



The value of moving healthcare content services to the cloud

How to increase productivity, do more with less and future-proof
your healthcare organization with content services in the cloud



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The pandemic brought a new appreciation for infrastructure resiliency and organizational agility. From natural disasters to a pandemic and social turmoil, global events surfaced a need for a more flexible, agile response.

Healthcare organizations had to make massive, sudden adjustments to enable a larger remote workforce and find entirely new ways to provide flexible, remote patient care.

Disaster recovery — which previously referred mainly to malware attacks, outages, bad actors and physical challenges — grew to include events that could strike unexpectedly, at any time, on an unprecedented scale.

Fundamental views on technology changed across the world.
Now, there's no turning back.



If it ain't broke, why fix it?

Not long ago, many organizations were planning to move their business processes to the cloud. They just hadn't yet prioritized it.

Now, CIOs and CTOs are increasingly seeing value in outsourcing the management and hosting of applications to cloud-based services. Recently, there has been a massive acceleration to the cloud. Now, even the most reluctant industries are prioritizing the move.

What changed?

The challenges of the pandemic massively catalyzed the prioritization of cloud projects. The healthcare sector had some unique challenges: On top of grappling with care for pandemic patients, there was an urgent need to support their staff working from home and support remote patient care.

In these struggles, the potentially disastrous consequences of losing access to critical data and systems became very clear. A solid disaster recovery strategy was needed.



[COVID-19] has accelerated and, in some cases, initiated digital transformation and the move to cloud-based services.

Director, healthcare

UK Prepare for the Next Business Stress-Test with Content Services,
Forrester Consulting, March 2021¹



Beyond disaster recovery

The pandemic may have hastened the shift, but a host of other reasons have long been drawing healthcare organizations to the cloud.

Among the most quantifiable benefits, offloading the management and maintenance of onpremises applications ranks high on the list. The continually growing number of applications and systems, along with exploding volumes of data and content repositories, create monumental complexity and risk in healthcare organizations. Keeping up with updates, maintenance, patches, security and compliance is a tremendous task. Offloading these responsibilities to a cloud services provider removes these costs and burdens, freeing resources to focus on transforming the care journey.

This ebook takes a deeper look at why healthcare organizations are choosing to move to content services in the cloud, the benefits of this approach and the ROI assessment results of three healthcare organizations that used those numbers to decide if it was the right time to make the leap to cloud.



Why content services for healthcare?

Healthcare organizations manage multiple streams of content-centric processes and unstructured data. These can include patient information contained in everything from medical images like EKGs to intake and registration forms; to new member and new employee onboarding processes, medical reports, medical images and much more. Any of these can contain critical patient care information.

Because that information is not typically integrated in core enterprise or electronic health records systems, it can become difficult to access, which can impede their ability to make the best care decisions and cause delays in treatment.

A content services solution that integrates with the electronic health record allows clinicians and staff access to the information they need — when, where and how they need it — and provides a more complete view of the patient for improved decisions and enhanced outcomes.



Quantifiable benefits

So, how is healthcare approaching its move to the cloud? The answer: Judiciously, with a keen eye on value. Even organizations that are actively planning their retirement from the data center business aren't moving everything to the cloud at once.

Assessing the potential return on investment can help prioritize projects and help decide if a cloud move makes sense based on an organization's unique data. A cloud-based content services solution reduces operational costs, including staffing, overtime, maintenance and security.

Cost benefits of moving content to the cloud:



Eliminate or reduce the costs of storing paper and physical media

Reduce or eliminate the costs of storing physical media, including facility or third-party storage costs, physical media and storage equipment.



More predictable budgeting

With a managed services solution, application costs are flatter and more predictable as part of a subscription model. Included in a typical SaaS subscription are upgrades, patches and fixes, test environments, ongoing security, maintenance, data backups, redundancy and audits. Unlike a self-managed solution, disaster recovery is often built-in.



Avoid capital and operational expenditures

Moving to the cloud cuts the costs of on-premises server maintenance and avoids purchases of additional servers for added storage space (or vendor costs if outsourced). It also eliminates the costs of accommodating more servers in the physical storage facility. As well as related software costs. Staff offloads the provisioning, installing, upgrading and maintenance of software, hardware and related costs for the physical facility.



