

# PARTNERSHIP INNOVATION WITH HYLAND HEALTHCARE



Unprecedented challenges for healthcare organizations make it imperative that you select the right partner. One that improves your agility to rapidly adapt to the changing market and grow your bottom line. Hyland, a leader in content services and enterprise imaging, gives you the tools to continually build incremental value and enhance your customer success.

#### CONTENT SERVICES

Hyland Healthcare offers innovative content services solutions that can improve your application business processes, overcome functional gaps, speed time to market and extend your value chain. Partner with Hyland to expand your portfolio or add Hyland's content services capabilities within your own solution to enhance your company's competitive advantage.

#### ENTERPRISE IMAGING

Hyland Healthcare's enterprise imaging solutions help you consolidate and centrally manage disparate medical images. Our enterprise imaging solutions help your organization capture, manage, view and share all imaging-related content while providing data security, reducing costs and improving the quality of patient care. Together with our OnBase enterprise information platform for clinical documents and photos, we can offer you a complete solution for managing all unstructured patient content.

#### WHY PARTNER?



**Fill void in solution**



**Speed time to market**



**Extend value chain**



**Tap specialized expertise/competencies**



**Market influence/brand and credibility**



**Customer access**

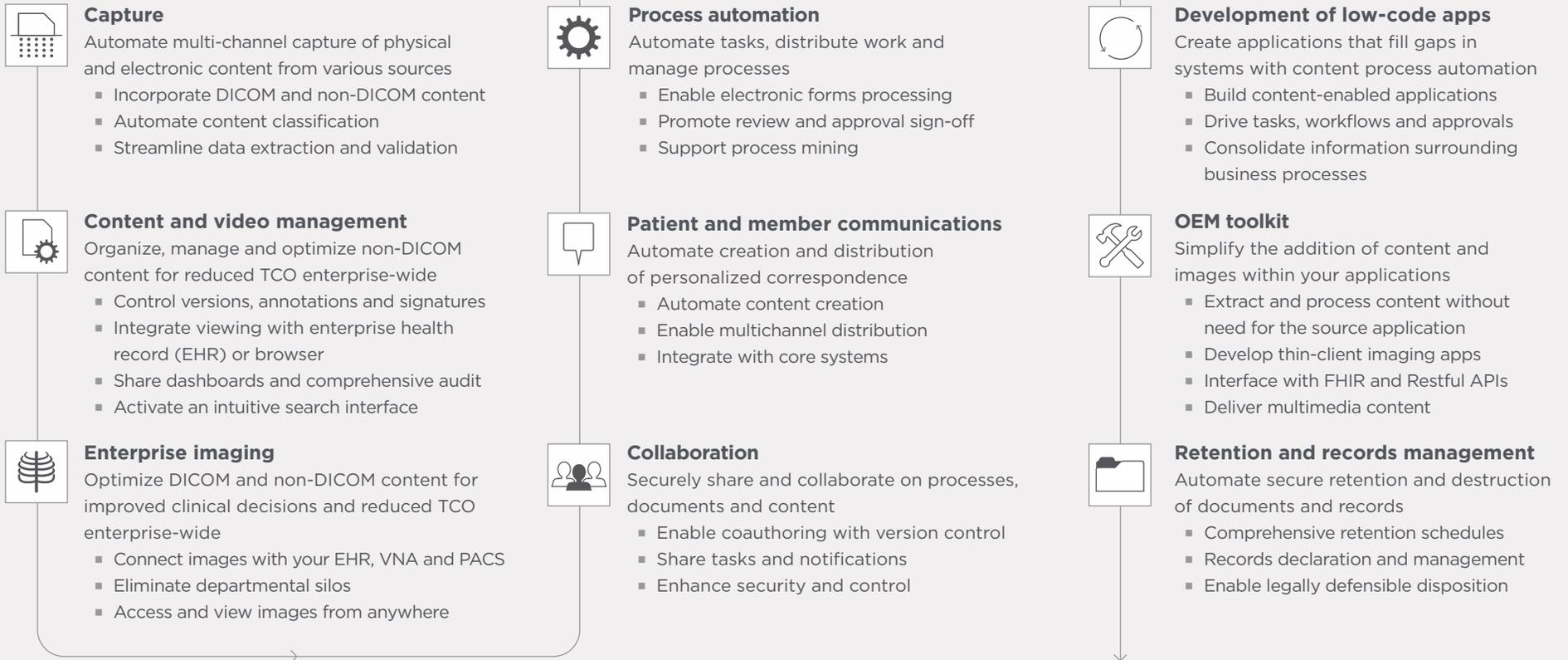


**Expand geographic presence**



**Augment resources (sales/dev/support)**

## HYLAND CONTENT SERVICES AND ENTERPRISE IMAGING SOLUTIONS



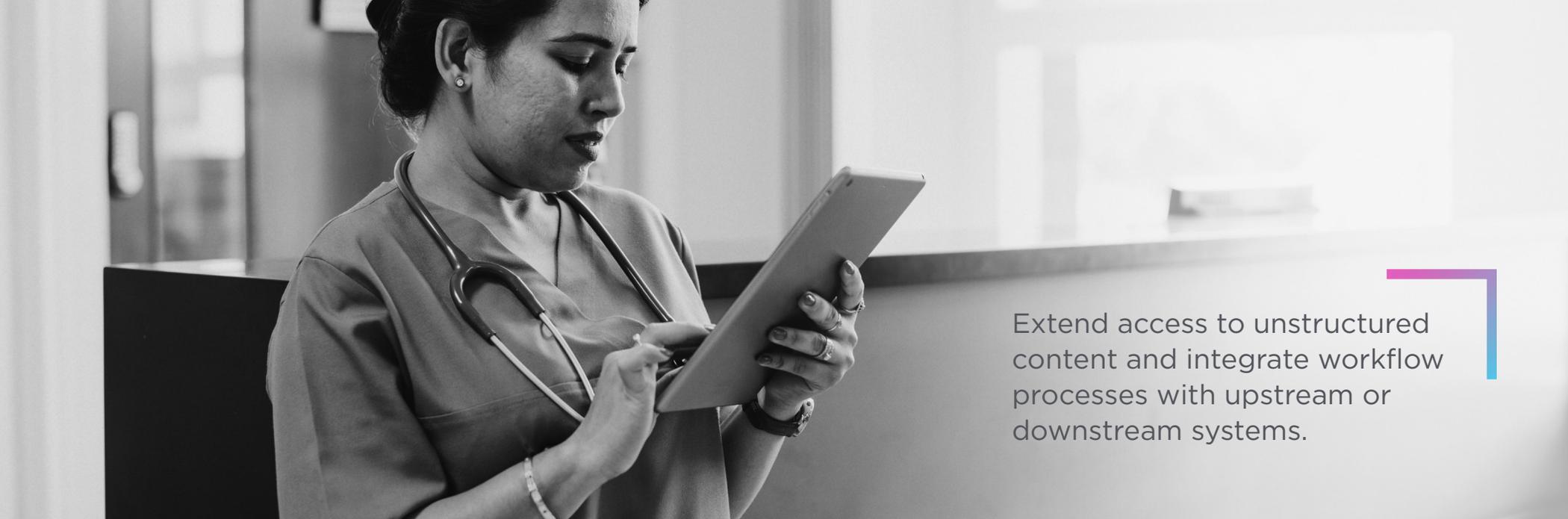
## EXPAND TARGET MARKET OPPORTUNITIES

Expand revenue opportunities by extending and better serving your target market. Whether you're a reseller specializing in localized sales, services and support looking to expand your product line; a solution provider seeking to integrate unstructured content; or a product company tackling a functional need to find or render images, documents or media files within your application, Hyland Healthcare has a solution for you.

