



Your 4-step approach to harnessing the power of commerce in healthcare and life sciences.

Adobe Commerce is helping healthcare organizations enrich their data — and their patient relationships.



Today's patients are losing patience with traditional healthcare experiences. They want it to be as simple, convenient, and personalized as retail shopping. [In a survey of more than 1,000 consumers](#), 44% wished their healthcare providers would contact them at the right time and in the right context. In a similar [study by Adobe](#), 66% said they would like text or email alerts about medications or appointments, and another 52% said they want personalized emails about eligibility for treatment programs.

For healthcare organizations, delivering high-quality commerce experiences is easier said than done. Most commerce and customer experience technologies were designed for retail and other industries and do not protect personal health information per the Health Insurance Portability and Accountability Act (HIPAA) and other privacy laws. As a result, many healthcare organizations rely on their IT or developer teams to build their own complex and sometimes costly data privacy and security safeguards to abide by HIPAA regulations.

Some commerce platforms are designed to help organizations comply with HIPAA laws. In addition to selling nonprescription items, such as braces and walkers, they also make it easier for healthcare organizations to offer educational resources, appointment reminders, and similar wellness-promoting content. The platforms do this by helping healthcare organizations collect first-party data — which patients willingly share — to enrich the healthcare journey.

This eBook explores the challenges and use cases of digital transformation in healthcare. You'll also find four strategies for using commerce solutions to provide patients with better experiences.

Customer data, meet HIPAA compliance.

Healthcare organizations cannot deliver personalized digital experiences without the right customer data. But in order to protect patients and other healthcare consumers, organizations must ensure that capturing this data is done according to HIPAA guidelines as well as numerous general privacy rules.

Very few digital experience technologies today are designed to help healthcare organizations manage these compliance challenges. Because of this, healthcare organizations find themselves choosing between expensive customization projects or a large IT team to build and maintain their unique tools. Many opt for the latter and may achieve HIPAA compliance, but with fragmented digital experiences that are difficult to maintain and evolve.

How healthcare organizations can harness the power of commerce.

Healthcare organizations are often nonprofits focused on patients rather than sales, making them slow to adopt commerce technologies. But HIPAA-ready commerce solutions can power personalized healthcare experiences that put patients' needs first with better educational content and robust self-service tools to get what they need faster.



Educational content.

Caring for health comes with a lot of questions. Commerce technology connects patients who proactively buy products — such as runners who buy knee braces as preventive care — with the right how-to videos, articles, and other digital content.

- **Before commerce:** Patients search for ways to use their CPAP machines, EpiPens, or blood pressure monitors, and may not find the right information.
- **With commerce:** You deliver relevant tutorials, classes, and more based on actions and transactions your patients have taken.



Prescription purchase.

When patients need prescriptions, acquiring them can feel convoluted and may require several calls to figure out where to buy them and when. Commerce solutions make it easy for patients to pay for their prescriptions online.

- **Before commerce:** Patients grapple with who they should call first — their provider or the pharmacy — to determine where their prescriptions are and how to get them.
- **With commerce:** Patients can easily reorder their regular medications from their account, save prescription information, and have medications delivered to their doorstep.



Seamless research.

Navigating large healthcare organizations can be confusing as patients search for doctors, health plans, or hospitals. Commerce solutions with intelligent search make it easier for patients to find what they need.

- **Before commerce:** This information lives in disparate, unengaging areas of your online presence.
- **With commerce:** You compose custom, connected online experiences across channels that allow patients to find what they need much faster and securely purchase health plans.



A personalized approach to classes.

In-person and online classes are an important part of tailored interactions with healthcare consumers. Commerce solutions help facilitate class or program sign-up, attendance, and engagement.

- **Before commerce:** Consumers must inconveniently toggle between channels to find classes, go to them, and receive aftercare.
- **With commerce:** You activate commerce data, order history, and other transactions to deliver personalized class information. A push notification to send a prenatal class schedule to a newly pregnant patient is just one example.



Better medical equipment configuration.

Medical equipment often involves intricate configurations with various specifications. Companies supplying medical equipment must purchase supplies, devices, or equipment on behalf of clinics, hospitals, and patients to get it built onsite with ease.

- **Before commerce:** Managing the complexity of equipment configuration processes is challenging, frustrating, and time-consuming.
- **With commerce:** Suppliers provide better B2B experiences, while providers have more secure, efficient ways to obtain medical equipment.



HIPAA-compliant wearables.

Doctors may recommend watches that monitor data such as steps, heartbeat, and calories — in other words, data that is covered by HIPAA regulations. According to Software Advice, [91% of patients](#) are interested in sharing data from their personal health tracking devices with doctors.

