



READY FOR THE DIGITAL SERVICE DESIGN REVOLUTION?

A new path to collaborative, holistic and intuitive care

Like so many things in life, digital is set to transform patient care. Stakeholders in the care ecosystem – patients, care providers, researchers, and others – are increasingly using technology-enabled mobile apps and digital services. Most of these solutions, from the most basic to the highly advanced, have improved the management and delivery of care. Yet, a majority of them are staggeringly fragmented. Nonetheless, the growing market for digital technology and services is already showing signs of an emerging trend: enterprises are beginning to develop services holistically rather than addressing standalone patient needs. Collaboration to provide holistic services is extending digital to new areas and with high returns.

Let's examine how a digital service helps enterprises move down the path of collaborative, holistic, and intuitive care for patients with two use cases.

Case 1: Multiple myeloma and diabetes

A traditional care journey

For a chronic cancer sufferer with comorbidities, managing their condition is tedious. And while patients may have various standalone apps to track appointments, manage

diabetes, monitor and create e-prescriptions for medicine renewal, track fitness and reports, managing these singular pieces are exceptionally overwhelming.

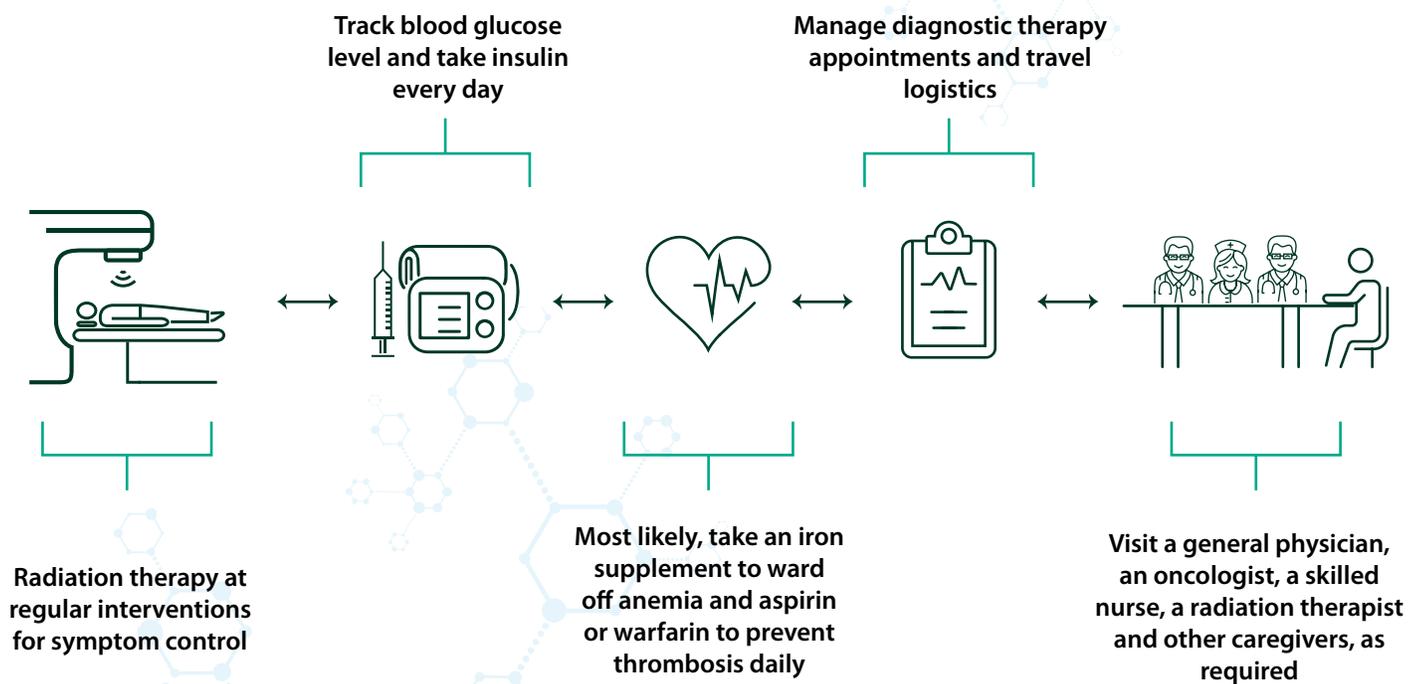


Figure 1

A digital service-enabled care journey

A holistic solution that empathizes with the patient needs and offers care collaboratively and intuitively by onboarding the care team onto a single platform through a single

window, enabling multi-directional conversations in a closed loop system with a strong focus on personalization depending on the patient profile.

Track blood glucose level every day

Take insulin daily

Visit a general practitioner, a gynecologist, an endocrinologist, a dietitian and a physiotherapist regularly and when required



Adhere to a specific diet

Most likely, take a few drugs daily for the duration of the pregnancy

Figure 3

A digital service-enabled care journey

Collaborative and intuitive care ensures adherence and close monitoring of progress as per the treatment protocol. Imagine a scenario where the patient has access to her care team comprising of the general practitioner, gynecologist, endocrinologist, dietitian and physiotherapist digitally. This platform enables her to choose her own care team with whom she could have conversations anytime, share her

health reports, and track her own health in a closed loop system. She is connected to a similar group of patients to share her emotions and experiences, her family, and an outside universe of experts for second opinions! Appointment scheduling, pill reminders, medications and diagnostic services delivery at home, and travel management services for the entire pregnancy duration is part of the service package.

