



INTEGRATING TELEHEALTH SERVICES THROUGH BPM

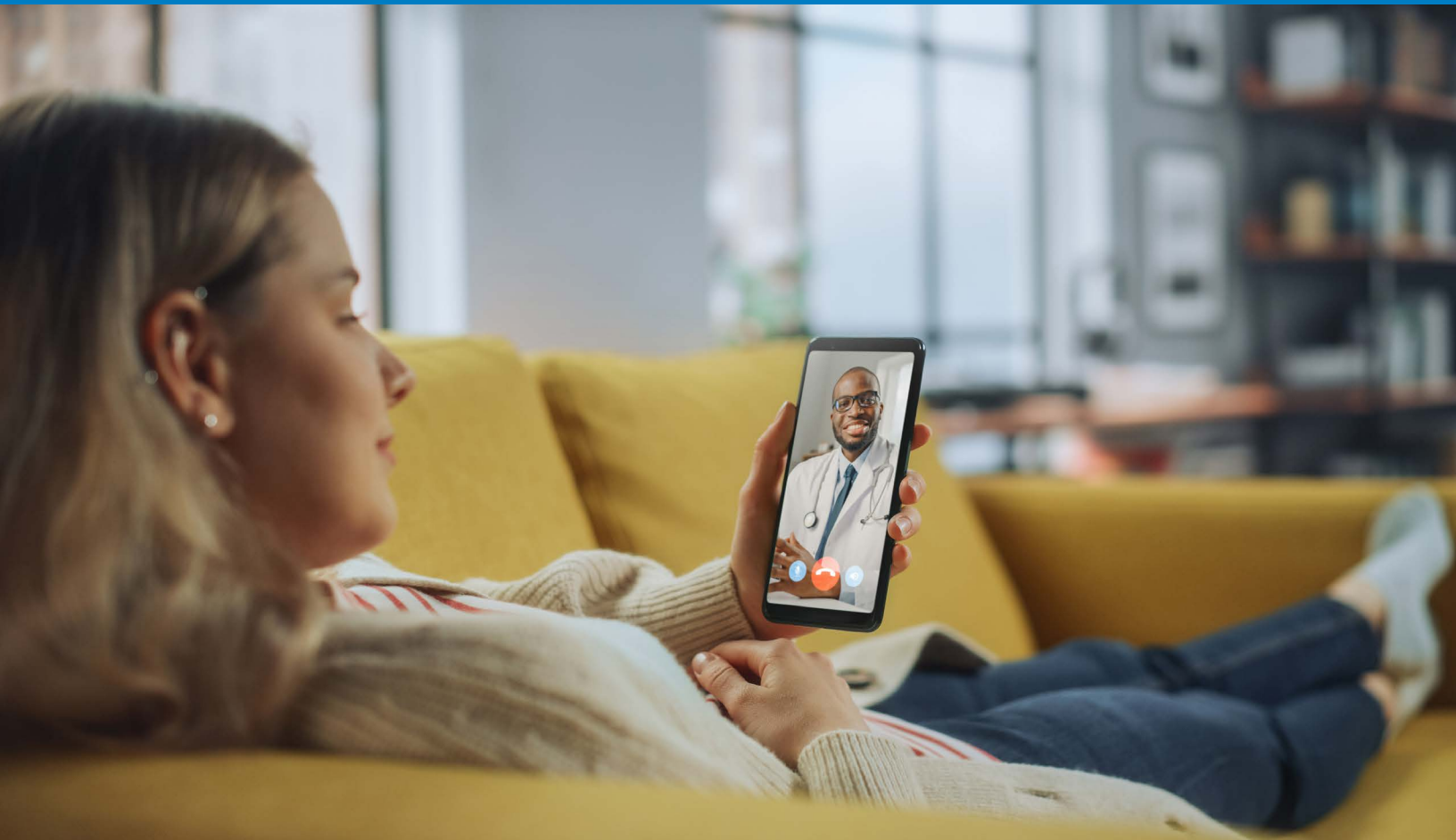
Abstract

The latest technological advancements and the COVID-19 pandemic have played a vital role in reshaping the healthcare industry. One of the key transformations that came out of the pandemic and lockdown restrictions is the telehealth services that are making healthcare more convenient, accessible, and flexible for all. However, implementing telehealth management is complex and might be difficult for healthcare institutions to take care of alone. This is where Business Process Management (BPM) solutions and healthcare Business Process Outsourcing (BPO) services come into the picture, helping streamline telehealth workflows to deliver high-quality and personalised care.