Hyland Healthcare solutions encompass:

- Capture
- Content and video management
- Enterprise imaging
- Patient and member communications
- Process automation
- Collaboration
- Development of low code applications
- OEM toolkit
- Retention and records management

Partner with Hyland Healthcare to secure competitive differentiation in your market, whether that's acute care, ambulatory, specialty medicine, long-term care, home health, behavioral health, rehabilitation/skilled nursing, radiology imaging clinic, telehealth or some theater-specific region or country.

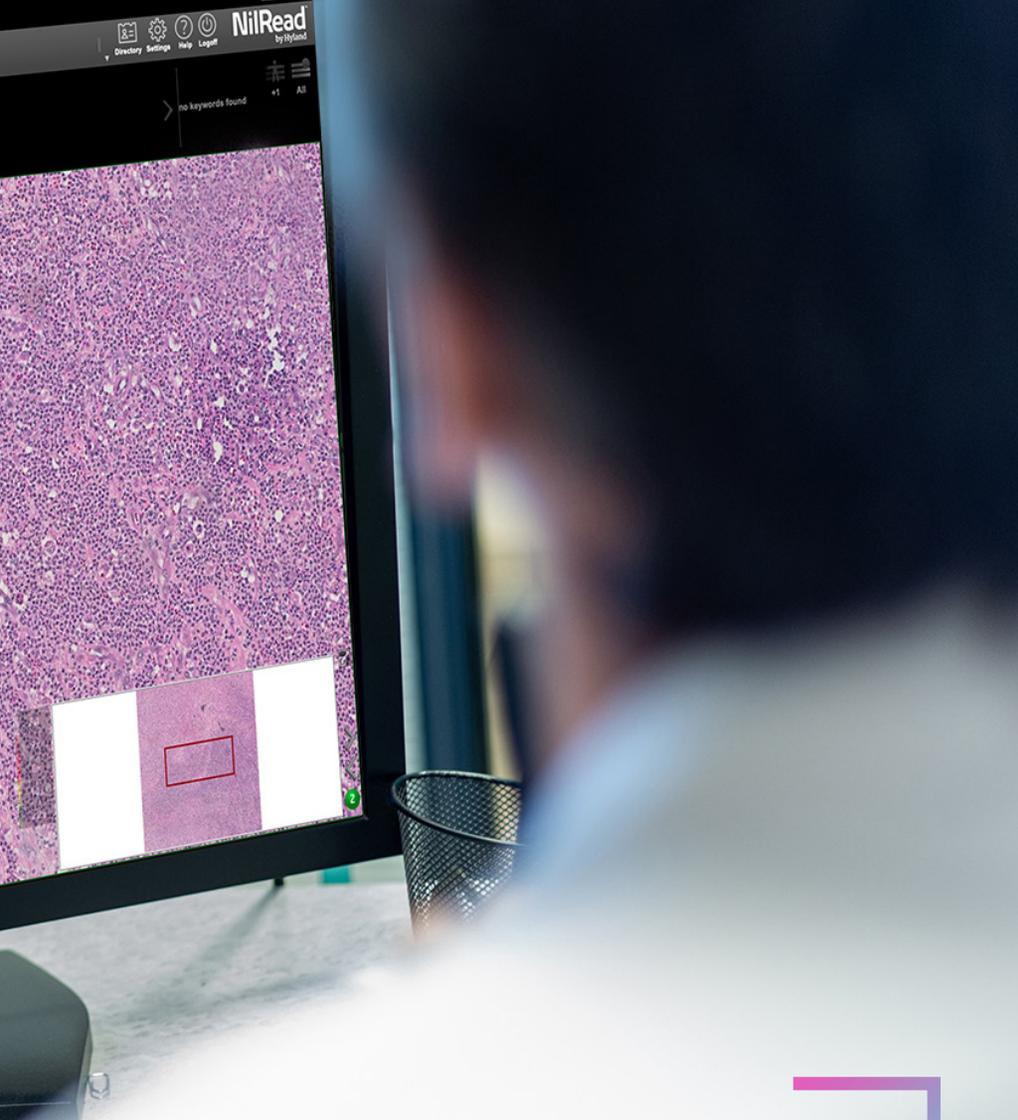


Extend access to unstructured content and integrate workflow processes with upstream or downstream systems.

