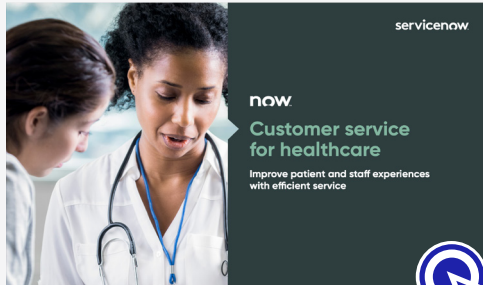




***BEYOND COVID-19:***  
*Remaining at the Center of Care  
Even as Care Centers Change*



*Read how workflow improvements also improve the patient and staff experience*

## *Readying healthcare for what comes next*

Healthcare has been at the center of this COVID-19 pandemic; its facilities overburdened and medical staffs overwhelmed during surges and spikes. Vaccination rollouts will continue to reduce the rate of COVID-19-related hospitalizations and deaths, yet the healthcare industry maintains a critical role in keeping communities and their people safe. That responsibility is expected to expand, not contract, as we move toward a post-pandemic world.

That's why now is the time for healthcare leaders to rethink strategic visions and modernize processes and workflows if they haven't already. Those who do digitize as much as possible will be best positioned to provide better care at a lower cost in the coming years. These organizations will be able to meet the moment – one in which patients finally face deferred preventative care and treatments, providers expand beyond traditional borders, and employers seek health system partnerships.

The pandemic forced healthcare organizations to adopt technology-enabled, integrated care delivery more rapidly to diagnose, treat, and monitor both hospitalized and at-home patients. Telehealth is a prime example of this acceleration, given how quickly healthcare organizations (HCOs) ramped few months, and with the aid of more generous insurance reimbursements, telehealth usage in 2020 rose in the U.S. alone almost 65% year over year. This led analysts at Frost & Sullivan to predict the U.S. telehealth market would experience a five-year compound annual growth rate of 38.2%.<sup>1</sup>

Hospitals now need to build on that momentum, searching for more ways to leverage their investments and stay competitive. Clinicians and administrative staff want ways to save time, and patients expect

similar digital services now offered in other sectors. As a result, more HCOs are adopting secure, on-premise and cloud-based solutions to streamline prior manual processes. The goal is to make routine tasks like scheduling and patient onboarding more seamless for everyone. By finding ways to tighten up workflows, healthcare providers can treat more patients – people who are more engaged in their own care plans. This, ultimately, improves health outcomes, regardless of where care is administered.

“To be competitive now, you’ll not only have to be providing great care within the walls of your hospital, but you’ll have to become really flexible and bring that level of care to the office, the home, and even at a stadium,” said Mike Luessi, General Manager for Global Healthcare and Life Sciences, ServiceNow, a software and cloud computing provider based in Santa Clara, California.



*“To be competitive now, you’ll not only have to be providing great care within the walls of your hospital, but you’ll have to become really flexible and bring that level of care to the office, the home, and even at a stadium.”*

**Mike Luessi** | General Manager for Global Healthcare and Life Sciences | ServiceNow

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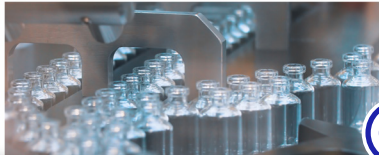
**A catalyst for a  
healthier future:**COVID-19 vaccine  
management  
orchestration

*Read this white paper on how workflows can  
have a positive impact on vaccine management*

COLUMN

**There's a better, faster  
way to distribute  
vaccines**Digital workflows can help solve one of the biggest logistical challenges  
ever

JANUARY 25, 2021



*Learn a better, faster way to distribute vaccines*

## ***The 'last mile' in vaccination management***

The nature of COVID-19 demanded another change: testing and now vaccinating billions of people around the world while limiting exposure. Hospitals and community health teams stood up centers in stadiums, parking garages, and other unconventional locations. Vaccine rollouts began bumpy at best, which to some degree is expected when 7.8 billion people worldwide need vaccinations. Complicated supply chain issues and nebulous governmental roles and responsibilities, not to mention social media-fueled misinformation and disinformation campaigns, made moving from vaccines to vaccinations more difficult in the “last mile” – the administration gap caused by supply, demand and scale issues.

“This is the greatest workflow challenge of our lifetime: activating the entire world at the same time,” Luessi said. The pharmaceutical industry brought a 10-year scientific process to market in nine months, with multiple vaccine options, he explained. “And now we must make sure we do not waste what was just done through a chaotic process that doesn’t need to be chaotic.”

When vaccination management is viewed as a workflow, then technologies can to be leveraged to build efficiencies into sequential processes. In turn, these solutions are able to help dislodge call center logjams by providing:

- Accurate information on both vaccinations and distribution centers
- Virtual agents that assess and determine who qualifies now for the vaccine and when current nonqualifiers might get their doses
- Automatically scheduled appointments for those who are eligible

These types of services will go a long way in creating a more seamless vaccination management program for the countries, regions, and organizations that adopt them. And it will get people ready to return to work, school, and public venues.

