

**CHOOSING THE
RIGHT PARTNER**
FOR HEALTHCARE
INNOVATION



Choosing the Right Partner for Healthcare Innovation

Healthcare innovation is driven by digital transformation, strategic leadership in good times and bad, and the right partnerships. For healthcare organizations choosing a transformation partner to power innovative care delivery, boost healthcare consumer engagement, and maximize patient outcomes and business revenue, look for these six characteristics.

1.

A partner that has organizational change expertise.

Organizational change can be complex and difficult for many employees to embrace. Your organization needs a partner that understands this. The right partner can help empower executive leadership; challenge your thinking; and assess, implement and manage complex transformational business shifts.

2.

A partner that understands the outside perspective.

Bringing in diverse perspectives can help healthcare organizations challenge their assumptions and develop a more complete picture of the communities they serve. Are there overlooked populations and needs in the community? How can your organization more successfully engage with certain populations to improve their health as well as their healthcare experience? A fresh perspective can jump-start innovation.

3.

A partner that helps you think about your value.

Often, healthcare executives fail to recognize their organization's true value or see opportunities for growth. Your innovation partner should help you sharpen your focus on what truly matters to the populations you serve and how you can more effectively meet their evolving needs.

4.

A partner that is committed to consumer-driven healthcare.

Your innovation partner should understand the importance of improving the consumer experience and addressing social determinants of health. You need a partner with a platform that drives meaningful consumer engagement in a safe and personalized way.

5.

A partner that connects the technology to people and processes.

Healthcare organizations need the right technology solutions and platforms. Choose a partner that has a technology platform that can integrate and interoperate with data from across the entire healthcare continuum—a platform that connects healthcare ecosystems, offers omnichannel engagement, automates tasks to reduce costs, and increases operational efficiency.

6.

A partner that is focused on measurement and outcomes.

Seek out a partner that has a strong grasp on data strategy and analytics. Ultimately, the best way to improve outcomes is to address the whole person—including behavioral and social determinants of health. Choose a partner with a technology platform that gives precise, actionable indicators of an individual's health so that you can better engage and manage your patient or member populations.



The Partner You Need

Medecision is a digital care management company whose solutions and services are used by leading health plans and care delivery organizations. Aerial™, a HITRUST® CSF-certified, SaaS solution from Medecision, seamlessly connects the healthcare ecosystem to powerful data and insights that drive meaningful consumer engagement while creating efficiencies to reduce costs and support effective care, case and utilization management.