



Improving the Quality and Reducing the Cost of Healthcare

Companies in every segment of the healthcare industry are recognizing that web self-service can increase the productivity of employees, improve collaboration with partners, enhance service and support to patients, increase market share, and decrease IT costs—by enabling organizations to use a single portal infrastructure to support all of their web initiatives.

Enterprise portals provide an innovative means of maintaining high-quality services while addressing such key business drivers as complying with government regulations, controlling Medicare and insurance overhead, leveraging and enhancing legacy clinical systems, recruiting and training skilled employees, and improving patient safety. The Institute of Medicine estimates that the use of electronic patient records could reduce the number of deaths (estimated to be tens of thousands per year) that result from medical errors.

Hospitals are also using the Internet to provide a source of accurate health information—enhancing patient satisfaction and providing a valuable community service. Physicians are using the Internet to streamline research and to collaborate more effectively with colleagues around the world.

BroadVision is the leading provider of e-business solutions to the healthcare industry with a global customer list that includes BUPA, Children's Hospital of Philadelphia, Exempla Healthcare, Multicare, Methodist Healthcare, National Taiwan University Hospital, Bristol-Myers Squibb, Cardinal Health, Dade Behring, Highmark, Invacare, Medco Health, Pfizer and Siemens Medical Solutions.

Solution Snapshot

- Portal application for clinicians, employees and patients
- Single sign-on to systems such as MEDITECH and SoftMed
- Simplified publishing and site maintenance
- Online collaboration
- Audit trail for regulatory compliance
- Scalable and secure—100% Java
- Browser-based with point and click simplicity
- Wireless PDA capabilities
- Open standards
- Rapid deployment (3-6 months)
- Agility to add new processes

Personalized Self-Service

By providing a personalized self-service environment, patients, clinicians and partners can serve themselves without resorting to more expensive channels for service and support. For clinicians, single sign-on from any secure computer with Internet access allows for convenient access to critical records from home or other hospitals. BroadVision portals makes it easy to aggregate data from disparate sources into integrated and meaningful clinical information.

Legacy System Integration

Most computer systems require independent information access because data are contained in a variety of platforms and isolated programs. Replacing those systems with a single-vendor alternative is cost prohibitive and extremely risky. We enable organizations to rapidly connect underlying systems and deliver clinical information in a clear and usable form from the portal environment.

Simplified Site Maintenance

Non-technical users can publish content, run reports and execute marketing campaigns without IT support, reducing bottlenecks and overall support costs.

Agility

Our agile portal framework enables organizations to rapidly design and deploy new online processes to extend portal functionality and keep pace with changing business requirements.

Mobility

Wireless network support provides secure access to portal information on PDAs, enabling physicians to access records at a patient's bedside.

Open Standards

BroadVision products are built on industry-standard technologies using Java, J2EE, XML and web services.

Secure and Scalable

Security capabilities include user authentication, role-based entitlements, and distributed publishing and administration to ensure the integrity and protection of the information environment.



CUSTOMER SNAPSHOTS

Children’s Hospital of Philadelphia

CHOP was named Best Pediatric Hospital in the U.S. by Child Magazine two years in a row. The CHOP Portal, powered by BroadVision, was named Best Overall Site in the Medicine on the Net Awards sponsored by COR Health and Best Overall Site by eHealthcare Strategy and Trends magazine two years in a row.

“The Children’s Hospital of Philadelphia was a first in its industry, paving the path for unparalleled pediatric health-care. In continuing our tradition of breaking new ground, we chose BroadVision to help us fully realize how we can move relationships online.”

— Evan Crawford, Executive Director, E-Medicine Center, CHOP

Multicare

Multicare, the leading medical services provider in the south Puget Sound region, is using web self-service to streamline administrative functions and reduce IT complexity.

“Our teams work together to offer patients and families an experience that is more compassionate, more integrated and more convenient. That’s where our BroadVision-powered site has really made a difference. We’re able to devote more resources to what matters to patients, and less resources to IT.”

— Shari Campbell, Director of Marketing, Multicare

BUPA

BUPA, the UK’s leading independent health and care organization, is using BroadVision applications to power a variety of customer- and employee-facing portal initiatives. For example, customers can update personal information and fill out applications and claims online. At any point in the process, customers can link directly to BUPA’s call center for assistance, for further information, or to complete a transaction.

“We chose BroadVision because of its industry-leading technology, advanced personalization and ease of implementation.”

— Karen Flowers, Director of Interactive and Multimedia Services, BUPA

BroadVision is a global provider of web self-service solutions. Our agile commerce and portal applications enable customers to quickly create and adapt online processes to keep pace with changing business requirements. Over 1,000 organizations—including Circuit City, Yankee Candle, Vodafone, Cardinal Health, Hewlett-Packard, Toyota, Japan Airlines and the U.S. Air Force—serving nearly 60 million registered users, rely on BroadVision’s open solutions to power and personalize their mission-critical web initiatives.

Siemens Medical Solutions

Siemens Medical Solutions uses BroadVision technology as a core component of their Health Enterprise Dashboard, providing secure, role-based access to applications, web content, and transaction services. Over 75 organizations are using the Siemens Health Enterprise Dashboard to:

- Connect patients with health information resources, provide them with personalized health information and enable them to schedule appointments online.
- Provide secure access to patient information, schedules, e-mail—anytime, anywhere.
- Support executives with real-time performance graphs and charts combined with user-specified alerts and reminders.
- Connect to payers and business partners to streamline healthcare transactions including eligibility, patient identification, claims, notifications and referrals.

Exempla Healthcare

Exempla Healthcare, a leading Colorado healthcare provider, is using a solution from BroadVision to power a clinician portal that provides Exempla caregivers with secure, personalized web access to all patient care systems, including those in existing enterprise systems such as Exempla’s MEDITECH database, SoftMed chart management system and Quick Chart document reporting system.

Integrated collaboration features support more than 40 microsites for e-committees and communities of interest. Other features include: remote access; single sign-on to information systems and other sources accessible through the portal; access to key information reference sites and physician-related information such as physician directories and schedules.

Doctors at Exempla Healthcare have reduced workload 30 hours a month by using the self-service clinician portal.

“Before launching the Clinician Portal, caregivers had to access multiple systems, sometimes from a particular location, and each with its own access code. Now we’ve got single sign-on and direct access to information from a wide variety of sources.”

— Lots Pook, CTO, Exempla Healthcare



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