

Hospital's eHealth Roadmap Enhances Patient Experience

Client

The client is a large Integrated Health Delivery System with a target population of over one million people. It competes among world-class hospitals and has a partnership with multiple high-profile institutions.

Executive Summary

The client is among the Most Wired and Wireless Hospitals. Its IT and marketing departments expressed dissatisfaction regarding the caliber of their multiple, disjointed websites. Being known for its achievements in IT, the client's IT and Marketing departments were not satisfied with the caliber of its multiple, disjointed websites.

The Revere Group was retained to develop an "eHealth Roadmap" to help the client develop an interactive, advanced and engaging web presence consistent with the advanced IT capabilities within the hospital. This included:

- Evaluating the client's web capabilities as it compared to its nearest competitors and other organizations across the country
- Assessing the current state of the healthcare organization
- Developing a future state vision, strategy and plan, with participation from the main stakeholders across the organization, to help the client meet its goals

Business Challenge

The key complicating project issues:

- Many efforts were duplicated, and none reached their full potential because of a lack of collaboration among the organization's stakeholders. Individuals worked to develop their own sites without communicating with their counterparts
- The marketing and IT departments focused their energy towards "fighting fires" rather than the development of a long-term strategy
- The organization's website failed to reflect its achievements within the health services industry
- Large marketing campaigns were launched that directed consumers to a website that had no information on the specific campaigns

Solution

With the roadmap implemented, Revere facilitated the collaboration between disparate departments through sessions which defined a common vision and a common set of goals. And, large cost-savings opportunities were found for the organization that essentially paid for the proposed eHealth Roadmap. The initiative sparked interest at the executive level and has begun empowering executives to consider the eHealth implications of their decisions.

Results

The organization has begun to implement projects on the roadmap, some of which bring quick wins from an ROI perspective, such as consolidation of more than 20 contact centers with disparate systems into one contact center tool and a consolidation and centralization of the multiple centers which performed the same or similar tasks. The organization has also begun to implement projects that offer more strategic value that position the organization for future growth. For example, the development of a Content Management System (CMS) that enables easy updates of web content to match the velocity of changing clinical offerings. The end result is a site that now meshes with content from other parts of the organization for a cohesive go-to-market message.



For More Information

For more information about The Revere Group's services and solutions, call 888. 4REVERE.

About The Revere Group

The Revere Group is a North American Business Unit and a majority-owned subsidiary of NTT DATA, a multinational organization.

Founded in 1991 and headquartered in Chicago, The Revere Group is a leading global business and IT solutions consultancy that specializes in assisting high performing mid-tier and fast growing companies. Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success. Revere focuses on five key business challenges to increase your business agility and bottom line results: [Operational Efficiency](#), [Analytics and Collaboration](#), [Interactive](#), [Enterprise Platforms](#) and [Managed Services](#).

For more information about The Revere Group, go to www.reviregroup.com.

The Revere Group

Service Excellence

The Revere Group is a leading global consultancy dedicated to delivering business and IT solutions. Revere focuses on helping organizations improve their financial and operating performance through the combined application of technology, people and process.

In an industry marked by innovation and change, organizations can look to Revere for its senior consulting model, strong business and technology expertise, and client-focused project management methodology.

In addition to providing clients with world-class solutions, Revere is dedicated to the highest service standards. Vast experience in providing end-to-end solutions in diverse industries and platforms means Revere can deliver measurable results and exceed expectations. Additionally, knowledge and expertise with proven onsite, offsite and offshore methodologies and execution processes has established Revere as an industry leader in the marketplace.

Industry-leading Outcomes

Revere brings vertical industry market knowledge to help Healthcare, Manufacturing & Distribution, Entertainment, Financial Services, Insurance and Private Equity clients succeed with their unique business objectives.

Think. Build. Source.

As your trusted advisor, Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success.

THINK – Companies continually face the challenge of aligning their business objectives with their IT strategy. An effective roadmap with a strong business case delivers a path to achievable goals with measurable results. Revere helps identify and link people, process and technology, bringing clarity to your business and IT initiatives.

BUILD – A successful implementation is the driving force behind all that Revere does. We deliver the right solution on time and within budget. Disciplined project management skills and business aptitude ensures the success you rely on.

SOURCE – The right balance of sourced functions can improve your IT service levels and return on investment, allowing you to more effectively meet your business needs. Revere helps identify a strategic sourcing model based on internal capabilities, external resources and cost.