#### **INTEGRATE UNSTRUCTURED CONTENT WITHIN BUSINESS PROCESSES**

Integrate your clinical or line-of-business applications with Hyland Healthcare to extend access to unstructured content and integrate workflow processes with upstream or downstream systems. Facilitate cross-selling of your complementary products and solutions among Hyland Healthcare's provider and payer customers, thereby expanding your footprint within the base of Epic, MEDITECH, Cognizant and others.

- Overcome the intensive labor of manually assembling and outputting frequently created document types to save time, reduce expense and provide personalized correspondence with Content Composer
- Speed up processes and reduce costs by capturing unstructured content into a single system of record; enabling enterprise management of data, documents and processes; integrating with your existing systems; providing instant access; giving visibility into your processes and system performance; and securely storing, protecting and providing compliant retention of content with OnBase
- Provide persona-based viewing of unstructured content, multimedia and images from multiple repositories within patient context through the Hyland Clinician Window web browser or EHR integration
- Automatically classify and extract data from large volumes of unstructured document images and native files without using templates, keywords, forms or zonal OCR using Hyland's neural network, auto-learning, intelligent automation technology — for example, Intelligent MedRecords automates medical records classification to speed care decision-making, reduce costs and save HIM staff time
- Eliminate paper registration and consent forms to speed care, reduce costs, enhance accuracy and improve the patient experience with Hyland Mobile Healthcare
- Unlock and find content located in the cloud, enterprise databases, email, shared drives/networks and user desktops with platform-agnostic Enterprise Search, which enhances results through natural language processing and viewing of more than 500 formats from PCs, web browsers and mobile devices
- Run standard and custom rules to validate paper claims and then automatically convert them to ANSI 837 format to facilitate electronic claims adjudication with Claims Validation and Transformation
- Quickly fulfill medical records requests with compliance and efficiency through OnBase Release of Information



“Storing a growing number of digital pathology images is a key strategy for us. We could not do it as effectively and cost efficiently without Hyland. We are very happy with the solution and continue to look for ways to deepen our collaboration.”

**Patric Nilson**

Vice President Healthcare Solutions & Specialty Products  
TietoEVERY SSP

## IMPROVE PATIENT OUTCOMES AND REDUCE COSTS WITH ENTERPRISE IMAGING

Access to medical images is critical to making informed clinical decisions. But these images come in numerous DICOM formats and native file types, making them difficult to manage and access.

As a result, imaging content is often hidden in multiple PACS, specialty department imaging systems, CDs/DVDs and other legacy archives that are largely disconnected from your EHR and unavailable to the clinicians who use this information to provide care.

Hyland Healthcare's enterprise imaging solutions help you consolidate and centrally manage these disparate images.

