

Top Physician Challenges



A survey found that **40 percent** of physicians said their electronic health record design and interoperability are primary sources of dissatisfaction. According to the “2018 Survey of America’s Physicians” by the Physicians Foundation, **39.2 percent** of physicians identified these factors as being the least satisfying aspects of practicing medicine.

## ServiceNow Eliminates Pain Points, Solves Problems for Healthcare Providers

Technology vendors are targeting—even overwhelming—healthcare providers such as hospitals, ambulatory surgery centers, long-term care facilities, and physician offices with their latest solutions. These technologies are capable of delivering a range of benefits, from analyzing data to improve patient outcomes to digitizing medical records to meet organizations’ mandates to streamlining processes to avoid disruptions in care.

The problem, as many providers are finding out firsthand, is that it’s hard to know which technology to choose. The right decision can bring swift, organization-wide benefits and a quick return on investment (ROI), while the wrong choice can be disastrous. In essence, technology should solve problems, assist staff, simplify the delivery of care, and automate processes. If it doesn’t, or if it’s too complex for staff to use, then it’s not a good investment.



### Facilitate, Streamline, and Secure Trade and Travel

A common drawback with many technologies is that they’re not designed with healthcare providers in mind. Instead, they worked well for other industries, so the vendors want to boost sales by cross-selling into other types of business.

Oftentimes, they’re not a good fit because the technology does not address specific provider pain points, such as securely storing and sharing electronic health records, scaling to handle ever-increasing data volumes, and integrating data from across the organization in a single repository to enable evidence-based decision making. Technology that’s customized for manufacturing, for example, will probably not solve problems for healthcare providers.

Other times, a technology can perform one task extremely well, such as integrating data from the Internet of Medical Things or Healthcare Internet of Things. However, healthcare providers’ business has many layers, patient types, and requirements, so technology must integrate with other systems and serve multiple functions to deliver optimal benefits.

## An Intelligent Cloud Platform Helps Advance Care

The Now Platform® from ServiceNow is an enterprise cloud platform that connects teams, workflows, and systems. This enables healthcare providers to improve experiences for the patients and communities they serve through lower costs, better outcomes, and improved service.

See more at [servicenow.com](https://servicenow.com).



### Ease of use is key

Healthcare providers are often reluctant to implement new technology. That's because doctors and other staff don't want to invest a lot of time learning how to use complicated interfaces.

Technology must be user friendly for staff to embrace and optimize it. Ideally, technology usage should be pervasive throughout the organization. If only a small percentage of staff uses it, or an organization is only using a portion of the overall capabilities, then departmental silos will persist and the ROI will be extended or never fully realized.

A common complaint from doctors and other providers is that technology actually makes their jobs more difficult. User frustration is, unfortunately, too common among healthcare providers when it comes to technology.

Usability issues should never be an obstacle to IT implementation. Yet despite the variety of healthcare technology systems now available, adoption by end users continues to lag due to usability concerns.

### A single platform that meets providers' needs

What providers need is a single platform that integrates data from across the organization, makes it easily available for decision making, provides insights to solve problems, and is simple to use so all staff will utilize and benefit from it. It's a tall order, but those solutions do exist. One of them is the Now Platform® from ServiceNow.

With the Now Platform, doctors and other providers can:

- Better connect with patients by accessing secure electronic health records for a complete patient history
- Rely on one source for integrated data, which removes data silos and provides more context about patients to inform treatment options
- Lower healthcare costs by moving from manual to digital and automated processes
- Provide patients with self-service capabilities to answer their own questions and get health and wellness information quickly, which improves patient experiences
- Realize higher productivity by optimizing easy-to-use technology that drives new efficiencies and eliminates redundant processes
- Move toward becoming a digital-first organization that benefits from interoperability, integrated care, and improved patient outcomes
- Deliver data and patient records to physicians when and where they need them

With an innovative solution like the Now Platform, providers have a proven and effective way to modernize their IT and workflows. The business and clinical benefits include putting comprehensive patient information at doctors' fingertips, analyzing and sharing data for decision making, and delivering personalized patient experiences.

A digital transformation in healthcare must start with a modern IT platform. As providers experience rapid change and new pressures from across their industry, moving to a platform that enables digitalization can solve common provider challenges while driving efficiencies and offering new opportunities to improve care.

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