



Digitech Systems Whitepaper

Partners in Better Patient Care

Think healthcare organizations are done now that most of them are using basic electronic medical records? They're just getting started. Interest has never been higher for Enterprise Content Management (ECM) products such as intelligent automated workflow, record sharing and cyber security. Also, a ton of other paper is still out there to be digitized, including billing records, office paperwork, job applications and printed record archives, to name a few. Better patient care is the ultimate goal for healthcare professionals. We're partners in that effort. Learn more on the following pages about ECM's vital role in healthcare.



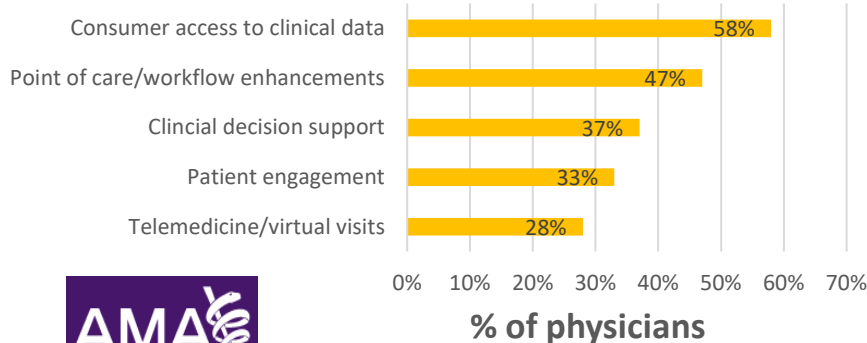
The information management needs of the healthcare industry are evolving. Providers want ways to better collect, organize and manage the growing amounts of information flowing in and out of their businesses. Use this guide to increase your understanding of the healthcare marketplace, to learn why Electronic Health Records (EHR) applications are falling short, and to better match your ECM offerings to their technology needs. Grow your business as you identify opportunities to help healthcare professionals improve patient care and achieve their other goals.

Market Overview

An aging population and greater demand for services continue to drive growth in the healthcare industry, according to government researchers. Nearly a fifth of the US economy, the industry employs about 20 million people at more than 900,000 places of business, according to 2018 data from the US Census Bureau.¹

Types of businesses include individual provider offices, mental health providers, hospitals, nursing homes, home health services, therapy clinics, urgent care clinics, labs, natural health doctors, nutritionists and more.

Use of digital healthcare tools



Source: 2019 American Medical Association Survey

A Sizeable Opportunity

The healthcare information technology market is large and growing. Global spending on healthcare IT (including ECM) topped \$74 billion in 2020 and is expected to increase by 10% annually through the end of the decade, according to Grand View Research.²

Drivers of Growth

The following are among the trends fueling the growth of healthcare ECM spending:

- Patient demand for more and better services
- Increased government funding to aid providers with compliance
- The drive toward remote/hybrid work
- A preference for cloud technologies
- Helping the environment

Trend one: Better Patient Care Through Technology

When patients talk of a good experience at a hospital or medical clinic, they're talking about more than the staff's bedside manner. Maybe the doctor impressed them by going online to access their complete medical history to better guide their care. Or they received a quick answer about a past billing statement. Or they went home confident their health records are private and secure. At the end of the day, better patient care is the number one goal of doctors, nurses and other healthcare professionals. When discussing technology options with healthcare professionals, talk their language. Tell them that it's ultimately about better patient care.



More than 95% of patient complaints are related to customer service issues and not the expertise of the doctor, noted a study in the Journal of Medical Practice Management.⁴ Digitization of patient data gives patients and doctors immediate access to information and aids in the development of digital patient portals for handling appointments, telehealth visits, resources and patient documents like prescriptions. Digitization of business records like invoices, applications, and billing information further streamlines patient care before and after their visit and reduces overhead costs for the organization.

Case Study: Wray Hospital

Wray Hospital is a small rural hospital in Colorado that serves about 8,500 patients every year. As it struggled to provide quick answers to questions, the Hospital recognized how important a customer's interactions with their billing team could be to their overall impression of patient care. After scanning its patient accounting and accounts payable records, the Hospital now manages and securely accesses the information using ImageSilo®, recognizing the following benefits:



- **Saves more than \$144,000** every year by reducing office staff.
- Accesses information 97% more quickly, **improving patient care**.
- **Protects 100% of records** in compliance with HIPAA and other regulations.