From technological advancements to the Covid-19 pandemic, the modern healthcare landscape has undergone radical transformations in the last decade. From enhanced imaging and diagnostics capabilities to AI paving the way to personalised patient care, many aspects of the healthcare industry have changed beyond recognition. One of the biggest changes the healthcare sector has

experienced is the emergence of telehealth services that have made healthcare services more accessible and convenient for all, without having to leave the comforts of their homes. What started as a way to navigate the lockdown restrictions during the pandemic has now grown tremendously and is set to grow further between 2023 to 2033.

However, navigating this growth comes with its own set of challenges. As a result, Business Process Management (BPM) solutions and healthcare outsourcing services have emerged as key strategic partners in helping healthcare institutions overcome challenges and leverage opportunities.



Cashless transactions

As with every other sector, the evolving technologies and market trends have led to dynamic customer expectations, with customers expecting a streamlined and personalised interaction with the organisations they interact with. The healthcare sector is no exception, and here is how technology is helping hospitals and other healthcare institutions offer a more personalised patient experience:

Telemedicine and virtual appointments

Telemedicine or telehealth services have revolutionised how patients access healthcare, facilitating remote consultations – especially in the cases of patients residing in remote areas, facing mobility issues or needing specialised expertise not available in their areas. Such virtual appointments eliminate the need

to travel to the doctors' offices, reducing wait times and helping patients access healthcare from the comfort of their homes. This real-time access to healthcare providers, along with Electronic Health Records (EHRs), fosters an open dialogue between doctors and patients, resulting in tailored advice and personalised treatment recommendations for the patients.

Chatbots and virtual assistants

AI-powered chatbots and virtual assistants are transforming engagement and helping patients even before they reach healthcare providers. These intelligent tools can offer 24/7 support to answer patient queries, help patients understand their symptoms, connect them to the right healthcare providers, or offer self-care recommendations. As a result, not only can patients receive immediate responses,

but healthcare providers are also free to focus on complex cases to improve patient outcomes.

Data analytics and AI diagnostics

The latest advancements in data analytics and AI diagnostics have also made strides in managing chronic diseases and optimising patient outcomes. By analysing large datasets, healthcare providers can identify risk factors and predict health concerns for patients, offering preventive

care. Additionally, doctors can also analyse drug response and treatment plan adherence for individual patients and provide personalised support to improve outcomes.

These and many more technological trends are paving the way for personalised and patient-centric healthcare experiences, resulting in enhanced patient engagement, satisfaction, and overall patient outcomes.



The evolving landscape of healthcare outsourcing

The rise of healthcare-technology integration has also given rise to healthcare outsourcing and BPO services. From managing patient records and appointments to streamlining clinical workflows and telehealth management, the healthcare outsourcing landscape is

evolving. As a result, the global healthcare outsourcing market continues to grow tremendously.

Some of the key healthcare BPM services include:

- Medical billing and coding

- Telehealth services
- Patient care and support services
- Healthcare IT solutions
- Pharmaceutical research and development

Role of healthcare BPM services in streamlining telehealth services

Technological expertise and IT infrastructure to connect patients with healthcare providers are essential building blocks of telemedicine. Healthcare BPO services often step in to bridge the knowledge gap that can help hospitals optimise their telehealth management through strategic partnerships.

Such partnerships take care of every step of delivering telehealth services, from patient registration and appointment management to patient record management and personalised treatment plans. BPM tools automate many of these processes, allowing healthcare professionals to focus their time on interacting with the patients

while also reducing the risk of manual errors that could compromise patient care. Additionally, BPM tools not only offer a centralised knowledge repository for patient data and process information but also help personalise and customise treatment plans, workflows, and process execution to deliver flexible and scalable care.

Benefits of telehealth BPM

Outsourcing telehealth services takes major IT and infrastructure management burden off the healthcare institutions, allowing them to focus their resources and time on interacting with patients and offering care. Some of the major benefits of telehealth BPM include:

Cost savings

One of the biggest advantages of telehealth BPM is the cost savings it facilitates. Partnering with an expert healthcare BPM services provider can eliminate the need to build an in-house team and infrastructure, helping healthcare institutions reduce operational expenses significantly. Moreover, only paying for the services they need further contributes to cost savings when leveraging telehealth BPM.

