



Globant ▶

AI Reinvention

Healthcare Edition

AI at the Heart of Care:

Innovating for a Seamless Patient Experience

AI at the Heart — *of Care:*

Innovating for a Seamless Patient Experience

The global artificial intelligence (AI) in healthcare market was estimated to be worth USD 15.1 billion in 2022 and is projected to exceed USD 187.95 billion by 2030, growing at a compound annual growth rate (CAGR) of 37% during the period from 2022 to 2030.

This significant growth is not coincidental; rather, it reflects a pivotal transformation in the healthcare sector, with **technology playing a central role in the evolution of patient care.**

The convergence of data analytics, AI, and user-centric innovations is reshaping traditional approaches to health management, resulting in exceptional patient experiences.

In the future, healthcare will seamlessly integrate technology with provider expertise, placing patients at the forefront of their care narratives. They will actively participate in their healthcare journey, experiencing personalized and impactful interactions at every touch point.

Patients require an AI-driven tech approach

Most people hate going to the doctor; some even avoid it when they shouldn't. Why? It's because they feel like they're just another number in a system that doesn't care about them. The healthcare scene is dealing with many complicated **challenges** that keep worsening.

Some of the significant issues that affect the dynamics between patients and healthcare providers, and between providers and payers or health insurers, include data integration and interoperability, burnout from all the daily work, not having enough healthcare professionals and care coordination, and difficulties getting access to care and managing chronic diseases.

But here's the thing: if the healthcare industry can focus on creating a better, **more connected experience** for everyone involved, we can start to tackle these problems head-on. And in the end, that means better patient outcomes and an optimized healthcare system.



With **connected experiences**, we will get the following:

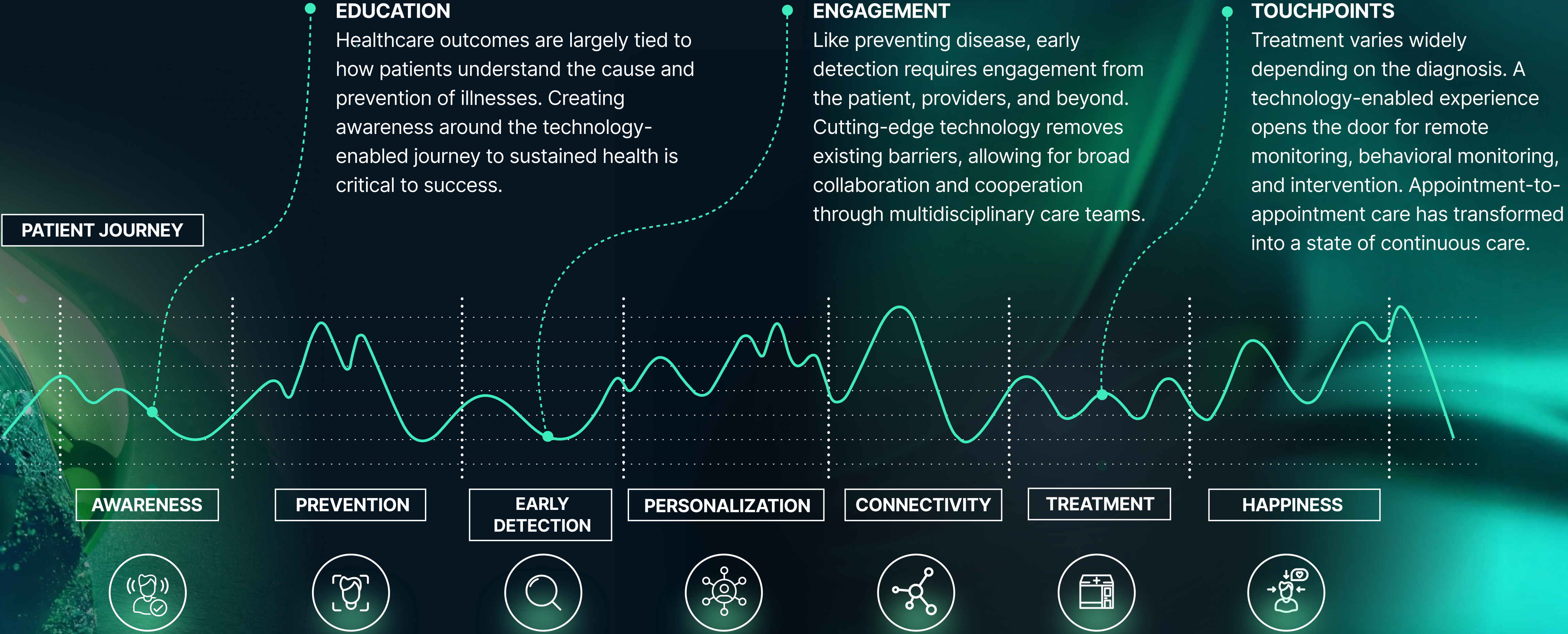
- Personalized care
- Enhanced collaboration and coordination
- Seamless life integration from prevention to patient empowerment
- Optimization of resources to reduce demand on multidisciplinary teams
- Promote consistent medication use
- Data-driven decision making
- More accessible screening for diseases and diagnosis
- Sustainable business growth