Additional benefits

Some benefits of moving to a hosted content services solution are more difficult to quantify, but all healthcare organizations recognize the benefits of increased productivity, decreased risk and improved business outcomes.



Increased productivity

- ✓ **Boost productivity by at least 50 percent².** Collecting information via digital forms staves off copying millions of paper forms or other documents and avoids the need to sort through file cabinets or confusing digital database layouts. Information is quickly accessible within the context of your business processes.
- ✓ **Build content services in weeks, not months.** Building out content services solutions can take months. Templates and reusable workflows can dramatically cut process time, in some cases by 75 percent³. Time spent on updates and iterations to solutions also becomes significantly shorter.
- ✓ **Speed up content workflows.** Cloud-based workflows make document routing faster, improve task management and facilitate better decision-making.
- ✓ **Reduce the need to maintain an in-depth in-house knowledge of servers and systems.** With a fully managed content services solution, your staff shifts hardware and application responsibilities — including provisioning, installation, upgrades, patches, maintenance and test environments — to expert teams responsible for monitoring and maintaining the integrity, availability and security of your systems.
- ✓ **Free up staff to focus on enhancing your solution.** Without the worries of hosting an on-premises data center, administrators can focus their efforts on the strategic work of optimizing and enhancing the functionality of your application set to enhance the use of the EHR and related patient care by your clinicians.



Reduced risk

- ✓ **Increase resilience to disruptive events.** Managing content in the cloud provides critical technology infrastructure for disaster recovery and business continuity, and allows providers to better respond and adapt to natural or man-made disruptive events.
- ✓ **Increase scalability and adaptability.** When content is hosted in the cloud, providers can respond on-demand to the fluctuating needs of remote and onsite work and accommodate the evergrowing volumes of content without disrupting important work.
- ✓ **Strengthen security.** A SaaS cloud strategy removes this stressful, expensive and important business factor from your plate, and can relieve some of the burden of security audits and certifications, and legal, regulatory and contractual compliance.



Improve outcomes

- ✓ **Break down barriers to excellence.** A cloud approach to enterprise content services brings transformative capabilities to healthcare organizations by providing access to important information, thereby removing barriers to excellence and efficiency.
- ✓ **Better outcomes with anytime, anywhere access to content.** For clinicians on the floor, radiologists working remotely, administrative staff — cloud-based content services enable access to critical unstructured content and documents from a repository that is integrated with the EHR and other core HRIS, AP and ERP systems for use wherever and whenever they need it.
- ✓ **Increase information access.** Streamlined access to information breaks down silos, improves collaboration and enables access to more complete information to improve decisions and outcomes.





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An effective content services strategy can insulate an organization from significant disruption and allow it to bounce back from any disruption more effectively.

Prepare for the Next Business Stress-Test with Content Services

Forrester Consulting, March 2021⁴





Align healthcare and cloud goals

While early phases of cloud strategy discussions may focus on lower infrastructure costs, reduced maintenance and increased scalability, many organizations find that their cloud strategy goals align well with their healthcare organization's broader goals. This alignment helps to ensure the success of their cloud strategy.

Some common goals include:

- Flatten expenses and become more predictable in required technology investments
- Optimize clinical workflow and performance
- Empower clinicians and staff to make better informed decisions
- Be agile to change and quickly course correct
- Focus on excellence
- Improve user experience and up-time
- Enable everyone to be more efficient
- Be a leading solution provider and innovator
- Take advantage of technological advances and cultivate a reputation for technical sophistication
- Avoid break-fix as a norm

How can the cloud help you manage the next crisis?

As COVID-19 arrived in the U.S. in early 2020, the ability to act quickly to protect front line healthcare workers and enable them to easily access the information needed to do their jobs was a “make it or break it” situation for most organizations. For many, taking on that innovation wouldn't have been possible without the flexibility and security of the cloud.



How could the cloud help you manage the next crisis?



