The new language of healthcare.

How to improve customer experience
by transitioning to digital enrollment.

The healthcare enrollment process is well established—
the plastic clipboard in the waiting room, stacked with
double-sided forms while a ballpoint pen dangles from an
unreasonably secure (but barely too short) length of yarn.
There are photocopies of IDs and insurance information, faxed
requests for information from other providers, and perhaps
a phone call to navigate a voice-activated series of questions
that ultimately result in epic dissatisfaction.

While digital fluency continues to rise in other industries,
healthcare enrollment remains mired in an analog, paper-
based system that raises obstacles at every step. It's an
experience ripe for transformation—a customer journey that
can be simplified, optimized, streamlined, and personalized to
benefit everyone involved.

Achieve digital fluency

The COVID-19 pandemic has exacerbated the demand and necessity for digital transformation in healthcare. Overnight, the industry has shifted from in-office visits, paper forms, and chats at the pharmacy counter to virtual appointments, digital forms, and online prescriptions. Along with the acceleration of e-commerce, remote work, and distance learning, digital healthcare services are the new normal. And while these shifts arrive with challenges, they also offer new opportunities.

According to a study conducted by Forrester Consulting, nearly [80% of healthcare firms expect an increase in their digital business](#) in the coming year. In terms of customer expectations, this leap into digital services is overdue. But it will require learning a new digital language—and then guiding patients and customers from their first interaction through care, treatment, authorization, billing, and retention.

It's a shift that will require a complete reimagining of decades-old processes and a reinvention of the consumer journey. And with focus on a few key principles and the help of new technology, the transformation is smoother, more cost-effective, and more patient-friendly than ever.
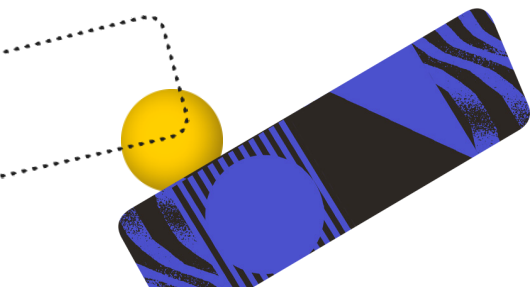
Start with the basics

Approach this digital transformation using the basic principles of language learning: assume nothing, acknowledge the shift, and embrace the opportunity to simplify. A 2019 survey highlighted "simplicity of experience" as the largest frustration for healthcare customers over the age of 35, so now is the time to make each step of the journey as smooth and seamless as possible. For example, as you create forms and request information, keep UX elements consistent and concise. Establish a basic vocabulary using common labels, names, and phrases to guide consumers through enrollment. Once you've obtained a name or address, don't ask for it again. Clearly indicate next steps and highlight any missing information.
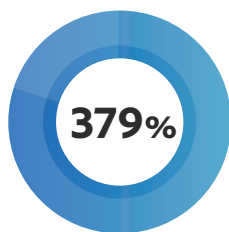
Impact of digital transformation— forms and documents

20%
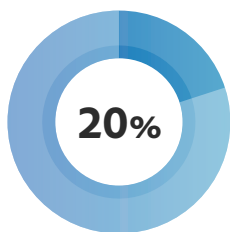
Lower customer
form abandonment

61%
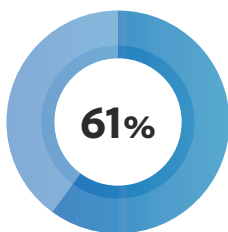
Faster onboarding of
new customers

379%

Three-year ROI

Source: IDC Business Value Report, 2018

Above all else, keep in mind that digital enrollment may include many of the same inputs as old paper-based systems—but the language is new and ever evolving. Take time to review and update forms on a regular basis and implement a rigorous QA process to identify any breakdowns or gaps in the workflow. And as the individual components of your new digital language take shape, align those pieces to a top-level roadmap of objectives, goals, and progress. Tracking against the big picture will drive alignment among priorities and will also highlight obstacles that may be keeping customers and patients from a better experience with your services.

Clear all the obstacles

Unwieldy paperwork and duplicate photocopies aren't just a stumbling block for customers and patients. Those analog systems also create a massive workload for healthcare providers and insurers. Processing paper is tedious, manual work. And figuring out what to do with all that paper used to be a huge barrier to digitization. Today, however, new utilities and AI can automate the process and ease the conversion of static forms into dynamic editable documents.

Making the shift to digital enrollment also offers a great opportunity to improve other areas of the customer experience. Team members who work directly with customers and patients are now free to tackle bigger and more interesting problems than managing piles of paper-based forms. IT departments are now empowered to make concrete improvements in tech infrastructure as legacy forms and systems no longer require outdated compatibility work-arounds. And patient care teams can actually focus on patient care instead of chasing paper trails.