Gartner® states that
“In 2024, U.S. healthcare payers plan to prioritize **core systems Interoperability technologies (59%),** and **consumer experience capabilities (53%)**”

Source: Gartner, [Quick Answer: Top Industry-Specific Technology Investments for U.S. Healthcare Payers in 2024]. Published 19 September 2023. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

The *patient experience* will
be dramatically
transformed through an
AI-powered journey

AI-powered patient experience journey

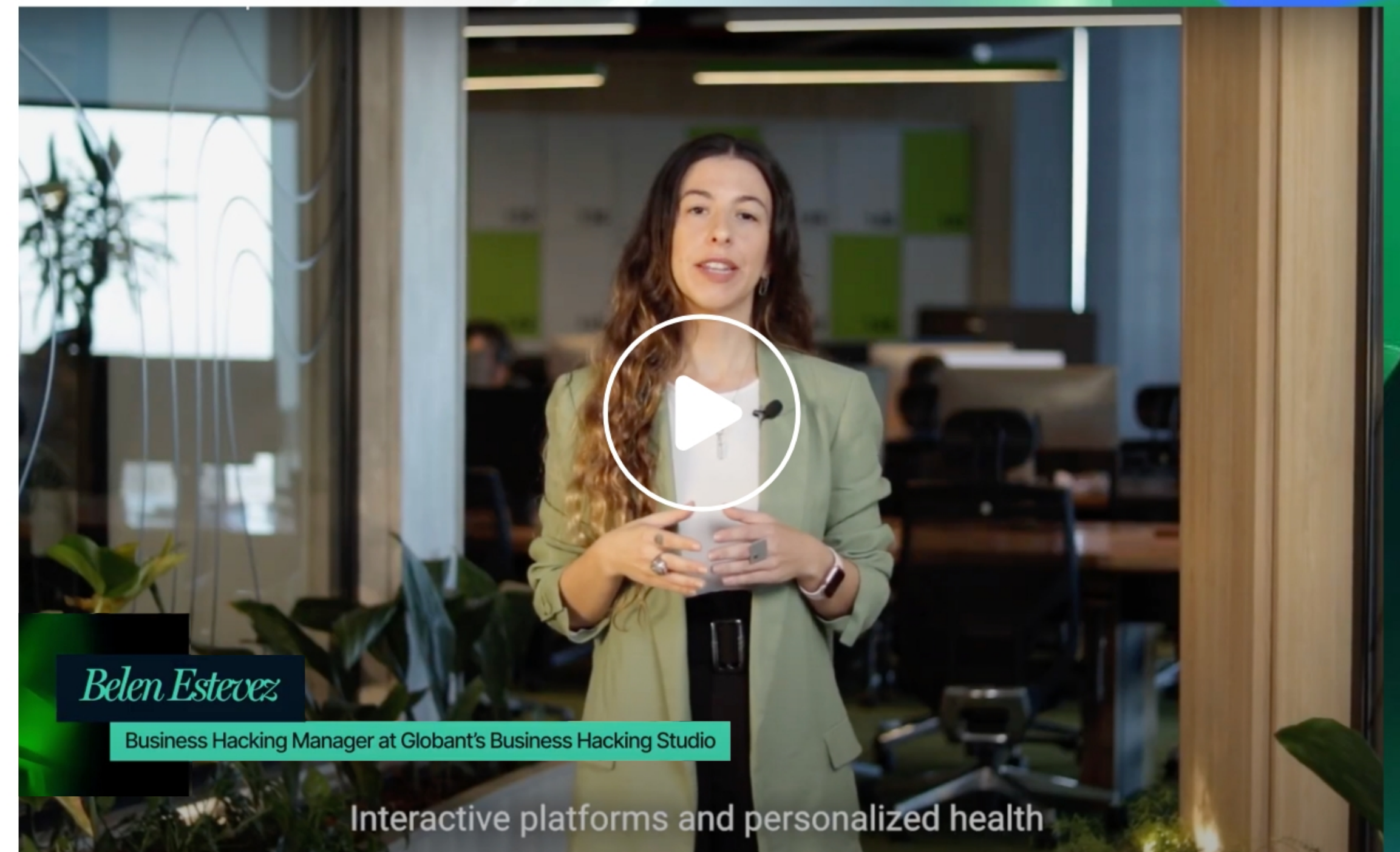


1st step of the Journey: **Education**

Empowering patients through education paves the way for remarkable health outcomes. Igniting a passion for healthy living and equipping individuals with the knowledge to prevent disease transform patient education into a dynamic force for wellness.

Integrating technology into every healthcare step allows us to personalize how vital health information is shared to fit each individual's requirements. We can use **artificial intelligence** to create tailored educational materials and communication strategies that cater to each person's unique needs.

Healthcare systems and providers stand at the forefront of this revolution, delivering timely and relevant information when and where needed. This proactive approach enriches the patient experience and sets the stage for a healthier future.



