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Moving from interruption to seamless integration: **3 ways to accelerate the digital health transformation**

From the ways we connect to how we shop for products and services to how we bank, travel, and are entertained, digital technology has transformed nearly every part of our daily lives. Digital is also rapidly reshaping the face of healthcare.¹ Digital health promises to connect patients and care teams in new ways and redefine the virtual care experience to improve accessibility, efficiency, and the quality of healthcare delivery for all. But, to realize its fullest potential, digital health must learn from successful product and service digital transformations and become seamlessly integrated into the daily lives of caregivers and patients everywhere.

The digital health market is characterized by different capabilities such as telemedicine, remote patient monitoring, care coordination, and patient engagement solutions that are sold as either point solutions or platform offerings. Today, many of these solutions and platforms cannot tie tasks together and be fully interoperable, embedded, or configurable. As a result, digital health solutions may become an interruption of daily life that is time-consuming, difficult, and frustrating leading to low adoption, engagement, and adherence.

Digital health solutions must help providers and patients be more connected, efficient, and consistent in their decisions, actions, and communications across the care continuum. Here are three considerations to help move digital health from being an interruption to an integrated part of patient and providers lives:

1. Align with what patients and providers know, like, and use.

Smartphones, laptops, and tablets are a ubiquitous part of personal and professional life. For patients, digital health programs like remote patient monitoring provide opportunities to change behavior and enable active participation in condition care management. Rather than introducing new devices or clunky, foreign processes within these programs, the best chance for adoption and care plan adherence happens when patients can use devices and technology they are already comfortable using in their daily lives.²

This also applies to providers and the digital health technologies they are currently using daily. For example, if a provider's remote monitoring software integrates into the electronic health record (EHR) system they know and use, it becomes a benefit. Asking a provider to adapt to a new system when they already have capable technology is akin to the logic of needing a different TV in your house to watch each channel. If that busy provider needs to learn something new, change their routine, or click multiple times to get what they need, it becomes an unwelcome interruption.

2. Start with the need, not the technology

The best solutions solve problems and fulfill needs. Rather than building digital health technology and seeing where it fits into the patient or provider's need within the care continuum, start with the problem or "job to be done" first. Understand all aspects of users' needs,

behaviors, and desires. Analyze the patient and provider journey. What tasks must be completed? Which opportunities emerge throughout the care continuum? Technology capabilities designed to seamlessly address each need will be the most helpful.

Consider the surgical journey of a patient, for example. Many steps happen before, during, and after a surgery that requires patient access, longitudinal patient engagement, and clinical support along the way. When you break these steps down, it reveals opportunities to uncover new ways in which technology improves and integrates, rather than interrupts the patient and provider experience.

3. Enable and engage.

Digital health solutions should simplify and improve the lives of providers and patients. For technology to be fully embraced and useful it needs to be easy to learn, implement, and sustain.³ Digital technology must also work hard behind the scenes to enable providers to deliver optimal patient care.

For example, a digital health program with remote patient monitoring that collects and provides patient health information to providers seamlessly over time allows providers to see trends and have patient data prioritized. With the appropriate data collection that translates into relevant insights vs data "noise", providers can make more timely and evidence-based care decisions for each patient. When digital health technology is an enabler, it helps providers identify subtle changes to

patient health over time and allows them to potentially intervene sooner than they could with only point-in-time insights. However, if digital health technology is difficult to navigate, unreliable or not designed for workflow integration it has the potential to inhibit care and negatively impacts both the patient and provider experience. A negative experience may diminish engagement and increase frustration. Until digital health technology is fully automated from the patient and the provider side, engagement is vital and necessary for care optimization.



Unlocking the potential of digital health

There is a bold opportunity to move digital health technology from being an interruption of clinical workflow and patient life, to being seamlessly integrated into the broader digital ecosystem and activities of daily living. Digital transformation has improved and enhanced the delivery of products and services in almost every market segment. With a dedication to seamless integration, rather than an interruption, innovative healthcare companies will create new ways for care teams and patients to connect seamlessly and redefine the virtual care continuum to improve the accessibility, efficiency, and quality of healthcare.

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Erin Rapallini brings more than 20 years of experience in the medical device and digital health markets to her role as the leader of Strategy, Sales, and Marketing for Medtronic Care Management Services. Previously, she led work in product development, clinical research, and market development for Medtronic, bringing new technologies from concept to market to impact care across the continuum.

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