For [Novozymes,](#) the world's largest enzyme producer, outdated paper contracts didn't just deliver a poor experience for partners and customers—it also chewed up internal resources and burdened employees with hundreds of thousands of pages of documentation. Employees at Novozymes typically handle more than 3,000 contracts each year—across sales, HR and employee onboarding, legal, procurement, and intercompany business. And, with each draft contract containing between two and 120 pages, employees

could spend hours, days, weeks, and months chasing down signatures and verifying information.

Novozymes streamlined operations by employing e-signature technology across more than 1,400 workflows. The digital transformation helped clear backlogs of paper processing and reduced onboarding and fulfillment times for new employees, customers, and partners. It also freed up resources for high-value support and high-touch business impact. Anne Agergaard Pøhls, talent attraction and recruitment specialist, highlighted the impact on the Novozymes team: "The automated process creates a better first impression among data scientist candidates and new employees who expect innovation and immediacy."

Ease and enhance the journey

It's helpful to remember that healthcare decisions are almost always difficult. Often, customers and patients are in a time of vulnerability as they navigate these systems. Simplification—eliminating legacy forms, streamlining workflows, employing the speed and scale of automation and artificial intelligence (AI)—can minimize the sheer amount of work required and boost customer satisfaction. Tom Swanson, an expert in healthcare industry strategy at Adobe, says, "Anything less than a seamless digital enrollment is a hassle and an excuse to abandon the process. In some ways, then, digitization is the bare minimum. A better experience comes through personalization, optimization, and consistency at each step."

" The new digital workflow has the potential to save representatives hours every day and save our company millions of dollars annually once fully implemented."

Marco Bland
Director of Implementation Services,
Change Healthcare
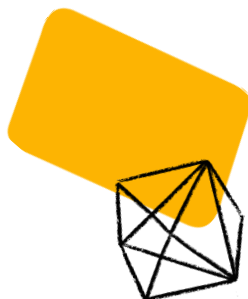
At Change Healthcare, implementation of a [new digital workflow](#) helped increase the number of patients screened to more than 150,000—and simplified a process that involved applications typically more than 50 pages long and required up to 26 signatures. The digital transformation meant that one e-signature could replace multiple paper signatures. To further the simplification, Change Healthcare relied on automated processing to scale the number of enrollments per day. Personalization was another significant improvement in the journey. By automatically populating new authorizations and other forms with existing patient data, providers were able to quickly consult with patients and accelerate care during a visit—and not over the phone or via fax machine days later.
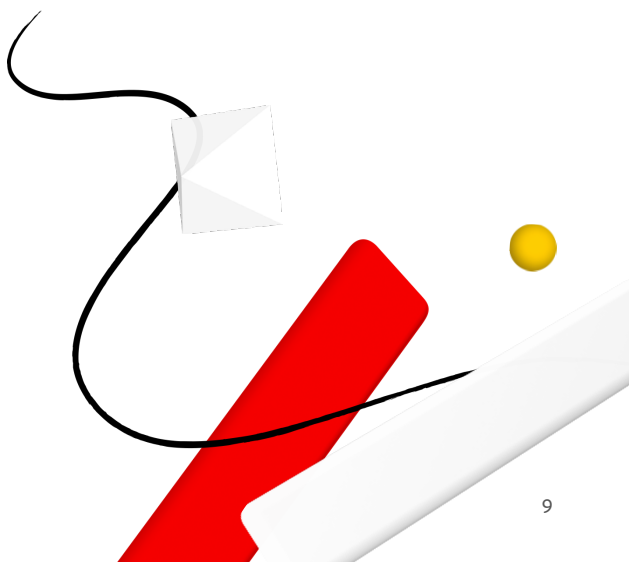
Engage at every touchpoint

With a common language established, it's time to focus on the tools offered to customers and patients as they progress through digital enrollment. Examine each step in the customer journey and ask questions from the consumer's perspective: Where will they engage? How will they engage? What challenges do they face? Which pieces of the journey can be simplified? Where can we avoid redundant data entry? How can we make sure the process is easy to understand?

Allow the answers to guide the digital enrollment roadmap and features. Consider, for example, that a customer or patient might use a kiosk in an office environment, a tablet at home, and a smartphone during a quick break in their schedule—and all within the same enrollment journey. In fact, more than 40% of consumers acknowledged that enrollment would happen across multiple sessions and multiple devices. To accommodate for each of those use cases—and others—craft a coherent experience with the following tactics:

- Use AI-powered design tools to create and update responsive forms for a user-friendly experience across devices and platforms.
- Build a consistent library of design elements—type, patterns, shapes, and CTAs—to increase familiarity and fluency.
- Design the experience to be as portable as possible. Stops and starts, transitions between devices, and changes in connectivity are all core behaviors—not outliers.
- Boost completion rates with progress indicators and micro-rewards.