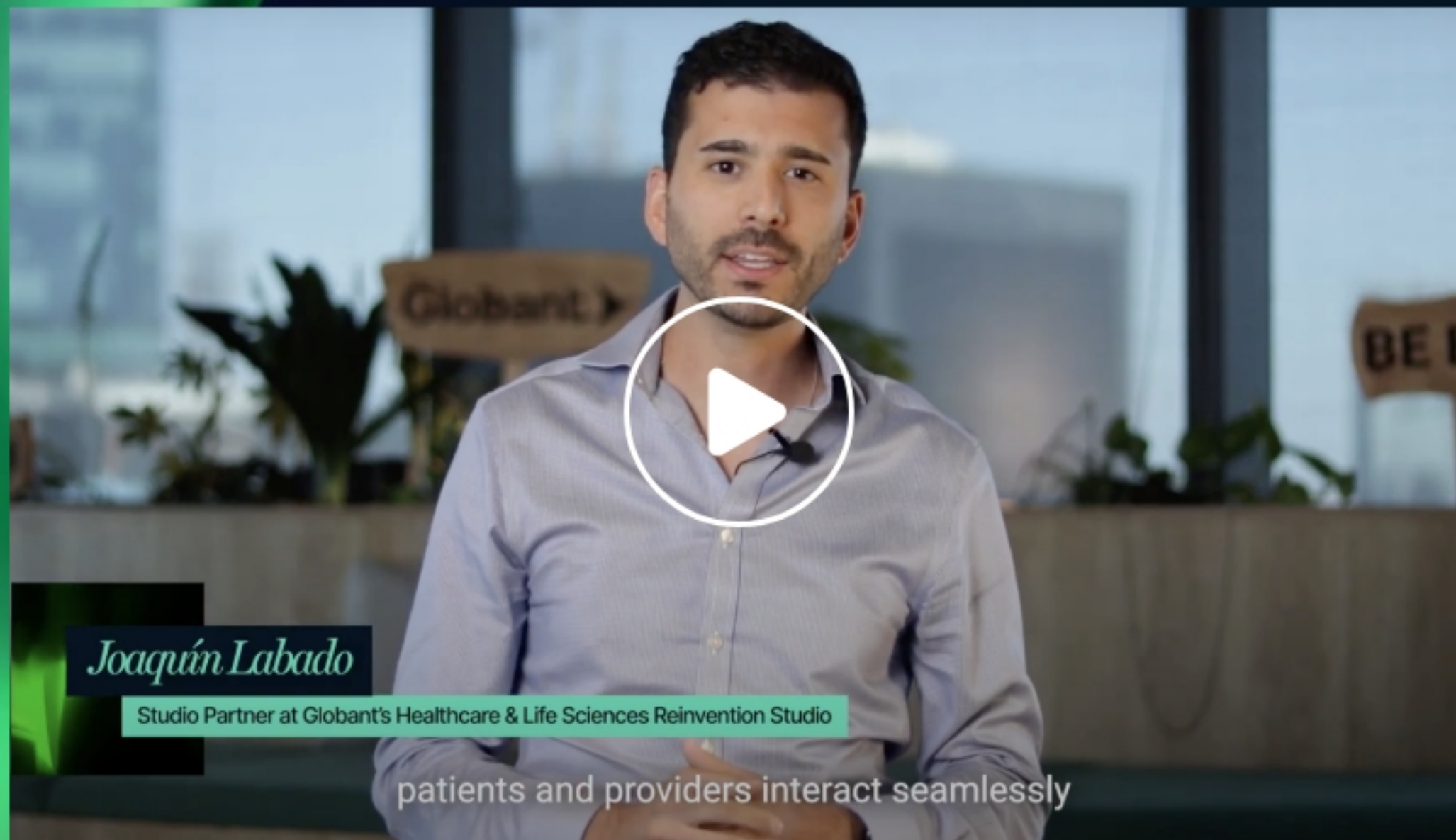
2nd step of the Journey: Engagement

Navigating the patient journey demands a united front: patients, providers, and the wider health community must all pledge their continued engagement. Fortunately, modern technology is smashing through old barriers, paving the way for expansive collaboration and teamwork across multidisciplinary care squads.

It's more than just promising engagement; it's about making it happen with the help of advanced **AI tools** like remote monitoring and behavioral tracking. These tools provide continuous patient updates to physicians, bridging the gap between appointments.

Patients can harness technology, including wearables, apps, gamification, and social media, to actively participate in their health management. These tech solutions enable providers to offer an interactive, supportive, and tailored health experience, fostering deeper patient involvement in preventive care and treatment, ultimately improving health outcomes.