ROI examples in healthcare

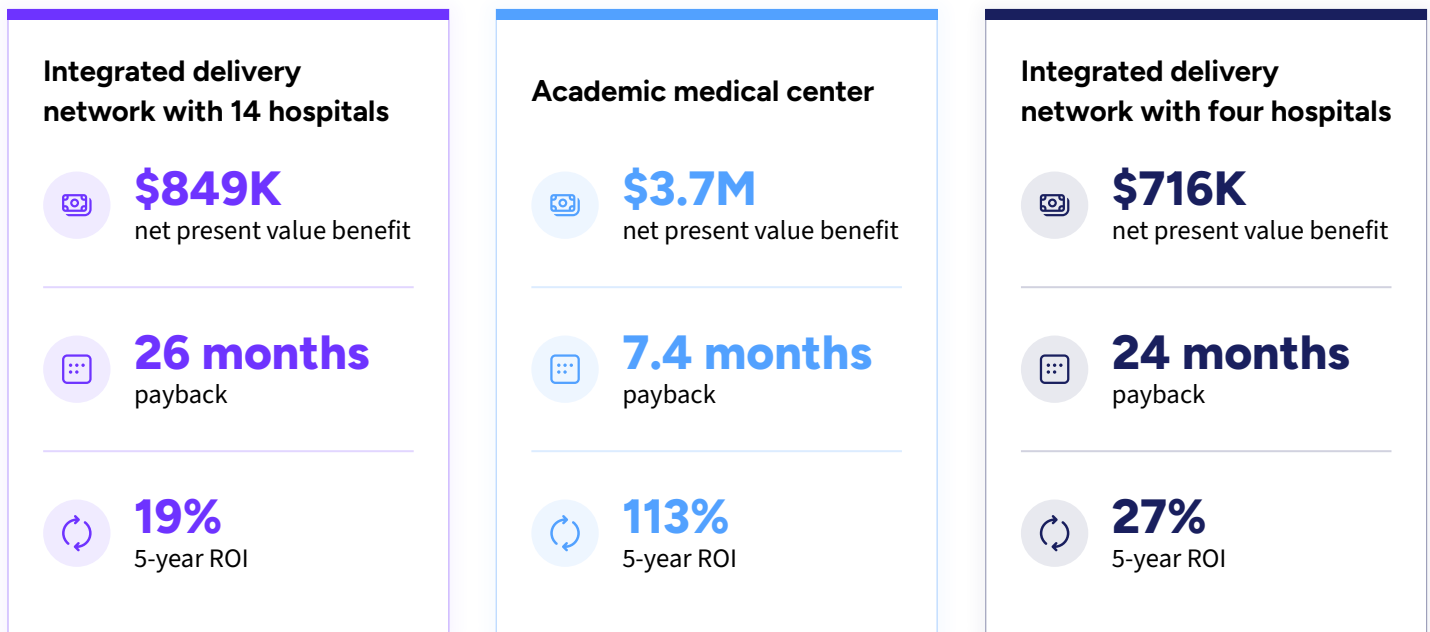
Here is a look at three scenarios that the cloud makes possible for healthcare organizations. These are real organizations and represent typical results in the industry.

The organizations had reached a point where they needed to scale and add new hardware to maintain their on-premises content services solution.

After conducting an ROI assessment, each organization identified clear financial advantages of moving to the cloud. Investing in the on-premises systems, including additional hardware costs, no longer made sense.

The payback timeframe ranged from 7.4 to 26 months, with a five-year return on investment between 19 and 113 percent.

Aside from the positive ROI, the organizations appreciated increased agility to support change, high availability, built-in disaster recovery and better predictability in IT costs.



Three healthcare organizations estimated that a cloud-based content services deployment would return up to 135 percent on their investment over five years.



Cloud or on-premises?

If servers, security, maintenance and storage for your content application were someone else's worry, what could you do with the extra time and resources?

In a cloud-based content services scenario, the right vendor can deliver all of these services.

An infrastructure that is optimized for your solution lets you capitalize on its strengths and features and empowers you to extract the most value from your investment and your content. With someone else responsible for the infrastructure and management of the platform, you are free to focus on optimizing your applications.

