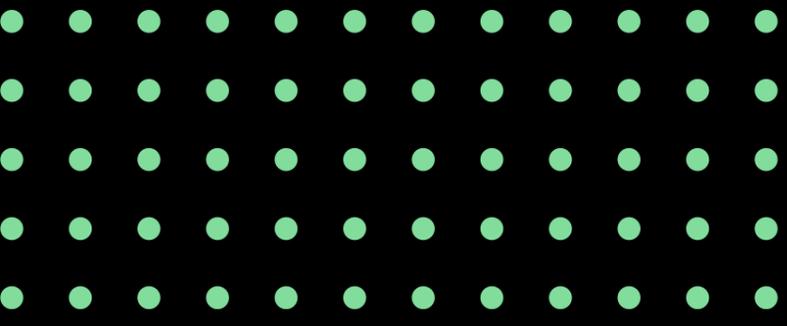


Accelerating Patient Outcomes in Healthcare



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Data Interoperability

A History of Siloed Data

Healthcare organizations have long wrestled with the problem of siloed data. The inability to aggregate, share, and analyze clinical and administrative information limits the potential for proactive and personalized care.

Issues such as data usability, utility, and bias remain significant hurdles

ServiceNow's App Engine, Workflow and CRM platforms are designed to break down data silos by facilitating seamless interoperability between disparate systems. Its capabilities include:

Real-Time Data Exchange:

Automating the flow of clinical and operational data across legacy systems and modern applications.

Standardization and Compliance:

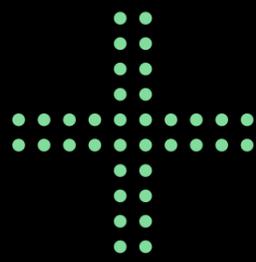
Supporting healthcare standards (e.g., HL7 and FHIR) to ensure that data remains accurate, complete, and actionable.

Enhanced Analytics:

Enabling predictive insights that help clinicians identify trends, anticipate patient needs, and drive improved outcomes.

By ensuring that high-quality data is available at the point of care, ServiceNow helps healthcare providers make informed decisions that enhance patient safety and overall care quality.





Platforms

Reduce the Fragmentation of Healthcare Delivery

Legacy IT systems and disconnected digital tools create friction in healthcare delivery. A fragmented ecosystem can lead to inefficient workflows, increased administrative burden, and ultimately, suboptimal patient experiences

Modern healthcare demands a platform mindset to integrate multiple digital services cohesively.

Unified Experience:

Consolidating clinical, administrative, and patient-facing applications to streamline operations and reduce redundancies.

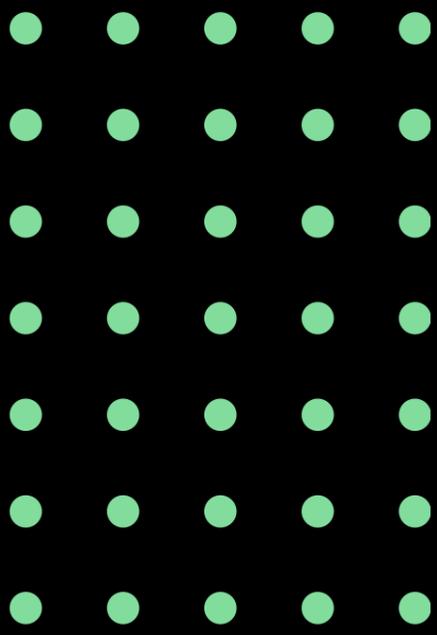
Agile Integration:

Rapidly connecting EHRs, scheduling systems, medical device and telehealth solutions, mirroring the best practices seen in other industries.

Scalability

Allowing healthcare organizations to incrementally add services and capabilities as patient needs evolve.

This integrated platform approach not only reduces the burden on IT departments but also enhances the patient experience by ensuring that every interaction is informed by comprehensive, up-to-date data.



Reimagined Service Delivery

A New Paradigm for Patient Services

Traditional service delivery models in healthcare often result in delays, fragmented care, and inconsistent patient experiences.

Patients today expect care that is both responsive and personalized, yet current systems are frequently hampered by outdated workflows and rigid processes

Self-Service Mobility, Portals and AI Agents:

Empowering patients to schedule appointments, access health records, and receive tailored care recommendations through intuitive digital interfaces.

Workflow Automation:

Reducing administrative overhead by automating routine tasks, which in turn allows care teams to focus on direct patient care.

Adaptive Care Models:

Supporting both in-person and virtual interactions, ensuring that care is delivered seamlessly regardless of the modality.