"ImageSilo makes everything so convenient for us. Staff can access the information they need about 97% more quickly. This allows us to focus more time on providing the best care possible for our patients."

~ Jennie Sullivan, CEO

"The ability for patients, care providers and back-office staff to communicate and exchange information — unadulterated and unaltered — determines success," notes AIIM. "ECM is an opportunity to better route information and creates efficient flow of medical content assets while also ensuring the right information is in the right hands at the right time."³

Trend two: Government Spending

A quarter century after HIPAA, governments continue to push hard for the healthcare industry to transition from paper to digital. There are still a lot of opportunities -- and government funding -- available. In the area of healthcare technology, the COVID-19 economic recovery packages approved by Congress set aside hundreds of millions of dollars, including more than \$500 million for rural healthcare providers.

"Federal, state, and local governments, along with the private sector, have worked together to help digitize health information and healthcare. Yet, much work remains to ensure patients and caregivers have access to valuable, usable information," Dr. Donald Rucker, the National Coordinator for Health Information Technology, said in releasing the 2020-2025 Federal Health IT Strategic Plan that outlines the government's latest goals.⁵ The unfinished work extends to patient privacy and data security, Rucker said. The strategic plan credits healthcare providers for improvements but notes that records "can still be misused or inappropriately disclosed in ways that may harm consumers."

The funding wave harkens to 1996, when the landmark HIPAA patient privacy legislation was a springboard to the healthcare industry's digital transformation. Government funding became available for ECM products and services. Failure to guard privacy and prevent data breaches brought costly fines. Today, HIPAA remains a driving force behind ECM for healthcare. Invite healthcare professionals to explore the information sharing capabilities of the PaperVision suite of products and services. Show



them the secure data storage, advanced audit tracking and other privacy and cyber security protections that help them comply with government guidelines and regulations.

Trend three: Remote/Hybrid Work

The University of Alabama at Birmingham Health System faced the challenge of equipping 6,000 employees to work from home in the face of the COVID-19 pandemic. "I will tell you that was probably ... the roughest (period) that I have experienced" in several decades, UAB Health System CIO Joan Hicks told MedCity News.⁶

She's not alone in the struggle to move healthcare workers to a remote work environment. The US healthcare industry expects to add more than 2 million workers (to the existing 20 million) by 2029, according to the Bureau of Labor Statistics. Many of these workers—especially office and support staff—can expect to work all or part of the time from remote and home offices. Increasingly, caregivers who work in person with patients will represent only a fraction of healthcare employment. As remote and hybrid work gains popularity, the industry needs tools that provide instant, secure access to information from virtually any location.



Trend four: An Increasing Preference for Cloud-based Systems

Like many industries, healthcare organizations do not specialize in technology. Despite the best efforts of in-house resources, most healthcare executives recognize that they can streamline technology maintenance and save money by turning to cloud-based technology services. Cloud services also enable providers to maintain a focus on patients and patient care by:

- Giving doctors, nurses and other care givers fast, secure access to medical and business records from any location.
- Protecting patient records and other sensitive data with systems designed by focused security experts.
- Enabling other technology initiatives such as automating business processes and increasing an organization's use of artificial intelligence.

Case Study: Yuma District Hospital

As a rural healthcare provider in Colorado, Yuma District Hospital serves about 3,000 patients every year. After 30 years, millions of paper documents were consuming space that was needed to provide effective patient care. But the Hospital did not want to increase its hardware and software burden by purchasing new tools for in-house use, so it needed a cloud-based service. After implementing ImageSilo®, the Hospital recognized the following benefits:



- **100%** of records are securely protected **in compliance with HIPAA**.
- Records **retrieval times improved by 97%**, streamlining services and **improving patient care**.

“ImageSilo has been a reliable, stable platform for us since the very beginning. We don’t have issues and we don’t lose stuff like we used to. It keeps our productivity up. It keeps our organization structured. And it reduces our time. We wouldn’t change a thing!”

~ Gina Easton, Director of Revenue Cycle Services



Trend 5: Going Green

Digitization aids sustainability. Beyond reducing the use of paper, cloud-based services cut carbon emissions and streamline operations.

“Migration to the public cloud can reduce CO2 emissions by **59 million tons** per year which equates to taking **22 million cars** off the road.”

- Accenture Strategy

Trend five: Going Green

Most businesses care about protecting the environment — especially as consumer preferences tend toward working with companies that are good stewards of the world’s natural resources. Hospitals and doctor’s offices are no exception, and ECM provides clear sustainability benefits. From digitization, which reduces the use of paper to cloud-based services that cut carbon emissions, ECM can be the core of a healthcare provider’s green goals.