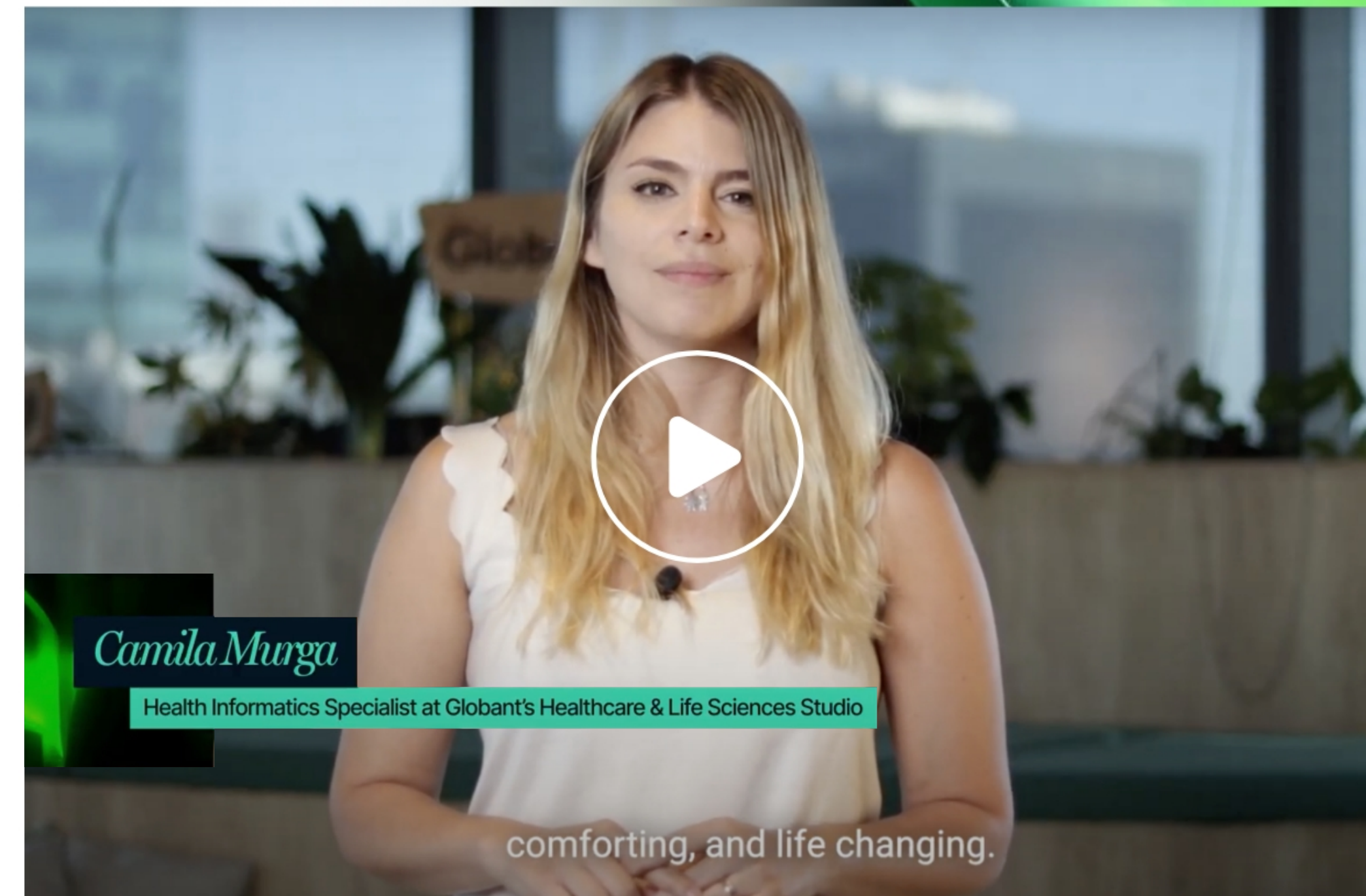
It's a game-changer, transforming passive care into an active, ongoing partnership for better health.