Specialised expertise

Effective telehealth management requires access to specialised expertise in different

domains, including technical infrastructure, medical protocols, data security, and regulatory compliance. Telehealth BPM partners bring such specialised knowledge to the table, allowing healthcare institutions to deliver top-notch telehealth services.

Scalability and flexibility

Healthcare demand is flexible, with seasonal fluctuations stressing the healthcare infrastructure. Through telehealth BPM, healthcare institutions can integrate scalability and flexibility into their operations, seamlessly adjusting the scale of telehealth services depending on demand. This also contributes to the cost-saving nature of telehealth outsourcing, as hospitals can pay more, or less, to accommodate the fluctuating patient volume.

Focus on core healthcare services

With outsourcing partners focusing on the technical aspects of telehealth management, healthcare professionals can focus on core healthcare services, connecting with the patients, understanding their symptoms and concerns, and delivering high-quality personalised care.

Reduced administrative burden

An extension of the previous point, healthcare BPO services reduce the administrative burden on healthcare services by automating resource-intensive tasks like appointment scheduling, billing and claims management, and patient data management. This results in streamlined operations and optimal resource allocation to benefit the staff and the patients.



Challenges in telehealth

Despite their advantages, we cannot overlook the key limitations of telehealth and BPO services for both patients and healthcare providers. The key challenges the healthcare industry must overcome to operate telehealth management and outsourcing include:

Diagnostic errors

Without direct patient interactions, physicians may be limited in their ability to make accurate diagnoses. Relying on patients' verbal descriptions without test results can lead to diagnostic errors.

Data security concerns

The healthcare industry has become one of the prime targets for cyberattacks, raising data security concerns among patients, forcing hospitals to choose only from BPM service providers that can ensure cyber resilience.

Lack of technical expertise

Many healthcare institutions lack the technical expertise necessary to manage their telehealth services effectively. This can lead to complicated user interfaces or features that are difficult to navigate, turning patients away from telemedicine. Telehealth outsourcing can help hospitals build user-friendly platforms, helping them meet patient needs and leverage the growing popularity of telemedicine.

Challenging regulatory compliance

The regulatory landscape in the healthcare industry is complex, and healthcare BPO service providers must also ensure regulatory compliance. Vetting and working with outsourcing partners that have a clear compliance structure in place is a great way to overcome this challenge.

Potential cultural and language barriers

Cultural and language barriers, especially when working with offshore BPM partners, can impact telehealth management and patient care efficiency. Cross-functional training, effective communication, and cultural awareness can help bridge this gap and foster collaboration.

Ensuring the quality of care

Ensuring care quality in telemedicine is also a great challenge, as physicians do not have the opportunity to physically examine the patients. Strategies like quality benchmarks, compliance monitoring, and regular feedback and process refinement can help overcome these challenges.

Implementing telehealth outsourcing services

Working with the right healthcare BPO service provider is key when it comes to integrating telehealth services through BPM. Some of the factors you need to look at when choosing your telehealth outsourcing partner include:

- Availability of next-gen technological solutions
- Robust frameworks for data security and regulatory compliance
- Specialised industry expertise
- Flexible and scalable service delivery model
- A track record of dependability

Once you select the telehealth outsourcing service best suited to your telehealth management needs, the implementation is a four-step process as follows:

1. Integrate telehealth services with your existing healthcare systems, bridging the gap between in-person and virtual appointments. This requires an in-depth understanding and adaptation of your existing clinical workflows to accommodate virtual healthcare.
2. Onboard and train your healthcare staff, familiarising them with the technology and equipping them with

the skills to deliver the same quality of care through digital channels.

3. Meticulously optimise the workflow - appointment scheduling, consultation and follow-ups – to maximise efficiency and minimise disruptions. It is the key to ensuring seamless telehealth integration.
4. Implement data security and privacy measures to safeguard sensitive patient information, maintain patient trust, and avoid legal consequences.

Conclusion

Integrating telehealth services through BPM has played a significant role in revolutionising the healthcare industry over the last decade and making healthcare more accessible and personalised. Although challenges like data security and complex regulatory

compliance can complicate telehealth outsourcing, it can also allow hospitals to deliver high-quality, personalised, and patient-centric care.

As the popularity of telehealth continues to grow, [healthcare BPO services](#) are playing a key role in streamlining telehealth

management, ensuring seamless integration of in-person and virtual healthcare and offering scalable, flexible, and secure healthcare for all.

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