

The Adobe Document Cloud advantage for healthcare

Simplifying and streamlining paper-intensive processes

Table of contents

- 1: Challenges for healthcare organizations
- 2: How healthcare organizations can use Adobe Document Cloud
- 3: Summary
- 3: Adobe—the global leader in secure digital documents

The healthcare landscape is changing rapidly. Healthcare organizations are being challenged to stay ahead of rising patient expectations, evolving regulatory requirements, increasing competition, and the resultant pressure on margins. Physicians' offices, clinics, and hospitals alike are building infrastructure to improve the patient experience, increase efficiency, and automate workflow. Part of this transformation is removing the obstacles and delays associated with manual and paper-based processes, whether for patient care, clinical, or business and finance operations. Digital document communications solutions help bridge the gap in existing paper and digital document processes to simplify and streamline today's paper-intensive processes.

Challenges for healthcare organizations

Any solution for transforming paper-based processes must overcome the challenges inherent in healthcare.

- **Rising patient expectations**—Rapid advances in all industries, from retail to real estate, have changed consumer expectations and behavior. Patients expect a healthcare experience that leverages digital and mobile technologies to deliver efficient and personalized interaction. The hassle and delay of paper forms and manual processes negatively impact patients, resulting in low patient satisfaction. Healthcare organizations are compelled to examine and redesign patient-facing processes to close the digital loop, eliminating paper and enabling easy and immediate patient responsiveness.
- **Pressure to increase operating efficiency and reduce costs**—Faced with increased competition and margin pressure, healthcare organizations are continually challenged to do more with less. As a result, most place a high priority on continuing to automate operations. Yet significant amounts of paper are still required to accomplish routine practices such as patient forms, credentialing, contracts, payer enrollment, release of information, and clinical trials. The resulting expense is tremendous, as these forms need to be printed, scanned, entered into systems, and delivered. By using digital forms and *electronic signatures*, healthcare organizations can reduce their reliance on paper-based processes and realize cost savings, reduced transaction times, increased security, and an overall increase in the speed of business.
- **Maintenance of secure and compliant interactions**—The pressure is on to reduce internal costs while meeting evolving regulatory requirements for privacy, security, information sharing, and accountable care. Healthcare organizations are looking to digital documents to further the automation of clinical, financial, and administrative workflows. However, key requirements for any solution are to ensure security and legal and regulatory compliance, including auditability, authentication, and tamper evidence.

How healthcare organizations can use Adobe Document Cloud

Adobe Document Cloud is a complete portfolio of secure digital document solutions that is trusted and used by Fortune 1000 companies, healthcare organizations, media and entertainment companies, and financial institutions to accelerate critical business processes in sales, HR, procurement, and legal. It reduces paperwork and simplifies document communication to increase organizational agility and decrease costs. From the global leader in secure digital documents for more than 20 years, Adobe Document Cloud quickly integrates with existing business systems and workflows, extends mobile productivity, and speeds up business.

Transform the patient experience

Enabling patients to access and sign documents easily, instantly, and from anywhere, Adobe Document Cloud delivers the personalized, frictionless interaction patients want.

- **Instant access**—With a few clicks, patients can easily access, review, approve, and even sign admission, consent, or financial documents, using mobile and web-optimized PDFs from anywhere, no paper required.
- **Ease of use**—Use electronic forms to enable form-filling and *e-signing* no matter the device—desktop, web, or mobile.
- **Secure signing from any device**—Patients can sign and return assessment or financial documents anytime, anywhere, on virtually any device. Documents are securely stored to maintain privacy and confidentiality.

Increase efficiency and reduce costs

Adobe Document Cloud delivers operational efficiency and significantly decreases or eliminates costs in paper-based processes throughout the organization.

- **Streamline business processes**—Eliminate the delays inherent in paper-based processes. Insurer enrollment and physician contracts no longer depend on fax machines or require overnight shipping, which speeds up billing and reduces claim denials.
- **Reduce errors and improve processes**—Avoid the errors associated with rekeying information and reduce the time spent processing paperwork to dramatically improve efficiency.
- **Track and manage workflow**—Always know the status of your documents, whether they have been opened, viewed, or signed—critical in time-sensitive patient, physician, business partner, and employee exchanges. Alerts notify administrators when things happen, or when they don't.
- **Cut costs**—Reduce or eliminate the costs and environmental impact of paper handling such as postage, shipping, faxing, scanning, printing, and physical storage.

Help ensure security and compliance

Adobe Document Cloud makes it easy to track and protect documents, even when they are circulated outside company walls. It enables the collection of electronic signatures that are legally valid and enforceable in countries around the world. These features help improve legal protection and regulatory compliance.

- **Enterprise-strength security**—Paper documents are vulnerable to loss or theft. Adobe's secure cloud platform protects sensitive patient, physician, and agreement documents, increasing privacy, confidentiality, and security.
- **Robust audit trail**—Automated routing and tracking of credentialing, certification, or other official documents provide a clear and robust audit trail that contains details of when documents were delivered, signed, and opened, meeting the toughest compliance standards and legal regulations.
- **Legal and regulatory compliance**—E-signature services in Document Cloud are designed to comply with the ESIGN Act of 2000 and meet or exceed strict industry and regulatory standards including ISO 27001, SOC 2 Type 2, and PCI DSS.
- **Authentication and tamper evidence**—Promote the authenticity and integrity of digital documents and help prevent the inadvertent exposure of sensitive information. With Adobe Document Cloud, documents are digitally sealed and maintained in a protected data center.

Summary

As healthcare institutions face rising operational costs, increasingly stringent compliance and security requirements, and more exacting demands from patients, they are realizing that implementing a cloud-based digital document communications solution can deliver a critical competitive edge.

Adobe—the global leader in secure digital documents

Adobe Document Cloud is more than just a fast, easy way to access and send documents—it will change the way you work with important business documents forever. Accelerate digital transformation with Adobe Document Cloud, the complete portfolio of secure digital document solutions that combines Adobe Acrobat software and Adobe Sign e-signature services with web and mobile apps to enable business anytime and anywhere. With Document Cloud, healthcare organizations gain the ongoing support and reliability of Adobe, one of the world's largest Software as a Service (SaaS) companies and the leader in secure digital documents for over 20 years. Adobe solutions are used and trusted by global Fortune 1000 companies across a broad range of industries because Adobe's global leadership, innovation, and reliability translate into cost savings, increased efficiencies, and peace of mind.

For more information

Solution details: www.adobe.com/go/dc-enterprise



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2016 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

4/16