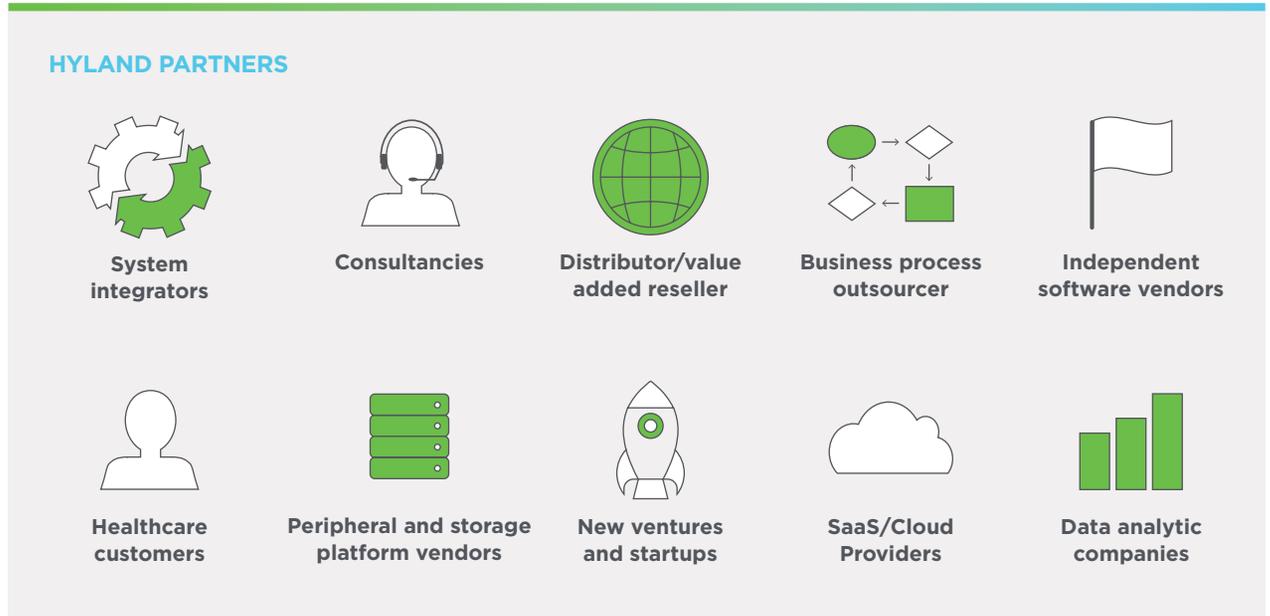
Improve patient outcomes and reduce costs by enabling medical images to be easily captured, managed, viewed and shared throughout the enterprise.

- Enhance clinical decision-making with interactive viewing of diagnostic quality medical images through NilRead, a zero-footprint enterprise diagnostic viewer
- Eliminate image silos while reducing cost, providing for disaster recovery and enhancing clinical decisions with enterprise access to medical images through Acuo vendor-neutral archive
- Provide workflow optimization with equitable distribution of studies and a universal worklist through NilNexus
- Expedite cost-effective diagnosis with PACSgear image capture and connectivity suite
- Securely capture and annotate images and video with PACS Scan Mobile
- Capture images and videos from visible light modalities and integrate them with enterprise systems through PACSgear Video Touch 4K

## SPEED TIME TO MARKET FOR INNOVATIVE SOLUTIONS

Create innovative new solutions combining your organization's intellectual property by embedding Hyland Healthcare's image and content services platforms.

- Easily and cost effectively configure an unlimited number of new applications to manage content, processes and work while complementing core business systems with OnBase WorkView, a highly point-and-click configurable, low-code development platform
- Accelerate the development of stand-alone, thin-client and zero-footprint medical imaging applications with the flexibility of Hyland Withinsight Framework (WIF)
  - Enable your software developers to extract and process content with greater throughput from more than 550 file formats without the need for the source application
  - Document Filters runs natively on 27 platforms and flexible APIs give you the choice of language for application integration
- Simplify interfacing new functionality to/from upstream and downstream systems through Hyland's use of HL7, FHIR and (some) EDI
  - Many of our content services capabilities are further available via industry standard RESTful APIs enabling real-time premises-to-cloud and cloud-to-cloud web-service integrations
- Manage and deliver your multimedia content with centralized storage, security and authorized on demand streaming to internal and external care teams with OnBase video, a software as a service solution
  - OnBase video will also include speech to text capabilities, automating transcription for the underlying audio track to facilitate faster clinical documentation



## RELATIONSHIPS TAILORED TO YOUR BUSINESS MODEL

We offer a broad range of partnership options tailored to your business profile and goals, including market alliance, strategic alliance, Hyland broker, reverse broker, services and developer network, original equipment manufacturer (OEM), OEM reseller and value-added reseller (VAR).

Hyland partners with a broad range of companies, spanning different business models and profiles:

- Product companies
- Services companies
- Software, hardware and cloud vendors
- Small, medium and large companies
- Even Hyland customers

# WHY HYLAND?

## LEADING TECHNOLOGY

By combining information management and enterprise imaging with business process and case management capabilities, Hyland Healthcare delivers a suite of unparalleled content and image management solutions to address the clinical, financial and operational needs of healthcare organizations across the world.