3rd step of the Journey: **Touchpoints**

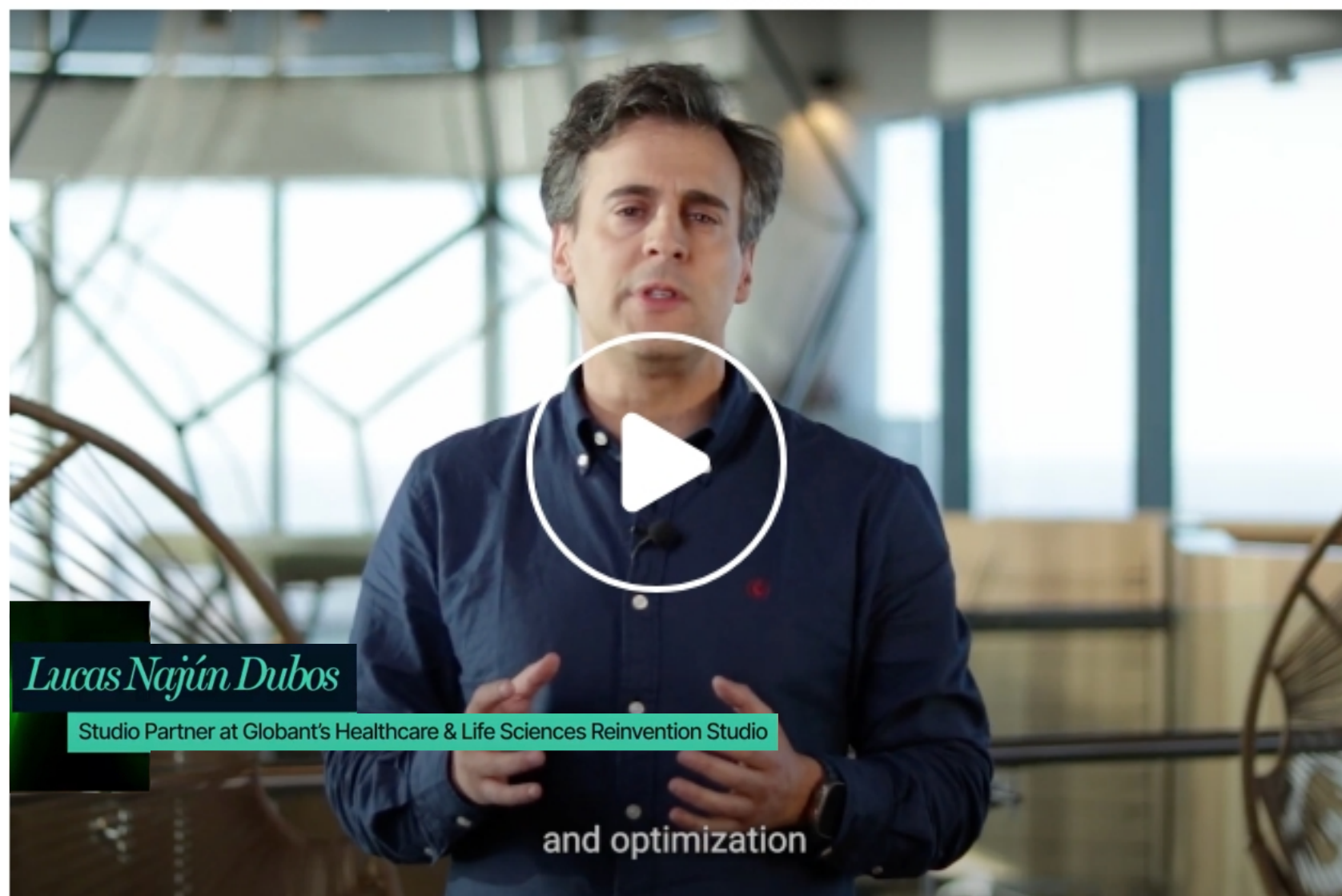
Treatment isn't a one-size-fits-all solution; it adapts to each patient's diagnosis, far beyond just popping a pill or tweaking your diet. Enter the COVID-19 pandemic, and the healthcare game has changed entirely. Now, it's all about the 'Healthcare Amazonification'—where patients crave the ease and immediacy of a shopping experience in their medical journeys. We're moving from the old school, appointment-to-appointment healthcare to a dynamic, always-on care continuum, which requires slick **AI technologies**, data, and strategic user experience design.

This isn't just healthcare; it's healthcare reimagined for the digital age, where convenience meets quality at every turn.



Looking holistically: What does a Connected Experience in Healthcare consist of?