By transforming service delivery into a more agile, patient-centric process, ServiceNow helps reduce wait times and improves the overall efficiency of healthcare operations—ultimately leading to better clinical outcomes.



Facilitate Multiple Relationships



A New Paradigm for Patient Services

Building and maintaining trust is critical in healthcare, yet traditional models often struggle to create meaningful, long-term relationships between patients and providers.

Studies show that strong, empathetic relationships can significantly influence adherence to care plans and overall health outcomes

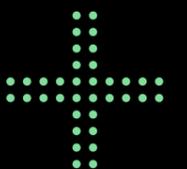
Integrated Communication Channels:

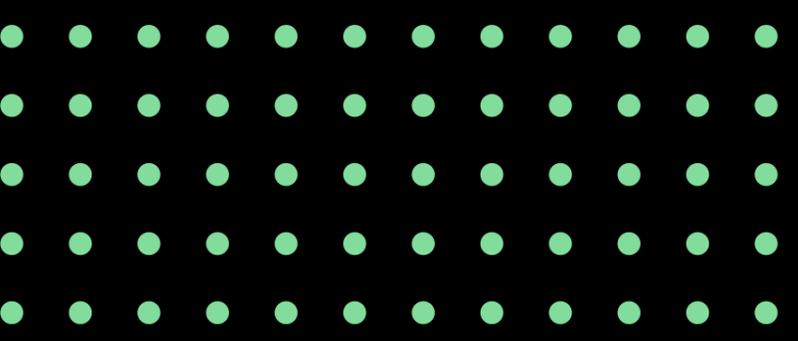
Streamlining the flow of information among patients, clinicians, and support staff to ensure that every stakeholder is informed and aligned, but this requires the sharing of data.

Personalized Care Coordination: Utilizing CRM-like functionalities to track patient interactions with health providers, medical devices and interactions with patient portals and tailor follow-up actions, thereby strengthening trust and continuity in care.

Feedback Mechanisms: Incorporating real-time patient feedback loops that allow providers to adjust care plans based on evolving patient needs and preferences.

A holistic approach to relationship management supports the creation of a healthcare ecosystem where patients feel valued and understood





Security & GRC

Increased Data Sharing – Increased Risk

The healthcare industry is under constant threat from cyber attacks, data breaches, and evolving regulatory demands. With the increasing volume of sensitive patient data, ensuring security and maintaining compliance have become paramount concerns

Robust security governance, compliance and risk management capabilities are essential for modern healthcare organizations to maintain trust with their patients

Automated Risk Assessments:

Proactively identifying vulnerabilities and managing compliance with HIPAA, HITECH, and other regulatory frameworks.

Incident Response Automation:

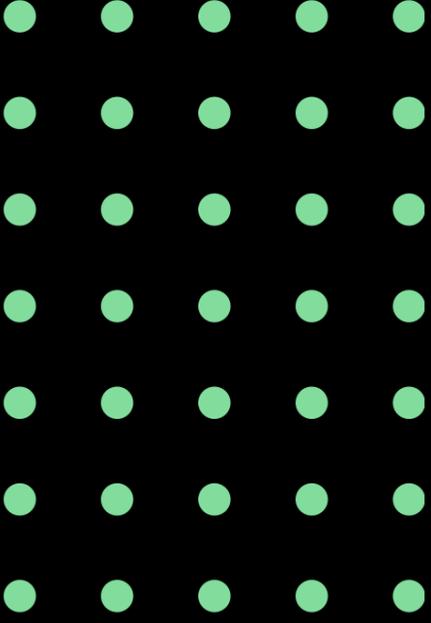
Streamlining the process of detecting, reporting, and mitigating security incidents to reduce downtime and prevent data loss.

Integrated Security Workflows:

Centralizing security governance so that every aspect of patient data management—from storage to access—is monitored and controlled.

These measures not only protect sensitive patient information but also reinforce the trust that is essential for successful healthcare delivery.





Driving Patient Outcomes with **servicenow**®

EMR Help

Report healthcare cases for any issue from within the electronic medical record.

HL7 FHIR Data Model

Data tables for organizations, patients, practitioners, insurance, revenue cycle, and clinical information.

Patient Support Services

Facilitate the process from onboarding patients to support services.

Patient 360

Pull data from disparate systems into a single, comprehensive view of patient information.

Pre-Visit Management

Streamline patient procedure authorization and scheduling.

Consent Management

Manage consent forms and program enrollment digitally and securely.

Now Assist Agents

Virtual Agents enabling scheduling, automation of tasks, handling inquiries all on a secure platform

Security & GRC

Automate, simplify, and connect work across the enterprise.