- **Before commerce:** Providers struggle to relay personalized instructions on how to use the wearables and securely display progress in the patient portal. Customers struggle to find ways to enhance their wearable experience online.
- **With commerce:** Providers protect the data of their customers using HIPAA-ready tools when showing patient progress and while personalizing instructions. Customers renew wearable subscriptions, purchase added features, and more.

Put patients first with first-party data.

Healthcare organizations receive an influx of data as patients traverse the healthcare journey. From transactions to appointments, data that patients willingly provide comes from all kinds of sources. Organizations need to make sense of this data, so patients can make the most of their care. Adobe Commerce is allowing organizations to obtain actionable data and turn it into experiences that personally speak to patients, taking bedside manner to a digital level.

4 steps to getting started with Adobe Commerce.

Adobe Commerce is one of the first HIPAA-ready commerce solutions to arrive in the marketplace. It can help you build meaningful relationships with patients and customers throughout their journeys. Follow these four steps to get started:



Step 1. Take a touchpoint audit.

Examine how patients and prospects interact with your digital and in-person channels. Look at how data from those interactions is captured and used in your marketing stack, and whether that stack is integrated with all the tools your organization uses. Is it sitting in silos, or are you sharing data freely from platform to platform and team to team? If not, you may need to further inspect how you unify first-party data and connect the tools you use to manage it.

Step 2. Find and integrate the right commerce solution for healthcare.

You've looked at where your data comes from, now determine which platform can help you:

- Limit risks around data handling with HIPAA-ready capabilities.
- Connect with other solutions your organization already uses and loves.
- Reduce the costs of integrations.
- Support your digital transformation.

When gaining buy-in for the right solution, healthcare decision makers want to know that it won't put them at risk for noncompliance, will bring value to their existing infrastructure, and won't be costly to integrate. Adobe Commerce is unified with Adobe Experience Cloud solutions to support digital transformation, putting you further ahead while preserving privacy.

Step 3. Manage your commerce, content, and other marketing needs holistically.

Adobe Commerce is deeply integrated with Adobe Experience Cloud as well as many non-Adobe solutions. This means you can share your data and link it to more places to provide better patient and member experiences. There is no need to manually piece together data from separate tools only to gain an incomplete, unactionable view of the patient.

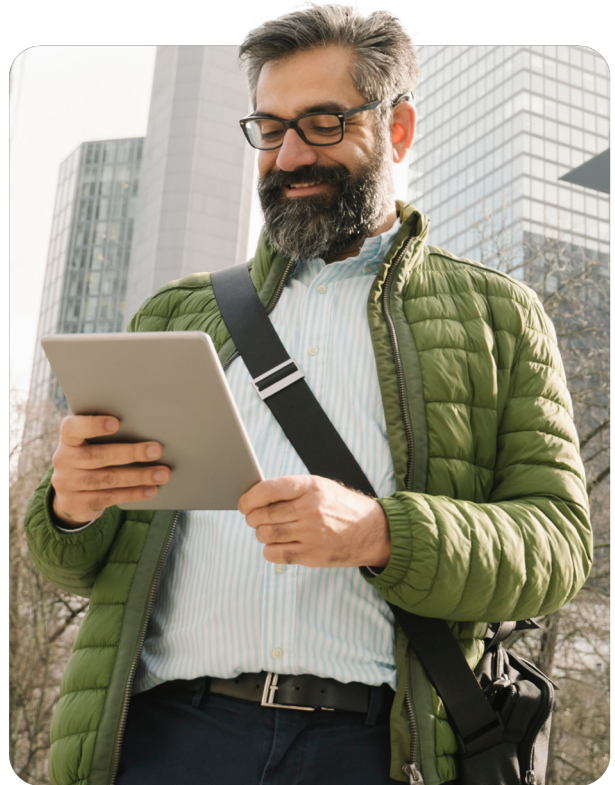
Step 4. Use commerce data smarter.

Being strategic about how you use first-party data is easier with Adobe Commerce. When your patients sign up for a class or purchase medical equipment on a regular basis, they willingly provide valuable information you can use to engage them later. Using Adobe Commerce as a mechanism to collect more data and enrich the patient experience ensures better patient relationships.

Deliver the healthcare experiences consumers expect.

Key features in Adobe Commerce — such as personalized notifications, AI-powered search, and composable commerce — empower organizations to provide care in a HIPAA-compliant manner, reaching patients with first-party, data-fueled engagement that puts them in control. Now, you can deliver valuable online healthcare experiences while helping patients enhance an invaluable part of the human experience — their health and well-being.

[Learn more](#)



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