Healthcare is redefined by blending advanced technology, AI, user-friendly design, and creative engineering, transforming visits from routine to remarkable and easing patient challenges. This smooth fusion in healthcare allows doctors to innovate and patients to reach peak health.

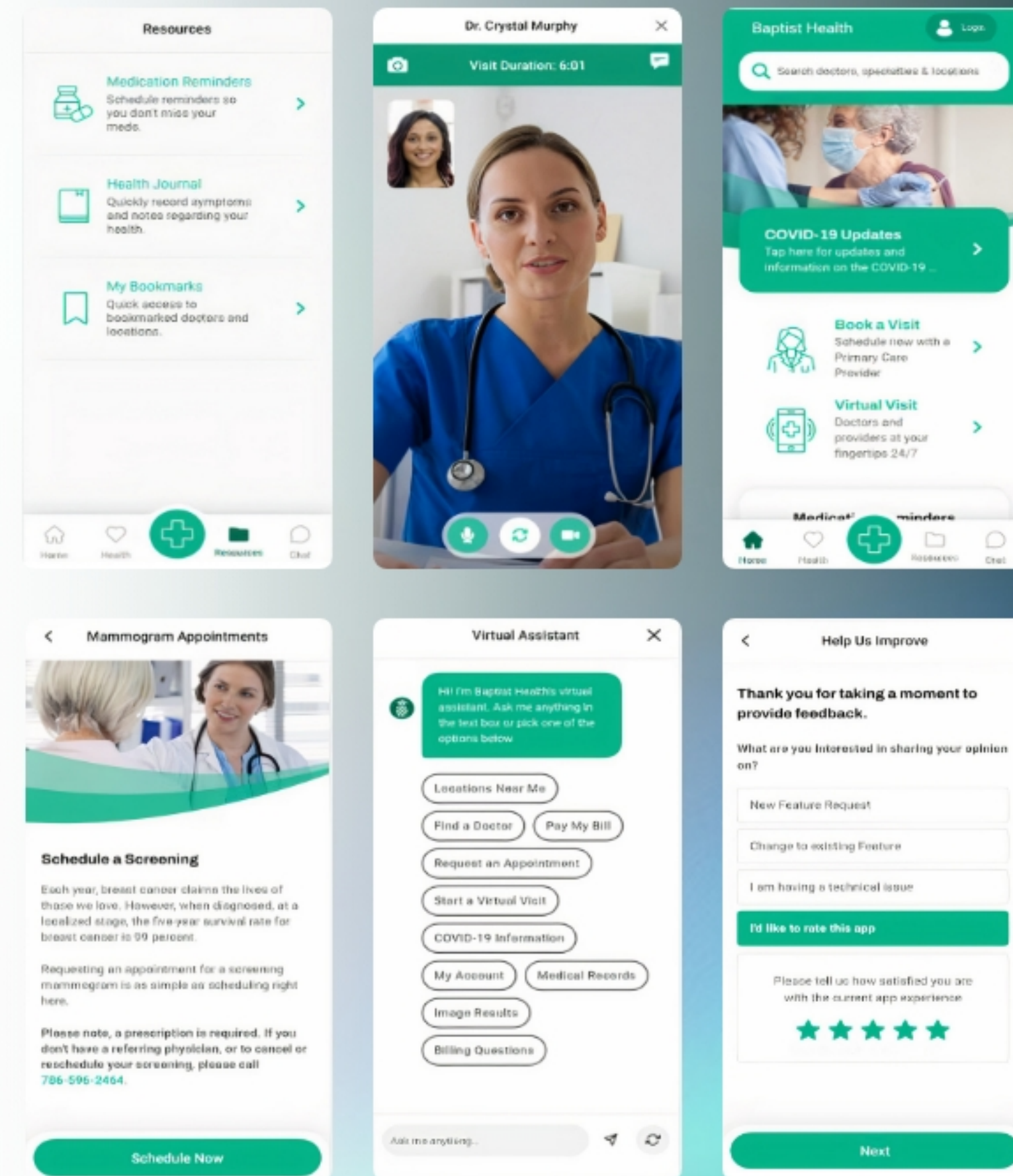


The case of Baptist Health

Let's bring the AI-powered patient experience journey to life

Baptist Health South Florida (BHSF) is a not-for-profit healthcare organization and clinical care network in Southern Florida. It operates seven hospitals & nearly 50 outpatient and urgent care centers, and several community health and outreach programs.

