals to visits**

**Cross / Up selling services**

**Retaining patient loyalty**

Operational Impact<sup>1</sup>

<b>Customer Retention</b>	<b>+ 3-5%</b>
<b>Customer Acquisition</b>	<b>+ 2-4%</b>
<b>Patient No-Shows</b>	<b>- 35%</b>
<b>HCAHPS Rate Improvement</b>	<b>+ 10-15%</b>
<b>Per Patient Cost to Engage<sup>2</sup></b>	<b>- \$7.50</b>

## Dynamics 365 Healthcare Value

- 391%**  
Average five-year ROI
- 9** months to breakeven
- \$42,648**  
in business benefits per 100 users per year
- 19%**  
higher patient satisfaction
- 28%** more productive care coordinator teams
- 27%**  
more efficient EHR/EMR administration

IDC White Paper | Microsoft Dynamics CRM: Demonstrating Improvements in Quality and Efficiency of Patient Care

Want to learn more?

Contact [Industry@avanade.com](mailto:Industry@avanade.com) for a preview