## INDUSTRY RECOGNITION

Achieved mHealth2020 Global Digital Health 100

Recognized leader in the Forrester Wave ECM Content Platforms

Positioned on the Customer Communications Management (CCM) Leaderboard by Aspire

Identified as a Leader by Aragon Research Globe for Enterprise Content Platforms

Selected as Leader in the Ovum Decision Matrix for Content Services Solution

Named a Major Player in IDC MarketScape: U.S. Enterprise Medical Imaging 2022-2023 Vendor Assessment (doc #US48168021, November 2022)

Named a Major Player in the IDC MarketScape: European Enterprise Medical Imaging 2022 Vendor Assessment (doc #EUR148080022, August 2022)

Named a Leader in the IDC MarketScape: Worldwide Cloud Content Services 2022 Vendor Assessment (doc #US48315822, December 2022)

“The collaboration and partnership between TietoEVERY Corporation and Hyland has been fantastic. Hyland is very solution-oriented and very supportive.”

**Patric Nilson**

Vice President Healthcare Solutions & Specialty Products  
TietoEVERY SSP



## SATISFIED CUSTOMERS

- Relied on by more than 50% of the U.S. hospital market for digital transformation
- Integrated unstructured content within workflow for more than 50 percent of health systems and hospitals using Epic
- Earned a 96% customer retention rate
- Depended upon by more than 1,000 hospitals using Acuo vendor-neutral archive to store medical images for enterprise-wide access
- Migrated more than 400 million imaging studies to Acuo vendor-neutral archive to eliminate image silos that infringed upon care quality and escalated cost.
- Delivered more than 1,500 integrations to support healthcare organizations
- Invested in continual innovation, with 15% of revenue committed to research and development
- Committed to interoperability to support customer operations through extensive testing of FHIR, XDS profiles and Web-based Image Access (WIA) at the North American IHE Connectathon and European Connectathon

## RELIABILITY, SCALABILITY AND SECURITY

- Provide 99% uptime, triple back-up for disaster recovery and seven layers of security with hosted cloud. Hyland Healthcare is vigilant about security and is a registered member of the Cloud Security Alliance (CSA)
- Highly reliable and scalable OnBase content services platform serves the intensive demands of 52% of the Medicare Intermediaries and 100% of Medicare DME Intermediaries
- Identify, manage and mitigate vulnerabilities with Hyland's enterprise content software and hosting solution — for example, system administrators can dynamically terminate active user application sessions providing security and publication of changes in real time

## COMMITMENT TO YOUR SUCCESS

Hyland has a proven record of accomplishment and strategic commitment to partnerships. It has been a core focus of Hyland's since its inception in 1991 and contributes to significant revenue and operational growth across 91 countries in Europe, Oceania, Asia, Africa, Latin America and North America. We are focused on joint partnership success with goals, go-to-market strategies and growth objectives. Here are a few ways we support your business, based on your partnership style:

- Define your go-to-market strategy, solutions and campaigns with your assigned alliance and/or healthcare industry account manager that serves as your liaison to resources
- Apply Hyland's technology and services to your needs through Partner Enablement experts that work closely with your technical team to understand and supply solutions
- Empower the success of your technical and business professionals with extensive product training and certification programs
- Receive industry-leading, healthcare-specific, 24/7 technical support to back your team's Hyland products
- Speed sales and integration development by utilizing a non-production copy of Hyland's software
- Ensure that we are on track for success with quarterly and annual business reviews
- Fuel your ability to sell and support solutions with online access to Hyland sales aids and collaterals, social content for syndication, product and solution documentation, discussion threads, customer license and planning tools through the Partner Portal, Hyland Community, My OnBase Planner and more
- Enlist our product sales-support expertise to augment your customer sales activities
- Consider targeted, joint marketing campaigns and opportunities to sell among Hyland's customer base at Hyland's annual CommunityLIVE user conference and healthcare-specific regional events

# Hyland<sup>TM</sup>

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## HEALTHCARE

For more information, contact us at  
**Partners@Hyland.com** or visit **HylandHealthcare.com**