

DIGITAL ENGAGEMENT FOR HEALTHCARE



Digital businesses are disrupting virtually every industry and profession. The Healthcare sector is not immune...

“Healthcare is becoming a more customer-driven business and younger consumers are being influenced by other industries, so self-service is key. They ‘want it now’ and they’re moving away from making appointments to on-demand medical care.” - CFO, Healthcare Provider, US

Healthcare providers need to:

- Engage patients with content, self-service support, access to systems of records, scheduling systems, prescriptions, etc
- Maximize touch points (smart phones, tablets)
- Be consistent with messages to all across channels

But, marketers and business users are dependent on expensive application development teams for apps and updates. The average cost to develop an application is over \$250k and requires months to develop and technical skills.

HCL Leap lets non-technical users (and technical too!) easily create sophisticated web applications for data collection and process automation. Applications are designed without writing code through a simple drag and drop interface.

When you deploy your application Leap automatically creates its runtime which includes forms, database, reports, charts, API, rules, notifications, security and workflow.

HEALTHCARE EXAMPLES



LARGER TEACHING AND RESEARCH HOSPITAL

Use Case: Record patient info bedside

Benefit: Ensure quality of care to patients and timely, efficient collection and sharing of data



BLUE CROSS/BLEU SHIELD PROVIDER

Use Case: Self service customer advisor check in and tracking

Benefit: Efficient tracking and follow up on customer leads from a centralized repository

For further information on HCL Leap, visit:

<https://www.hcltech.com/products-and-platforms/hcl-leap>

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