*“This is the greatest workflow challenge of our lifetime:  
activating the entire world at the same time.”*

**Mike Luessi**



See how to safely reopen the workplace in this infographic

## Paving the way for a safe return to workspaces

In many ways, the response to the pandemic mimics an IT team's response to a malware attack that manages to pierce networks and systems, potentially causing widespread damage. Upon discovering malicious code, the team takes everything offline (i.e., quarantine) to avoid further contamination. As things are slowly brought back online, they are monitored (e.g., contact tracing, temperature scans at building entrances) and information regarding the virus or worm (i.e., evolving transmissions, new variants) and best practices are broadly shared while a vendor works on a patch (i.e., vaccine) that's then widely and freely distributed.

As more people are vaccinated, communities can reopen. But to really stimulate the economy, businesses and services within those towns and cities will need to demonstrate their sites are as safe as possible. That requires data and health disclosures well beyond what has been considered acceptable to date.

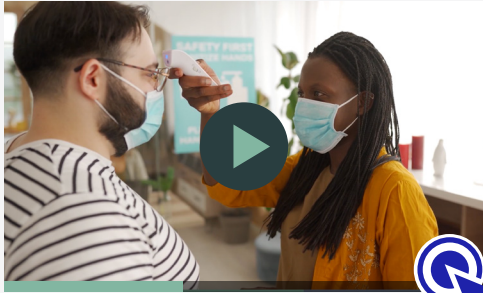
Here again, HCOs with strong digital backbones will be able to leverage digital tools that gather and collate relevant data, such as contract tracing, vaccination status tracking, and on-site sanitation monitoring, within already available applications. This provides the necessary visibility and, if needed, proof that protocols are in place to reduce coronavirus exposure and prevent future outbreaks.

The right tool can:

- Track employee vaccinations to assess reopening readiness
- Identify and immediately respond to employee risk areas
- Create safe return policies by modifying floor plans for social distancing, automating cleaning tasks, and limiting contact through self-service functionality
- Pre-authorize business travel based on a destination's safety status
- Provide overviews of workplace readiness through continuously collected data
- Survey employees to gauge their readiness to return and address any safety concerns

This level of tracking and monitoring does raise privacy concerns. "That's a balance we haven't figured out yet," Luessi admitted. But in places like college campuses and public venues, such monitoring and information-sharing may become part of COVID-19's legacy. For example, there has been public acceptance of thermal scans at some Asian airports to prevent the spread of deadly coronaviruses.





*As care is extended into the office setting, see how to make it a safe experience for everybody*

## ***Bringing healthcare to the office***

Even if entrance temperature scans become as common as badge scans, asymptomatic employees will still show up at work; others will show signs of illness while at the office. These employees may have chronic medical conditions that need to be diagnosed and then managed. Rather than rely solely on the employee to handle their healthcare needs, local industries will likely form alliances with area providers and practitioners to provide care to employees wherever they may now work.

Those health organizations that are advanced in their digital transformation will be more likely to provide these extended care services. Larger enterprises may create on-campus clinics, much as they have on-site day care centers, to make it more convenient for employees to receive medical care. Smaller organizations with limited resources can partner with neighborhood clinics to provide similar services.

Initially, these types of partnerships will play a critical role in stopping the spread of COVID-19, and in paving the way for a healthier future. But eventually, or even simultaneously, they will address the backlog of employees in need of routine screenings, including treating those suffering from mental health issues as a result of the pandemic. The Kaiser Family Foundation found 41% of polled adults in the U.S. reported symptoms associated with anxiety or depressive disorder during the pandemic – up considerably from 11% describing similar symptoms the prior year. Similar increases were reported for alcohol consumption, substance abuse, and suicidal ideation.<sup>2</sup>

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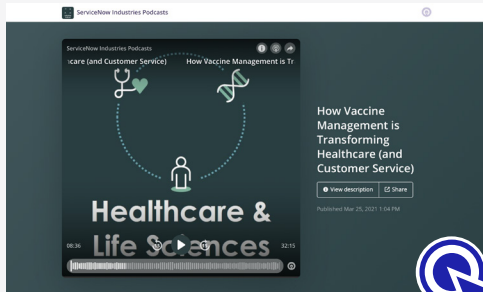
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*In the midst of this pandemic, workplace safety is paramount and ServiceNow offers five steps to get there*



*Listen as industry analysts discuss how COVID-19 has impacted the customer experience in healthcare*

## Reaching those who've stayed away

Many patients lost access to their healthcare providers in 2020, initially due to quarantines and later to a fear of in-person visits. The U.S. Census Bureau, in collaboration with five federal agencies, conducted weekly Household Pulse Surveys and found from April to late October between 31% and 42% of adults had delayed medical care for non-COVID-19 issues in the previous four weeks.<sup>3</sup> Such avoidances could increase morbidity and mortality rates for those with both chronic and acute conditions, according to CDC research.<sup>4</sup>

Healthcare providers now have an opportunity to re-engage with these patients as nations move closer toward herd immunity and people are ready to resume previously cancelled medical appointments and elective surgeries. They will seek care where they feel most comfortable – and where they can get

an appointment. Those facilities that take the time to digitize as many processes as possible will be able to schedule more patients, and in less time, than those still heavily reliant on call centers, manual processes, and paper.