PaperVision® Meets This Need

Each healthcare organization faces its own set of goals and challenges in managing information. By identifying specific needs and the best ECM tools to help, you can focus your efforts in a way that gives you the greatest likelihood of winning the business and growing your revenue. As you're speaking with prospects, keep in mind the following issues and technologies.

Issues

In addition to the trends previously discussed, the healthcare industry faces certain issues to be successful in today's marketplace. Be sure to investigate the following issues with prospects as you're delving into their technology goals.

Telemedicine/Telehealth

The doctor is available online but the patient's records aren't? When a health issue is urgent enough for a telemedicine visit, neither patients nor doctors want to hear, "Sorry, we can't access those records right now."

Doctors need to be able to access a patient's records no matter where they're working, and ECM makes secure retrieval simple. Help your prospects to deliver better patient care with speedy access to full healthcare histories including prescriptions. Healthcare organizations can also improve customer service by making intake records, billing and other information readily available in an ECM. Going forward, telemedicine/telehealth is expected to play an increasingly larger role as a way to reduce healthcare costs and make office visits more convenient. ECM tools are vital to maximizing telemedicine's effectiveness.

EHR + ECM

Did you know that an EHR doesn't complete the records management needs of healthcare providers? The digital transformation of the healthcare industry is just beginning. This remains a strong market for ECM and digital transformation technologies such as imaging, cloud-based information management and process automation. By digitizing older patient charts that are typically still managed in paper format, doctors can get a complete view of a patient's health history no matter where they are working. In addition, fast access to information improves patient care and saves lives. Digitizing and automating intake processes and giving patients faster, more secure access to their own healthcare records, billing and other information is also important for improving customer service.



Technologies

A technology solution to most healthcare challenges includes multiple document management technologies. Be sure you dive into each of the following areas as you discuss technology goals with prospects.

Imaging and Forms Processing Software

Though our thoughts tend to jump straight to document management and retrieval, many healthcare organizations are still buried under a mountain of paperwork. Their digital transformation starts with scanning paper-based records into electronic files. PaperVision® Capture works with virtually any scanner on the market to convert paper records into digital images and index them for clear organization and quick retrieval. The PaperVision® Forms Magic™ technology can be paired with PaperVision Capture to automatically classify records by type and extract important data to reduce manual data entry and improve accuracy.

Document Management and Retrieval

This is our bread and butter, and retrieval is typically what sells prospects on a need for ECM. Through your partnership with Digitech Systems, you have the chance to choose to offer three different document management technologies, all of which offer best-in-class information security, an ability to create virtually any organizational structure to suit unique customer needs, and valuable add-on capabilities like process automation and electronic forms (e-forms).

- **PaperVision® Enterprise** – a traditional, on-premise software application that enables users to simply, and securely management and retrieve information.
- **ImageSilo®** - the world's most trusted cloud-based ECM service that allows customers to store and access information securely.
- **PaperVision®.com** – the newest offering from Digitech Systems that allows you to meet more customer's needs by offering cloud-based ECM at a per-user, feature-based price.

Workflow and Process Automation

Like most organizations, healthcare providers are under significant pressure to streamline and automate business operations in order to cut costs. No information management system is complete without delivering records to the point of need in business processes. Investigate with prospects how PaperVision® Enterprise WorkFlow can help them automate routing of information through business processes no matter where employees are located.

E-Forms

The flood of job applications, paper mail and vendor correspondence that flows into healthcare organizations can be overwhelming. PaperVision® E-Forms enables providers to collect information digitally at the outset via online forms that can be securely completed. The forms can even be designed to include e-signatures. Once collected, the online form becomes a digital document that can be managed alongside other electronic records. An increasingly popular option to paper forms, e-forms boost business efficiencies, tighten information control and complement existing information management efforts.

Legendary Customer Service

Doctors have seen it all, right? Not when it comes to technology. Many healthcare providers are cautious about new technologies, so put their minds at rest. Digitech Systems sets itself apart by providing Legendary Technical Support with immediate telephone and online help from a US-based technical support team. Calls are answered on average within 6 seconds with most issues resolved in minutes. Including complex cases, 85% of issues are resolved on the same day.