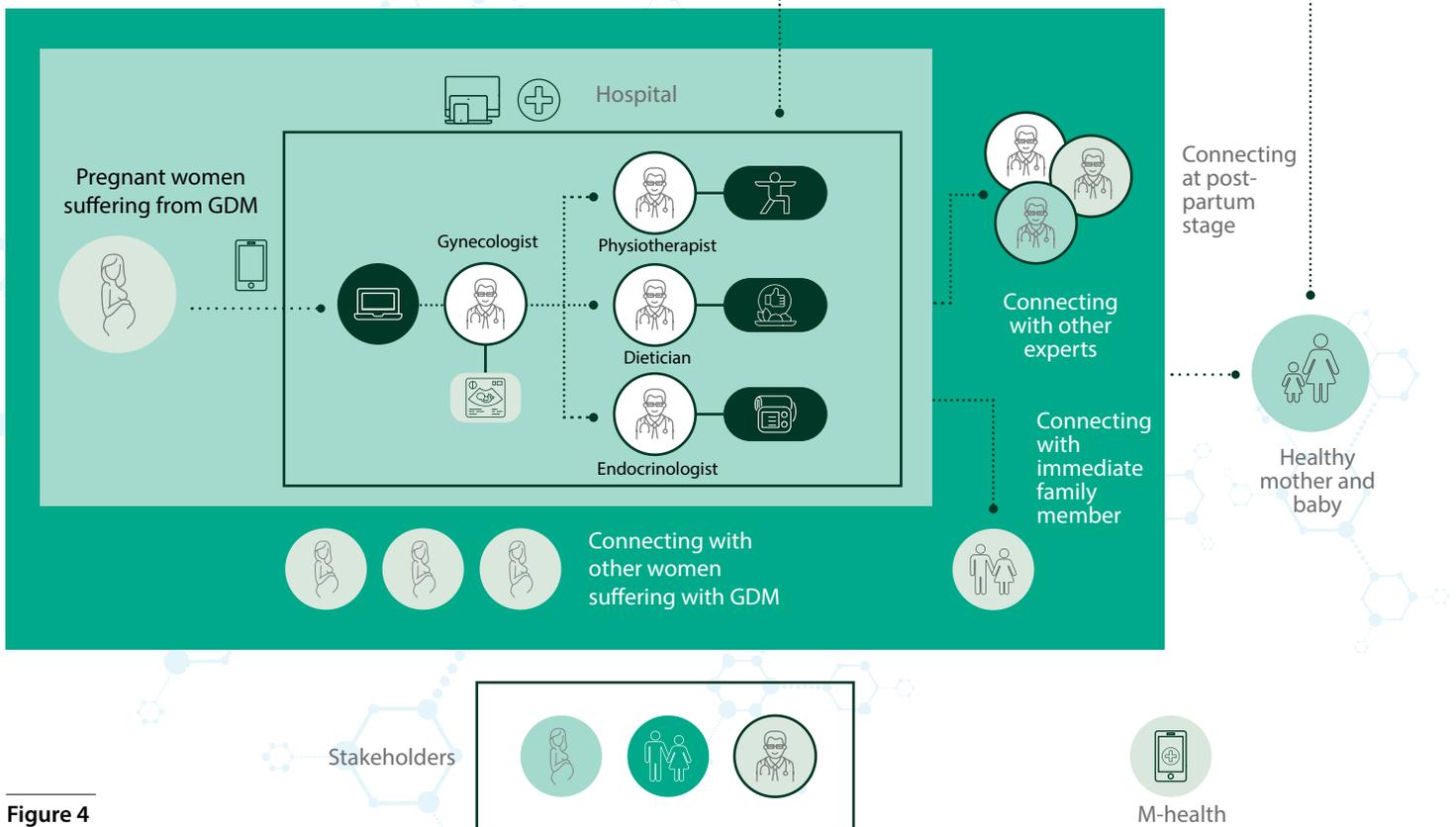


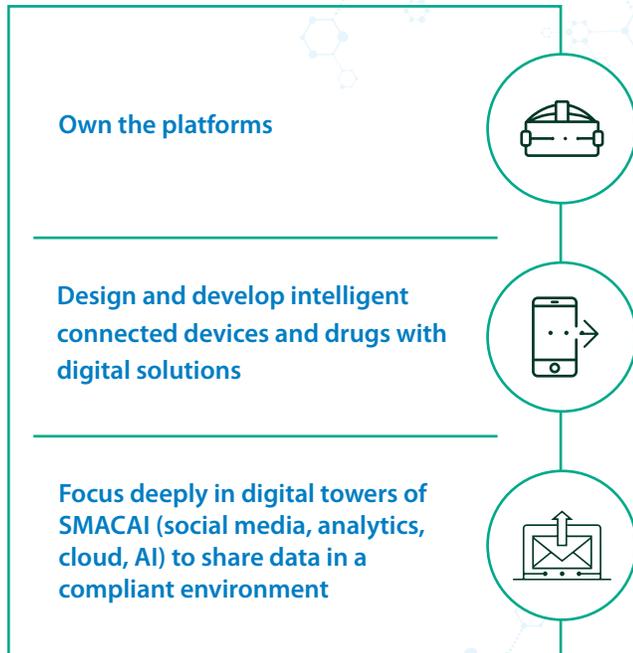
Figure 4

A holistic service design approach extends digital's reach

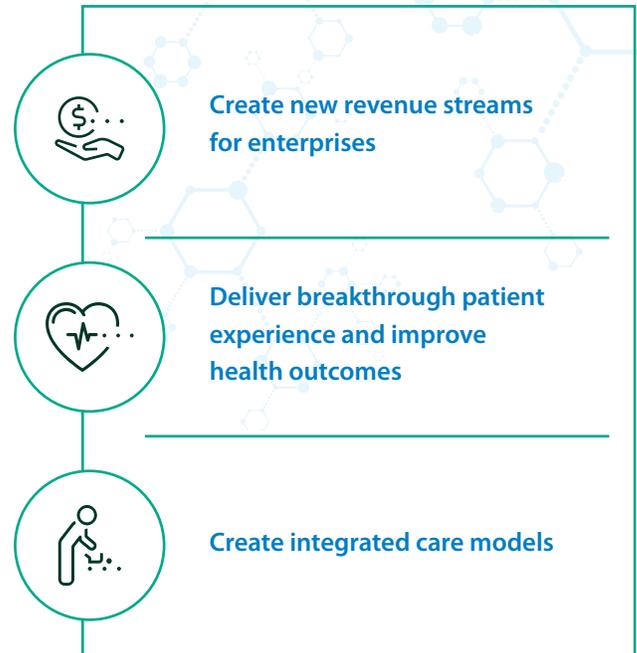
The digital solutions in the market are mostly niche solutions that tackle a specific aspect of illness. But this translates to more work for patients as these services remain fragmented.



Pioneering enterprises are now unifying this fragmentation. Global digital trends show that these are the enterprises who:



A service design approach benefits are manifold but there are three important ones:



The fundamental approach in the frontend digital service design innovation is to get clarity on the end-user needs, which means – design for the patient.

This begins by first understanding the patient in their context, empathizing with them throughout their treatment journey, collaborating with various stakeholders (physicians based on their specialty, the patient’s family, pharmacy, travel logistics, diagnostic labs, and others) and sharing the data in the care ecosystem to offer a personalized and cohesive care all through their journey.

Design for the patient: How Infosys can help catalyze innovation?

Service design offers a unique approach as it includes the service provider, the patient, physicians, specialists, pharmacists, diagnostic labs, and other stakeholders in not just implementing the suggested improvement but also in developing it. This can make the design process complex. Infosys can help at every stage of the design process.



Unveil disruptive insights with patients

Contextual research services

Specialized ethnographic research and use of qualitative tools to observe, record and interpret disruptive insights to address unarticulated, unmet needs of the patient, based on frequency of occurrence of those needs, degree of criticality, impact on patient outcome and delay in disease management being a few amongst many other parameters. These unmet needs result in unique features powered by digital technologies.



Empathy throughout the patient journey

Technology-fueled patient journeys