What are you responsible for?



On-premises

- Provision servers
- Maintain servers
- Generate content and data
- Operating system, network and firewall configuration
- Encryption, authentication
- Server-side encryption
- Networking traffic protection
- Global infrastructure
- Redundancy and monitoring
- Physical hardware
- Operating and infrastructure software
- Physical security
- IDS/IPS
- Compliance and governance
- Business continuity
- Disaster recovery
- Security audits and certifications
- Data replication



Cloud services

- Identity and access management
- Application administration
- Generate content and data



Future-proofing the organization

There are many wide-ranging benefits to a cloud services approach. It sets a flexible, yet future-proof foundation across the enterprise, and serves as a key enabler in digital transformation.

In report by Frost & Sullivan⁵, cloud was cited as an enabler to help drive healthcare transformation, given its many advantages as compared to onpremises models, ranging from operational to cost factors. The bottom line is that the cloud is not only about the bottom line. It's about laying a foundation for success in a technology-driven world.



Why Hyland Cloud?

The Hyland Cloud is built by design to optimize delivery of Hyland content services using a multi-cloud architecture that delivers multi-instance and/or multi-tenant SaaS solutions.

Backed by innovative technologies, security-driven policies and the support of an always-on team of experts, the Hyland Cloud gives you access to powerful SaaS solutions across Hyland's content services portfolio.

Advantages



Simplify your content services with a SaaS content management solution

Hyland manages upgrades, hardware, software, installs, test environments, servers and patches while maintaining security.



Disaster recovery built in

All solutions include disaster recovery tailored to the application level at no additional cost.



Ensure data availability

N+1 redundancy delivers a highly available architecture optimized for Hyland content services applications. Hyland has a proven track record of 99.99 percent uptime.



Reduced latency through Epic integration

For Epic users, Hyland's hosted cloud is integrated with the Epic cloud so that clinicians have prompt access for care decisions.



Secure patient data through in-depth defense

Independent layers of security continuously protect your policies and procedures, physical environment, perimeter, internal network, host layer, application layer and data layer.



Enhanced compliance

The Hyland Cloud is subject to SOC2 audits and governed audits and operates in ISO 27001 hosting facilities. It supports a wide range of compliance initiatives including NIST 800-53, HIPAA and GDPR.



Request your custom ROI analysis of moving content services to the cloud

Should you invest in new hardware to accommodate a new — or upgraded — solution? Or is this the time to make the leap to the cloud?

Hyland's ROI tool can help you decide.

- Quantify the impact of moving to a SaaS solution.
- Analyze trends over three to five years.
- Use your unique criteria, assumptions, data and calculations.
- Get a shareable summary of financial findings, intangible benefits, plus an executive summary for an easy-to-digest snapshot.



Request your free, custom healthcare cloud value assessment from Hyland today.

➔ Visit our website today to learn more about [Hyland Healthcare](#).

Hyland Cloud



Billions
documents managed



1,600+
cloud customers



98%
renewal rate

Hyland Healthcare



>19 billion
legacy documents converted
to Hyland Content
Services platform



Secure
NIST 800-53 validated and
SOC2 Audited



50%
of the US hospital
market relies on Hyland
Healthcare solutions

➤ Request your ROI analysis
via CloudMigration@Hyland.com.

Further reading

- 1 [Prepare for the Next Business Stress-Test with Content Services](#), a commissioned study conducted by Forrester Consulting on behalf of Hyland, March 2021.
- 2 [The Total Economic Impact™ of Content Services in the Hyland Cloud](#), a commissioned study conducted by Forrester Consulting on behalf of Hyland, November 2020.
- 3 [The Total Economic Impact™ of Content Services in the Hyland Cloud](#), a commissioned study conducted by Forrester Consulting on behalf of Hyland, November 2020.
- 4 [Prepare for the Next Business Stress-Test with Content Services](#), a commissioned study conducted by Forrester Consulting on behalf of Hyland, March 2021.
- 5 [Leveraging a Healthcare Content Services Platform to Improve Performance and Outcomes](#), Frost & Sullivan, 2021.





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