Case Study: Woodstock Hospital

Putting patient needs first comes naturally to the medical staff at Woodstock Hospital in Ontario, Canada. After investing in an EHR system, the Hospital quickly realized that older patient charts had to be digitized as well in order to truly inform smart care decisions. The Hospital combined PaperFlow, an imaging technology, with PaperVision Enterprise to put critical records at providers' fingertips, speeding diagnosis in the emergency department where it matters most. The Hospital's digital transformation offered the following benefits:

- Saving \$437,500 annually in staffing, offsite scanning, office supply costs, and efficiency gains
- 298% ROI, winning the hospital international recognition as an ROI Award Winner from Nucleus Research.



"Patient records are readily accessible with PaperVision® Enterprise, which helps clinicians make life-saving decisions. We're saving \$437,500 every year in staffing, offsite scanning, and office supply costs, and efficiency throughout the hospital has greatly improved."

~Kathy Lavelle, Woodstock Hospital, CFO

Match Features to Customer Needs

Use the table to link your healthcare prospect's goals with Digitech Systems features and benefits. The table will help you build better sales demonstrations by showing those features that are important to solving your prospect's specific needs and answer common questions.

Healthcare Goal	Products and services	Advantage/Benefit
Utilize a cloud-based online platform to easily and securely manage and store patient records as well as office documents	PaperVision®.com ImageSilo®	Automated processes Advanced security for data storage and handling Audit trails detail who accesses records, when and why Secure24/7/365 access to records from virtually any device by authorized users Keyword searches Microsoft Office compatible Adaptable/flexible
Utilize an on-premise platform to easily and securely manage patient records and office documents	PaperVision® Enterprise	Same great features of ImageSilo using an organization's in-house computer servers
Easy setup	Solution Profiles	Preconfigured automated business processes make for the simplest setup on the market Includes workflows, e-forms, authorized users, document associations, records retention policies, and even security rights that represent best practices configurations.
Speed up and simplify the search for patient records	PaperVision.com PaperVision Enterprise ImageSilo	Keyword and full-text searches locate files in seconds to reduce turnaround time and accelerate patient services
Convert paper medical records into searchable electronic documents	PaperFlow™ PaperVision® Capture	Works with almost any scanner to turn paper documents into usable, searchable digital files in an instant

Healthcare Goal	Products and services	Advantage/Benefit
Replace paper forms with electronic forms that allow for digital signatures	PaperVision E-Forms	Eliminate need for copying, PDF conversions, mailing/emailing Boost business efficiency and information control by digitizing data from point of origin
Extract key data from print and electronic documents and files for use in easy-to-manage digital reports	PaperVision Forms Magic	Automatically classify documents by type and extract key data as they are being scanned
Easily email patient records and other healthcare documents securely	PaperVision Distribution Assistant	Unlimited external document distribution saves printing and postage by securely sharing documents electronically
Streamline records management	<p>PaperVision® Enterprise WorkFlow</p> <p>PaperVision® Enterprise Report Management</p> <p>Integration</p>	<p>Automate document-driven processes and enforce procedural steps to enhance efficiency and easily collaborate with multiple departments</p> <p>Automatically index and store computer-generated reports, reducing distribution costs and eliminating the need for paper storage</p> <p>Allow users to access any stored document without leaving their EHR, Microsoft® Office or primary line-of-business applications.</p>

Healthcare Goal	Products and services	Advantage/Benefit
Control costs	PaperVision.com ImageSilo PaperVision Enterprise PaperVision Forms Magic	Manage documents electronically to enhance productivity and cut costs on paper, postage, storage and distribution Eliminate manual data entry by extracting important information from files as they are scanned.
Leverage existing infrastructure	PaperVision.com ImageSilo PaperVision Capture	No need to purchase additional servers or hardware by moving data storage to the cloud Use existing scanners and Multi-function Devices (MFDs) to digitize paper documents.
Secure sensitive Protected Health Information and comply with HIPAA (the Health Insurance Portability and Accountability Act)	PaperVision.com ImageSilo PaperVision Enterprise	Audit tracking shows who accessed what information and for what reason Enhanced auditing protects sensitive information from being released to unauthorized individuals Redaction conceals protected patient information prior to distribution Data is securely protected by encryption during transmission and at rest Data is securely stored in the cloud. Disaster recovery is easier

Ask for Help

If you're feeling overwhelmed by the ins and outs of the healthcare market and technology, Digitech Systems can help! Our sales engineers are available to assist you with demonstrations of products and services. They'll help you match the technology's capabilities with your customer's needs. They'll help you customize a presentation specific to your prospect, improving your chances of winning the business. Our salespeople are also familiar with the marketing materials available to help you explain and sell this exciting technology to your customers. These materials include:

