
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

HLC303

Building a healthcare consumer-centric digital front door

Aanchal Taneja (she/her)

Strategic Partner Leader, Nonprofit Healthcare
Amazon Web Services

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Making healthcare equitable and accessible for everyone

Is my why

AWS for Health



Omics



Healthcare



Life sciences

Accelerating innovations from benchtop to bedside

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Benefits of this session to you

Explore AWS's point of view on a healthcare digital patient experience

Deep dive on AWS and Amazon capabilities that bring this offering to life

Learn from customers

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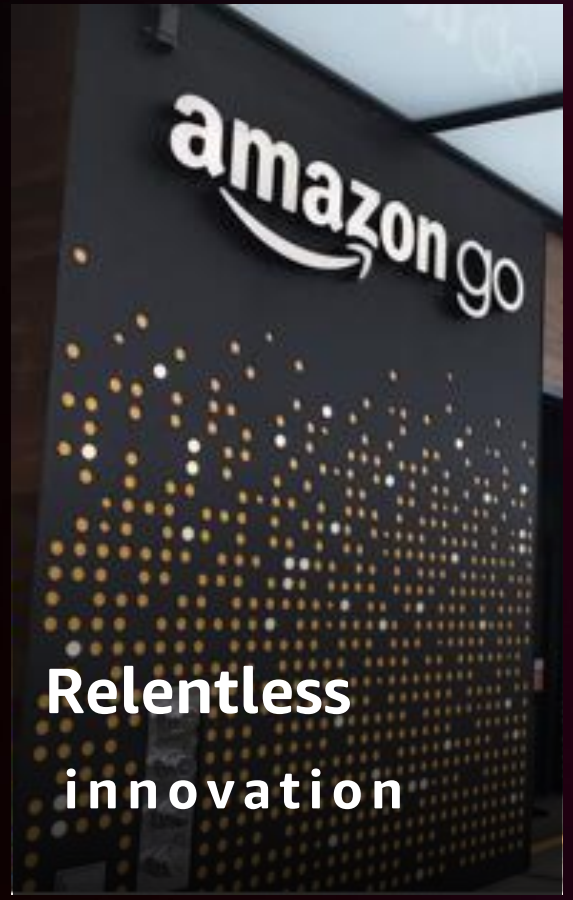
Amazon



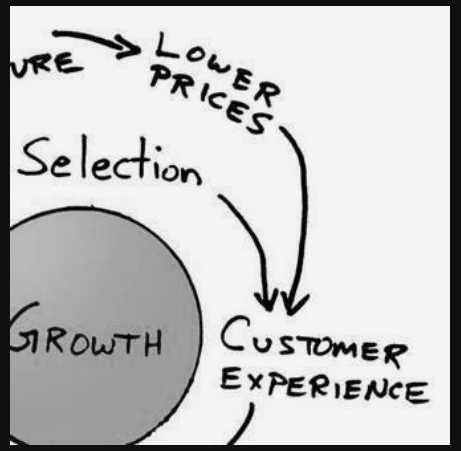
Unprecedented scale



Hyper speed



Relentless innovation



Customer obsession

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Patients expect **delightful experiences** from their healthcare providers

7 in 10 patients want their experience with healthcare providers to be as easy as their brand interactions in other industries[1]







On-demand

Convenient

Timely

Empathetic

Delightful

Transparent

[1]Avtex June 2021

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AWS powers the healthcare consumer journey

Healthcare consumer



Virtual health & assistance

- Chatbots/SMS
- Telehealth/Virtual care
- In-room digital assistants
- Symptom checkers
- Remote monitoring

Omni-channel contact center

Self-service, automation, and sentiment analysis

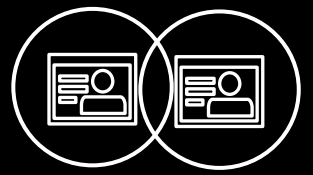
- Appointments
- Prescriptions
- Eligibility/Prior auth



Customer service representative

Digital navigation & waiting

- Digital queue
- Predicted wait time
- Digital wayfinding/Maps



EHR

ERP

360 patient view & flexible integrations

- Unified views of patient data for support and care teams
- Outreach and next best action

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Chatbot example – University Hospitals of North Midlands NHS Trust

Challenge – Working with Redmoor Health and the National Health Service (NHS), this organization was looking to improve patient engagement of the at-risk demographic for breast cancer (women 49+ years old) and meet expectations to respond round the clock.

Solution – Using Amazon Lex, the same technology which powers Amazon Alexa, a chatbot was built within Facebook Messenger to respond to frequently asked questions such as “When do I get my results?” and “Am I eligible for a screening?”