- Create moments of personalization—such as auto-filling data fields or integrating a social media account—to accelerate and encourage completion.
- Find creative ways to deliver dynamic data—contextual dialog boxes, subtle pop-ups with hints and tips, or even AI-driven chat services—so that customers can move at their own pace and solve their own problems.

Behind the scenes, digital enrollment also benefits customer experience teams. As customers and patients complete the digital process, it's easy to integrate their data with your CRM or DMP. And as part of the transformation, you'll need a central repository for the storage, maintenance, and delivery of all types of content—including dynamic forms. So updating forms, documents, and processes will require just a fraction of the time that it takes to maintain paper-based documents. And, finally, digitization means that customers and patients enjoy a smooth and consistent experience as the relationship moves from enrollment into care, authorization, payment, and more.
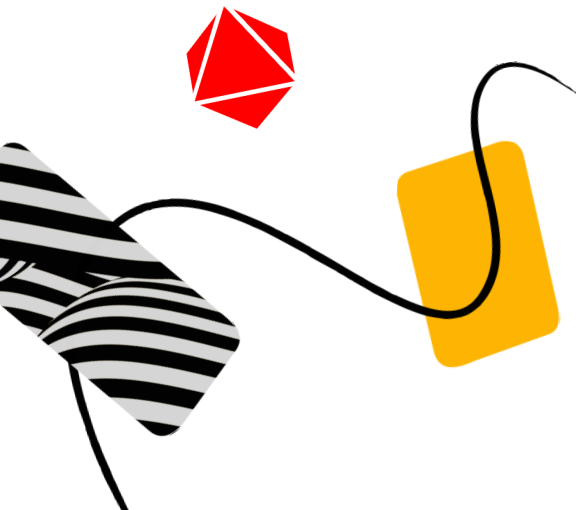
Boost confidence and reduce risk

One of the big myths in customer perception is that paper is secure. The truth is that paper-based systems and forms are a constant liability—especially in an industry governed by as many privacy regulations and standards as healthcare. Superior in nearly every way to the stacks of paper and shelves of unguarded patient data, digital forms provide a number of ways to boost customer and patient confidence while simultaneously reducing risk. As digital enrollment improves customer experience, it also enhances security as it allows organizations to:

· Limit data access to authorized personnel on authorized devices and networks

· Update forms easily and securely to meet evolving HIPPA requirements

· Allow patients to quickly and seamlessly change and revise contact, billing, and insurance information

· Use e-signatures to expedite authorizations, reducing turnaround from days to minutes

· Increase accessibility for customers and patients

Along with improved security, recent studies suggest that digital transformation of healthcare enrollment—as well as other services—can improve the customer experience by delivering vital services and meeting overdue expectations. A 2018 McKinsey survey found that more than 70 percent of consumers preferred a digital experience as they searched healthcare options, checked health information, paid bills, and filled prescriptions.

Speak a new language

Healthcare consumers deserve better. It's time to replace the clipboard and ballpoint pen with a customer experience that meets both their needs and their expectations. New technology has wiped out the longest-standing hurdle: digitization of existing paper forms and data. Telehealth and virtual care have proven viable—and often more desirable—for patients in a variety of circumstances. And digital fluency in other industries such as banking, travel, and e-commerce has paved the way for a new healthcare enrollment journey.

It's a new language—a shift from paper to digital—but it's one filled with familiar features and a long list of improvements. Leading this digital transformation will empower customers and patients, increase organizational efficiency, and will definitely be easier than learning French. *Bon chance!*
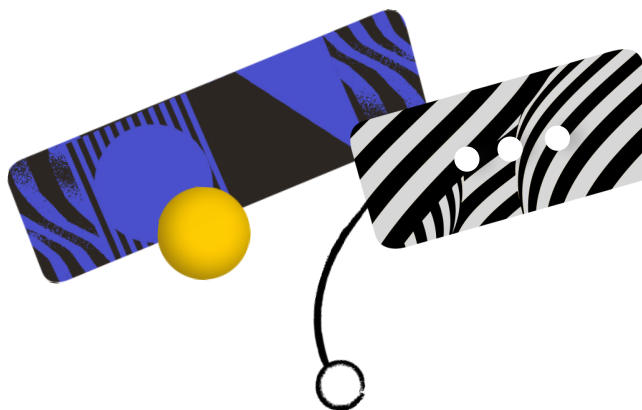
Adobe can help

With Adobe Experience Manager Forms and Adobe Sign, you can make your enrollment process paperless, compliant, and secure. And with Adobe Target, Adobe Experience Manager Sites, and Adobe Sensei, you can offer the most personal and versatile experiences. Simplify forms by prefilling data from existing customer or social media profiles. Meet the most stringent security and web accessibility requirements. Support the highest level of signer authentication. Adapt to changing compliance requirements without scanning or reprinting anything. And transform outdated paper-based enrollment into a smooth and seamless digital experience.

Learn more

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