- **Healthcare Video** – Struggling to explain ECM to healthcare prospects in less than three minutes? Let us do it for you! High value multimedia content for your website or social media activity.
- **Slides** – Check MyDSI to access a set of pre-built slides available for you to customize into your own sales presentation.
- **Healthcare Infographics** – These simple, visual explanations of the industry's concerns and needs make great leave behinds after a sales call and will garner leads when used as click-through content for your website or social media activity. Multiple topics include healthcare industry trends to watch, HIPAA compliance, and ECM + EHR, and more
- **Healthcare Industry Brief** – condenses most of the key ideas from this whitepaper into a single sheet suitable for providing to end user prospects.
- **HIPAA Brief and Checklist** – Help prospects understand the critical components of HIPAA compliance in this simple two-page brochure. The Checklist makes an excellent item to place behind a lead collection form on your website.
- **Pre-built and Re-brandable Advertising Campaigns** – These campaigns include both print and web advertisements, email messages, a postcard, and even a poster that help you establish your expertise in helping clients achieve the most common goals for healthcare organizations of improving access to information, reducing costs, and ensuring compliance.
- **Healthcare Vertical Market Toolkit** – excellent for training your team on the ins and outs of the healthcare market, this complete toolkit includes sales scripts identifying key prospects and their likely technology goals and copies of all of our healthcare marketing materials.

Check out MyDSI to see our entire collection of healthcare materials and reach out to our marketing team to customize items with your own logo and contact information.

If you want help understanding what is available and how to use it, contact sales today. Also, make sure you tell your prospective clients the staff at Digitech Systems Professional Services is able to assist with the implementation of the entire suite of content management products. Prospective clients can receive a Statement of Work and a detailed cost analysis. With the help from our experts, healthcare providers are assured of a successful implementation that helps solve even their most complex data challenge. Visit www.digitechps.com to learn more.

Conclusion

Help healthcare providers improve patient care and reduce costs by identifying and helping them implement the technology solutions to better manage patient records, office files and other information. The growing healthcare market represents a significant sales opportunity for Digitech Systems resellers who can help providers reach their goals.



Additional Resources

There are many ways to learn about the healthcare industry! Take advantage of the resources below for additional guidance and to get answers to your questions.

Digitech Systems

At Digitech Systems, Enterprise Content Management is our bread and butter. We want to help you understand what ECM is. Our website is one of the best places for you to learn from our experts about the technology and our products.

[Digitech Systems](#)

[Healthcare - Digitech Systems](#)

[My DSI](#) – online portal for Digitech Systems resellers and customers

The Association of Intelligent Information Management

Get more information on ECM news and industry research from the Association of Intelligent Information Management. This organization follows the healthcare industry closely.

[Healthcare – AIIM.org](#)

Federal Health IT Strategic Plan

The US Department of Health and Human Services 2020-2025 plan for using healthcare technology to improve the access, exchange and use of electronic health information.

[2020-2025 Federal Health IT Strategic Plan](#)

American Medical Association (AMA)

The AMA works to enhance the delivery of care and enable physicians and health teams to partner with patients to achieve better health.

www.ama-assn.org

US Department of Health and Human Services (HHS)

The Department of Health and Human Services (HHS) is the principal agency for protecting the health of all Americans and providing essential human services.

www.hhs.gov

‘Health Care Still Largest US Employer’

The US Census Bureau releases regular reports on local, state and national trends in the number and kinds of business establishments and employment.

[County Business Patterns – US Census Bureau](#)

Vocabulary and Terminology

American Recovery and Reinvestment Act (ARRA)

The 2009 federal economic stimulus law included \$224 billion to help the healthcare and education industries complete their transition to electronic records.

Business Process Management (BPM) or Workflow

BPM utilizes imaging technology to create digital records that can be automatically routed through business processes with workflow applications. PaperVision Enterprise WorkFlow is a BPM application

Cloud Services

Instead of developing, maintaining and running content management applications themselves, businesses access everything they need through the internet. PaperVision.com and ImageSilo are cloud ECM applications.

ECM Software and Services

ECM provides businesses with the ability to capture, manage, store and securely access any information (electronic files, paper documents, images, email, etc.) anytime from virtually any device.

E-Forms

E-Forms are electronic versions of paper forms. By converting paper forms to e-forms, all information can be collected digitally.