Outcomes –

- The majority of questions patients asked received responses using the Amazon Lex AI plugin for Facebook, regardless of whether clinic staff were available or not
- Patients now had the ability to engage both via chat and phone
- Solution is being expanded to mental health and cancer screenings, including cancer screening booking

https://aws.amazon.com/blogs/publicsector/using-artificial-intelligence-help-breast-screening-attendance/

Pre-visit/Acquisition

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Renown Health works with AWS to enhance customer experience

Challenge – As part of Renown's continued journey to transform healthcare, Renown was looking for an easy-to-use and quick-to-deploy solution that allows patients to easily access customer service

Solution – Using Amazon Connect, Renown's customer service for their Hometown Health insurance plan, imaging appointment scheduling, Epic MyChart patient support, and general customer service are now available in multiple languages, via online live agent chat and email, and can handle unexpected high call volume

Outcomes –

- Improved customer experience and engagement channels
- Flexibility to support a remote workforce

Finding & arranging care

https://www.renown.org/about/newsroom/renown-health-works-with-amazon-web-services-to-enhance-customer-experience/

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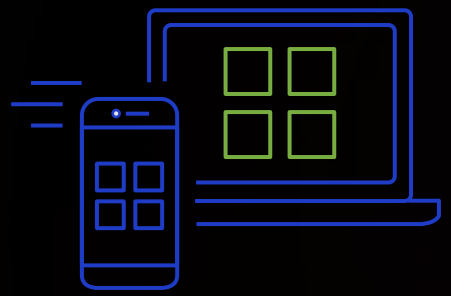
"Our goal is to reduce barriers and enhance access, so all who need care can receive care. AWS technology is helping to improve the customer experience and drive efficiencies. Our collaboration with AWS makes health care more accessible for all, which ultimately is better for the entire community."

Candace Dietrich

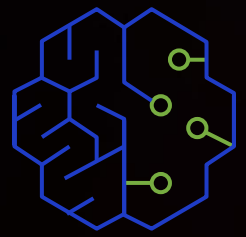
Engagement Center Director, Renown Health

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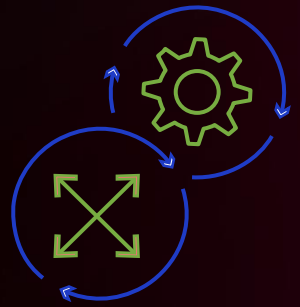
Meet and exceed healthcare consumer expectations along their journey



Develop and scale projects faster



Leverage AI/ML to differentiate patient experience



Personalize engagement and empower care teams with relevant data



Enhance security, compliance, and resilience

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Demo

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What does a delightful patient journey look like?

Pre-visit/Acquisition

- Examples – Website chatbot, symptom checker

Finding & arranging care

- Examples – Scheduling/Prescription refill chatbot (voice, chat, text), prior auth/eligibility authorization, omni-channel contact center

During visit/ Virtual care

- Examples – Hospital inpatient room digital assistant/Voice commands, virtual care/telehealth, virtual waiting/wayfinding

Post-visit/ Engagement

- Examples – Remote monitoring/Hospital at home, outreach/engagement

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As next steps, we propose a deep dive to work backwards from your vision –

- What is your digital health roadmap?
- What consumer experience outcomes do you envision?



Our approach –

- Work backward from the customer
- Facilitate innovative thinking
- Organize for speed, innovation, and agility
- Explore industry partnerships
- Use the cloud to scale a consumer-driven operating model

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AWS Health lounge

Connect with **AWS Health experts** and other attendees in our dedicated lounge space for **informal discussions and networking.**

Explore **AWS healthcare and life sciences demos** and new additions to the AWS Health portfolio!



Location – AWS Industries Networking Lounges, Caesars Forum Main Hall

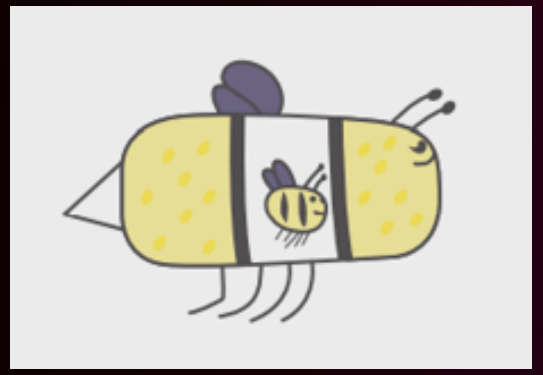
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AWS and Children's National Hospital

Customer obsession = Patient obsession

Collect pins at the AWS Health lounge from child artists who are also patients at Children's National Hospital – learn about their inspiration and "their why"





Artwork provide by Victoria, age 9, patient with cerebral palsy

"The Bee 🐝 is a band-aid that represents how Children's National works together like bees in a hive and sticks together because they're sweet like honey 🍯"

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