



Five Ways Appian Helps Improve Healthcare Outcomes

HARNESS THE POWER OF A LOW-CODE ENTERPRISE PLATFORM TO IMPACT YOUR HEALTHCARE ORGANIZATION'S RESULTS.

Are you searching for the best technology to improve patient and member outcomes?

What used to be a best practice to solve your departmental needs—packaged point solution software—has now spawned the larger enterprise-wide issues of disconnected systems and data. Healthcare organizations are realizing this approach is no longer sustainable or scalable.

Healthcare organizations are discovering the impact of a unified view of their data, including that of members, patients, and providers, onto a single platform. Beyond a unified view, organizations benefit from digital capabilities, operational excellence and increased customer value, the ability to maintain security, privacy and compliance, and ultimately accelerated speed to innovation.



Appian is a leader in low-code platform development. Here are five reasons healthcare organizations should use Appian's powerful, scalable solution.



SPEED TO MARKET

Appian is fast. In fact, application development is 10 to 20 times faster than traditional development thanks to Appian's low-code platform approach, bolstered by visual tools and drag-and-drop functionality. IT organizations can rapidly build and deploy natively mobile apps and empower business users and citizen developers to do the same. This translates to quicker time-to-market for your critical applications.



Speed gives your organization the flexibility and business agility to easily pivot and shift according to market and member demands.



CUSTOMER ENGAGEMENT AND IMPROVED CARE MANAGEMENT

In an environment of more choices, Appian enables healthcare organizations to be customer-focused and competitive.

Right now, healthcare organizations need to ensure that their services are easily accessible to those who need them, and Appian helps facilitate just that.

The Appian Intelligent Contact Center™ unifies all systems and channels (including member, patient, and provider information) into a single, intelligent interface. It is backed by the industry's No. 1 rated case management platform which provides a complete, single view of the customer while driving rapid resolution. The result: superior agent performance and world-class customer experiences.

The Appian Intelligent Contact Center™ empowers healthcare organizations to offer exceptional customer service that helps retain patients and members as they see their healthcare outcomes improve.

With this, Appian allows healthcare organizations to identify and coordinate care and outreach in a timely and cost-effective manner. Payers and providers get a real-time, singular view into member and patient health records. This enables them to unify data across their organizations. Call agents can use this information on demand to then deliver a high-quality customer experience.



STREAMLINED OPERATIONS

Appian lets you automate and manage processes end-to-end, and support knowledge workers with a range of applications. Easily overcome challenges and handle exception management tasks

for areas such as: claims, onboarding staff, provider directory accuracy, and coordinating care.

For example, a large healthcare organization with over 10 million members uses Appian's process automation and management to increase the accuracy of pre-authorization decisions. Appian's solution helps eliminate the errors and delays found in older manual processes. Plus, authorization rules automatically provide details as care advocates enter information. Escalations are also now automatically routed to higher levels for approval or review as needed.

Appian's optimization saves time and money and gives your organization the agility to focus on new business models and better strategies to deliver care.



POWER TO SCALE FOR BETTER PATIENT AND MEMBER OUTCOMES

Appian's powerful platform can transform a healthcare enterprise. Advanced business process management, case management, and collaboration capabilities help to bridge core systems and tackle enterprise-wide change efforts.

Appian can not only help solve departmental pains, the platform is scalable and flexible for organizational-wide use. Modern integration capabilities can handle data from thousands of sources, breaking down silos and unlocking valuable information from across the organization into a single view. The platform's scalable architecture supports performance across an unlimited number of users, so organizations can roll out global applications with confidence.

Unlike mobile apps from other vendors, mobile apps built on Appian are native and included with the product. All functionality works together seamlessly on any device with Appian, so employees can perform their jobs in the optimal location to provide the best experience for members and providers.

"Appian gives us a powerful platform to rapidly combine data with process in business apps that drive better decisions, easier collaboration, and faster response," a senior executive at a leading North American healthcare insurer told us.



SECURITY WITH HIPAA, HITRUST, ISO, AND PCI COMPLIANCE

Appian is secure and compliant. This is important as increased complexity of regulatory compliance requirements, especially regarding the Affordable Care Act (ACA), cause healthcare organizations serious concern. Lack of visibility and controls for governance and regulatory compliance can be costly and time-consuming.

The Appian platform’s advanced integration capabilities give healthcare organizations a complete, accurate view of real-time data, from provider directory information to member and patient records. Sophisticated business process functionality ensures control and compliance. Appian ensures regulatory and security compliance by incorporating HIPAA, ISO 27001, HITRUST, and PCI compliance as part of the platform’s Cloud and Security framework. Every application and every artifact built on Appian’s HIPAA-compliant cloud offering is trusted to have these certifications and the proper processes in place for governance and compliance.

New in 2019, Appian Cloud is also now HITRUST and ISO 27001 Certified. The HITRUST Common Security Framework (CSF) helps organizations by providing an efficient and prescriptive framework for managing the security requirements inherent in HIPAA.



With effective management of governance, risk, and compliance of global laws and regulations, healthcare organizations are able to be more agile and responsive to members and providers.

TOP HEALTHCARE CUSTOMERS TRUST APPIAN:



Appian

Appian provides a low-code development platform that accelerates the creation of high-impact business applications. Many of the world’s largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance.

For more information, visit www.appian.com/healthcare