In addition to encouraging existing patients to return, these providers can leverage corporate partnerships to provide screenings and preventative care at the workplace and provide specialty care as needed in acute and ambulatory settings.

The convenience of quick spot checks and extending care to the workplace doesn't just help financially ravaged health providers get out of the red; it helps companies achieve higher productivity while lowering long-term healthcare costs.

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**The convenience of quick spot checks and extending care to the workplace doesn't just help financially ravaged health providers get out of the red; it helps companies achieve higher productivity while lowering long-term healthcare costs.**

3. Centers for Disease Control and Prevention. 2020. Reduced access to care [surveys]. <https://www.cdc.gov/nchs/covid19/pulse/reduced-access-to-care.htm>.

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10 best practices to solve last-mile vaccine management challenges



Watch this webcast on the 10 best practices to solve last-mile vaccine management

## NHS Scotland vaccinates 2.5 million high-risk citizens against COVID-19 in 12 weeks

Health officials in Scotland have an ambitious goal when it comes to eventually eradicating COVID-19: Vaccinate over 4 million eligible citizens quickly and efficiently. To make sure the process goes as smoothly as possible, NHS National Services Scotland partnered with ServiceNow to integrate its Now Platform into the nation's Vaccination Management system, effectively digitizing the entire vaccine administration process and allowing the general public to book their own appointments using a citizen portal.

The new Vaccination Management system was built in just six weeks – two weeks ahead of schedule. The build included NHS National Services Scotland engineers and ServiceNow experts. Capgemini, Atos, and KPMG all supported at different stages of Scotland's COVID-19 response. By automating workloads and building digital workflows across the NHS Scotland enterprise within a single, unified platform, healthcare officials were able to begin administering shots to the 220,000 appointments booked on the first day. Call centers were available to field questions because they weren't having to also schedule vaccinations.

"NHS Scotland's Vaccine Management system represents a seismic shift in our response to COVID-19 as it assists with allowing the entire vulnerable population of Scotland to be protected quickly and efficiently – leading to an anticipated easing of lockdown," Deryck Mitchelson, Director of National Digital & Information Security, NHS National Services Scotland, said in a prepared statement. "ServiceNow enables us to move quickly, but all of our actions have been taken with a long-term benefit in mind. ServiceNow is a strategic asset."

In 12 weeks, NHS Scotland successfully vaccinated 2.5 million high-risk citizens, with the goal to vaccinate over 4 million eligible citizens altogether. "ServiceNow has been a strategic partner in helping NHS Scotland respond to each phase of the COVID-19 pandemic, from monitoring our PPE levels to managing contact tracing challenges," Mitchelson said.

*"ServiceNow enables us to move quickly, but all of our actions have been taken with a long-term benefit in mind. ServiceNow is a strategic asset."*

**Deryck Mitchelson** | Director of National Digital & Information Security | NHS National Services Scotland

## *It's going to be different, but also better*

At some point all pandemics end, leaving an indelible imprint on those who lived through them. So, too, will the response to COVID-19 leave a lasting mark: codifying current best practices and shifting priorities to prevent more contagion-fueled epidemics.

The COVID-19 no doubt altered the way hospitals and other healthcare providers administered care. Those who were far into their digital transformation immediately realized the benefits in terms of what they were able to provide to remote patients as well as better protect their own staff during these unprecedented times.

The more advanced health systems will continue to build on those capabilities and extend care options to ensure everyone is better prepared for the challenges we face today or the next major health crisis. Others will shift resources to catch up, knowing that tightening workflows and providing more self-service tools are key to their own survival in the coming years.

"I don't look at what we're doing now for the pandemic as a beginning, middle, and an end," Luessi said. "Maybe there is for the pandemic, but it's really just the beginning to how we digitize healthcare overall and provide a lot of benefits to the entire population."

In other words, COVID-19 has changed the conversation around industry adoption of digital health tools. It's no longer if but when. That timeline, too, is shortening.

"While this public health crisis has been horrible for so many, and so many lives have been lost," Luessi said, "there's an opportunity for us to learn from this and get better at taking care of people in the future."

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***As virtual care continues to grow, smart digital workflows are more important than ever.***

Visit [servicenow.com/healthcare](https://servicenow.com/healthcare) to learn more.



### About ServiceNow

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity to approximately 5,400 enterprise customers worldwide, including almost 75% of the Fortune 500. For more information, visit [www.servicenow.com](https://www.servicenow.com).