



# Dubai Health Authority Transforms its Patient Experience with Infosys Using Microsoft D365



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# Table of Contents

<b>1. Dynamics 365 Is Becoming Enterprise-Ready</b>	<b>2</b>
<b>2. DHA Kickstarted its Digital Transformation with Microsoft Dynamics 365 and Infosys</b>	<b>3</b>
A. DHA Looked to Refresh its Government Services	3
B. DHA Wanted to Automate the Full Overseas Patient Process	3
C. The Client Wanted An Evolutive Platform	3
D. DHA Selected Infosys for its Technical Capabilities	4
E. Benefits: Business Flexibility and Patient Satisfaction	4
F. Roadmap: Cloud Hosting and Mobile Apps	5
<b>3. DHA and Microsoft Quotes</b>	<b>6</b>

# 1. Dynamics 365 Is Becoming Enterprise-Ready

Demand for Microsoft Dynamics 365 (D365) applications and services has increased over the past three years. During this period, Microsoft has been investing in its sales organization, growing its partner ecosystem, and expanding its horizontal and vertical functionality systematically. And in parallel, client demand has evolved.

Three years ago, the client base of D365 was comprised of mostly SMBs and mid-sized subsidiaries of large enterprises. Today, business units of some large enterprises are also leveraging D365 for their digital journeys, and contract sizes are growing. Full enterprise-wide deployments of D365 are more likely in the mid-term.

Client requirements have also changed, with enterprises looking for verticalized solutions of D365. Recognizing it could not create all the functionality required by clients alone, Microsoft has grown an ecosystem of partners through its AppSource marketplace. ISV and consulting and IT service partners are contributing by filling up horizontal white spaces and also creating vertical solutions. AppSource includes a diversity of software, including products with functionality and technical roadmaps and accelerators that provide the client with a basis for further development.

Microsoft highlights it now has ~800 apps listed on AppSource. In parallel, Microsoft has continued to develop D365 significant products, including Power Platform, to help non-developers to design applications. Currently, most of the investment is coming from bringing capabilities from Azure, both on the hosting and PaaS sides, with AI Builder a recent new capacity.

Looking ahead, we expect clients to increasingly use D365 as an enterprise platform underpinning their digital transformation initiatives for functions such as e-commerce, customer service, marketing, finance, and HR. And clients will look to integrate D365 with more applications.

When they select D365 as their digital foundation, enterprises need to avoid recreating legacy systems. One prerequisite for avoiding this is taking a disciplined approach to code customization, adopting standard business processes promoted by D365, and only adding any customization to address functionality gaps.

With demand now clearly converging to Azure-hosted D365, clients have the opportunity to make use of the new features that the cloud version of D365 brings. SaaS products challenge the way clients have purchased enterprise applications by adopting this flow of features incrementally rather than through significant transformational upgrades. IT service vendors have a crucial role in guiding clients in using incremental functionality over the long-term.

## 2. DHA Kickstarted its Digital Transformation with Microsoft Dynamics 365 and Infosys

### A. DHA Looked to Refresh its Government Services

Infosys' client, the Dubai Health Authority (DHA), is the government agency overseeing the health system in Dubai, UAE. Its primary mission is to provide health services across public hospitals, specialty centers, and primary health care centers in Dubai.

In its DHA 2020 vision, DHA had four objectives:

- Deliver best-in-class CX
- Enhance patient safety
- Empower stakeholders
- Develop a connected environment.

### B. DHA Wanted to Automate the Full Overseas Patient Process

Among its activities, DHA helps Dubai's citizens to receive specialist treatment for diseases, when the needed therapy is not available in the United Arab Emirates. Accordingly, DHA has agreements with hospitals in London, U.K., and in Munich and Bonn, Germany, and has personnel based in these cities to receive patients and conduct treatment.

Historically, DHA relied on a process that involved the physical presence of the patient for registering (on the premises of DHA) and for collecting the weekly cash allowance. The process was paper-based documentation for application and approval. It suffered from a lack of integration of medical records in Dubai with the systems of overseas hospitals and the ERP of DHA. As a result of these non-integrated processes, reporting was complicated, and visibility was limited. Finally, historical patient data was not available.

Given these challenges, the management of DHA selected the Overseas Treatment Systems as one of the priorities of its DHA 2020 program.

### C. The Client Wanted An Evolutive Platform

DHA elected to conduct three project streams: an online registration portal that would remove the physical application for overseas treatment, a refreshed CRM with real-time reporting, and its integration with its ERP system.