Electronic Health Record

A digital version of a patient's entire health history.

Electronic Medical Record

The digital version of a specific medical record for a patient.

Health Information Technology Plan (Health IT)

A federal initiative launched in 2004 by President George W. Bush in support of the use of Electronic Health Records vs. paper records.

HIPAA

The Health Insurance Portability and Accountability Act of 1996 established tougher federal regulations governing patient privacy that extend to the use and sharing of electronic medical records

Protected Health Information

Protected Health Information (PHI) is a common industry term for the personal and personally identifiable patient information that must be kept private under HIPAA regulations.

Healthcare Industry Case Studies

For more real-world applications and testimonials on how healthcare organizations are using the Digitech System product suite to enhance efficiency, gain control and save money, visit MyDSI or <https://www.digitechsystems.com/category/case-study/>



Using ImageSilo, Advocate Healthcare eliminated paper storage, streamlined retirement plan calculations and provided benefit services to 50,000 customers using just 4.5 staff members.



AllHealth Network enabled clinicians to make faster decisions and spend more time with patients using ImageSilo. Productivity among administrative staff improved by 31%.



ImageSilo helped Netcare Access reduce patient intake processes to seconds, saving 4,167 hours annually.



Nucleus Research selected Woodstock Hospital for the 2020 Technology ROI award for its use of PaperVision Enterprise and PaperFlow. Woodstock Hospital made patient records readily available and saved \$437,500 a year in staffing, offsite scanning and office supply costs.



Wray Hospital & Clinic uses ImageSilo for its daily business operations. At the outset, the rural provider needed less than 48 hours to scan more than 75,000 paper billing documents into the system!



Mental Health Center of Denver accesses files in seconds and saves more than \$250,000 annually in staff and storage costs using PaperVision Enterprise and other Digitech Systems products.



ImageSilo offers the University of Illinois Medical Center a comprehensive reporting and auditing structure, allowing for a 100% HIPAA-compliant solution.



Rockland Eye has a new exam room thanks to space reallocation, which brings in \$75,000 each year with Digitech Systems products.



All Island Gastroenterology saw a ROI of 879% and saves \$535,687 with PaperVision Enterprise.



Arapahoe/Douglas Mental Health improved productivity by 31% with PaperVision Enterprise.



PaperVision Enterprise helped the Children's Hospital of New Orleans reduce document retrieval times from 30 minutes to 2 minutes!.



Community Reach Center eliminated \$13,000 in annual offsite storage costs with the PaperVision suite of products.



With the help of PaperVision Capture and PaperVision Enterprise, Family Health West has saved over 75% in storage costs and increased records management productivity by 555%!



Frisbie Memorial Hospital improved patient inquiry response time by 30 minutes and saves lives with Digitech Systems products.



The Human Development Center moved away from paper charts with ImageSilo. Today, the center locates documents two weeks faster and saves thousands of dollars in the process each year!



ImageSilo helped National Jewish Medical and Research Center improve information security in compliance with HIPAA regulations.



Yuma District Hospital reclaimed storage space, improved records retrieval times by 97% and saved money by implementing ImageSilo and PaperVision Enterprise

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Digitech Systems, LLC

Digitech Systems, LLC enables businesses of any size to more effectively and securely manage, retrieve and store corporate information of any kind using either [PaperVision Enterprise](#) content management (ECM) software or the world's most trusted cloud-based ECM services, [ImageSilo](#) and [PaperVision.com](#). By significantly reducing the cost, Digitech Systems has moved ECM from a luxury convenience to an essential element for every well-managed business.

Digitech Systems continues to raise the standard of excellence in the ECM sector, as evidenced by the numerous awards the company has received, including multiple Nucleus Research ROI Awards. In addition, Buyer's Lab has repeatedly chosen [PaperVision Capture](#) as the best data capture and workflow solution, [ImageSilo](#) and [PaperVision.com](#) as the outstanding cloud content management systems, and [PaperVision® Enterprise](#) as the most outstanding ECM software in the marketplace. The company's [Process Automation Tools](#) were recently named as a Top Ten solution. To learn more about the company's software and services that deliver any document, anywhere, anytime, visit www.digitechsystems.com. You can also connect with us on:

- LinkedIn (<https://www.linkedin.com/company/digitech-systems>)
- YouTube (<https://www.youtube.com/user/DigitechSystemsInc>) and
- Twitter (@ECMNow)

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