The way patients and caregivers interact with systems and services evolve over time. How are patients moving from one stage of the disease to the next? What are their experiences with the app? What are they doing afterward? When the solution is evaluated in the context of time, it facilitates a more seamless integration into the patient's life. Real-time patient journeys fueled by technology could uncover several insights that would need evidencing and new ways of solving them digitally.



Collaborate with various stakeholders

Onboarding stakeholders

Onboarding the various stakeholders, including physicians, nurses, therapists, family, pharmacy, travel logistics, diagnostic labs and others, needs careful definitions of roles and actions that help the patient take care of their health in the system through real-time and stipulated interventions at their fingertips.



Build intelligent system designs

Connecting fragmented services

Cloud-based software platforms and open application programming interface (APIs) help better connect fragmented services, thereby reducing the patient's workload. Such platforms enable sharing of data in a secure manner and integrating solutions.



Enable Life Sciences enterprises to achieve higher business outcomes

Business model innovations

Connect enterprises with patients to capture data that would be monetized in several ways by providing insights on health outcome management, geo-based services, remote care management, tracking behavior analytics and consumptions of drugs for personalized care amongst many others.

Service design on the path to creating lasting business value

As life sciences enterprises begin to explore the use of service design, they would benefit from taking a patient-centric approach not just in deciding their treatment, but also in developing and improving care delivery. Monetizing the data by sharing it with relevant stakeholders to offer personalized care will drive new service design opportunities in the future.

For more information, contact askus@infosys.com



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