For the CRM refresh project, DHA went through an internal process of identifying software tools. Several were evaluated, including a BPM tool, open-source applications, and the route of developing a custom application. To ease the maintenance and future evolution of its CRM system, DHA ruled out open-source software and custom applications. Instead, it decided to rely on CRM COTS and apply minimal customization to it, to ease future migrations and upgrades.

DHA selected D365 for its Sales module, as it had already had experience using D365, having implemented it in its contact center operations. Also, the client wanted to use D365 as its platform for all digital

transformation programs. And it wanted to be part of Dubai's smart government initiative and integrate D365 with Oracle-based Government Resource Planning (GRP) applications.

DHA favored the on-premise version of D365, to comply with UAE regulations for keeping medical data stored in the UAE (Microsoft did not yet have a local presence).

## D. DHA Selected Infosys for its Technical Capabilities

DHA issued an RFI then an RFP and had responses from five IT service vendors.

Two main reasons featured in its selection of Infosys: Infosys' bid was competitive, and it had a convincing technical architecture approach. Infosys had detailed how it would conduct the migration of 14,000 patients and medical records from the legacy system to D365, relying on IP that it had developed.

Infosys provided support to DHA in areas including:

- Gathering requirements, fine-tuning business processes to eliminate unnecessary steps, and developing prototypes
- Developing the patient registration portal, including improving the patient experience
- Configuring D365, testing the application, and deploying it
- Engineering an overseas portal for providing access to D365 from the hospitals in the U.K. and Germany
- Training DHA end-users on D365
- Organizational change management
- The integration of both registration portals and S365 with other applications.

Project execution relied mostly on remote delivery (80% of activities) Activities conducted from offshore included configuration, development, and testing, while onsite roles included analysts, trainers, and business developers.

## E. Benefits: Business Flexibility and Patient Satisfaction

With its Overseas Treatment System digital transformation project, DHA has achieved tangible benefits, including:

- Eliminating onsite visits at DHA, unless requested
- Reducing the application-to-approval time by 67%, from 21 to seven days
- Cutting down the volume of paper-based documents by around 86%, from 7 million to 1 million
- Improving data accuracy by 75%, thanks to the integration with ~10 applications and the GRP

## F. Roadmap: Cloud Hosting and Mobile Apps

DHA is a satisfied client, highlighting several areas of high satisfaction with Infosys' capabilities, including its:

- Knowledge of D365
- Ability to scale up and bring resources when needed
- Data migration capabilities.

DHA has almost completed a mobile app to provide an alternative for patient registration.

In terms of next steps, the organization is considering moving the hosting from on-premise to Microsoft Azure, now that Azure has a data center located in the UAE.

DHA is also considering using Dynamics for other units within DHA; this long-term initiative is in its early phase.

### 3. DHA and Microsoft Quotes

*“With Infosys digitizing and creating a unified system or applying for overseas treatment, patients do not have to physically go to DHA facilities anymore. Additionally, they now get a 360-degree view of approvals. The bi-lingual web portal and enhanced UI capabilities has helped improve the end-user experience. We see Infosys and Microsoft as strong partners in our journey towards becoming a smarter enterprise to continuously improve the healthcare service in Dubai”.*

**Ifthiquar Ahmed Jameel, Specialist-IT, DHA.**

*“Microsoft is committed to working with DHA and Infosys to ensure our technologies can be used to enable them to provide best-in-class medical services to the citizens of Dubai. Together with Infosys, we aim to accelerate sustainable solutions that release immediate operational efficiencies for DHA”.*

**Maher Achcar, CRM Lead, Microsoft, Microsoft**

## About NelsonHall

NelsonHall is a leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With onshore analysts based in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors that helps them make fast and highly-informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is primary and rigorous, and widely respected for the quality, depth and insight of its analysis.

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## About Infosys

Infosys is a global leader in next-generation digital services and consulting. We enable clients in 45 countries to navigate their digital transformation. With over three decades of experience in managing the systems and workings of global enterprises, we expertly steer our clients through their digital journey. We do it by enabling the enterprise with an AI-powered core that helps prioritize the execution of change. We also empower the business with agile digital at scale to deliver unprecedented levels of performance and customer delight. Our always-on learning agenda drives their continuous improvement through building and transferring digital skills, expertise, and ideas from our innovation ecosystem.