BHSF sought to modernize its digital infrastructure and elevate patient engagement. They needed a new **integrated ecosystem to ensure a holistic patient experience**. The biggest challenge was the transformation of former digital assets required to align with the new customer-centric vision; this entails inter-operation between the app and other vendors' products. Globant answered the call, crafting **PineApp**, a streamlined app designed for patients and non-patients.



Flutter FE
Java BE

7 Pods

3.2K+ Downloads

1K+ Downloads

AI-powered patient experience journey at Baptist Health South Florida

PATIENT JOURNEY

EDUCATION
Prevention is a crucial step in the health journey. Baptist Health takes a proactive approach in its Connected Experience, equipping patients with intuitive features like medication reminders, virtual assistance, and PineApp's timely information.

ENGAGEMENT
PineApp represents the digital world of Baptist Health, where patients and non-patients can manage their health journey. Users can find and bookmark providers and locations, manage appointments, set medication reminders, track symptoms, get virtual assistance, check in for urgent care, read the latest news, donate, and more. This generates friendly health management where people can easily commit and sustain themselves over time

TOUCHPOINTS
PineApp revolutionized healthcare accessibility, connectivity, and convenience. Its widespread adoption underscored its success, marking a new era in patient-centric care for South Florida residents. Users gained newfound control over their health journey, seamlessly navigating services, test results, and other important resources.

AWARENESS

- Visit documentation
- Diagnostic images
- Lab results
- Doctor instructions

PREVENTION

- Referrals
- Condition-specific resources
- Health monitoring

EARLY DETECTION

- Record access
- Diagnostic referrals
- Appointment

PERSONALIZATION

- Virtual assistant
- Diagnostic referrals
- Appointment reminders
- E-consents

CONNECTIVITY

- Message center
- Provider orchestration
- Virtual appointments

TREATMENT

- Pharmacy coordination
- Medication management
- Care guidance chatbot

HAPPINESS

- One, central, easy-to-use location to handle your healthcare journey

Other meaningful real *healthcare experiences*



Rede D'or Sao Luiz

Rede D'Or São Luiz, with its 69 owned hospitals, 3 managed hospitals, and 53 oncology clinics, partnered with **Globant** to overcome their challenges. With 67.2k collaborators and 87k accredited physicians, they aimed to efficiently scale care processes for chronic patients, improve **engagement** and adherence to treatments, and **reduce high-cost** treatments and procedures that could deteriorate patients' health.

Together, we developed a Digital Healthcare Platform specifically for chronic patients. The outcomes were significant, with 573k patients served, streamlined request processing, visibility of costs associated with procedures per patient and specialty, and the ability to track the effectiveness of follow-up physician consultations.



Novartis

Novartis needed a reliable technical partner to support its **digital strategy** and create a cutting-edge AI-powered tool to improve the care of Psoriasis. This solution had to objectively understand what was happening with the disease activity in the patient's day-to-day life.

Globant developed the SmartPASI application, a solution guided by Computer Vision, demonstrating a commitment to investing in advanced technologies to improve the care of chronic diseases and find **innovative solutions** for the challenges faced by medical professionals in dermatology. This type of solution saves time and provides objective data between visits to the doctor.



Kaiser Permanente (KP)

Kaiser Permanente's success is partly attributed to its **connected health system**, which integrates patient care through digital means. Electronic Health Records (EHRs) and telemedicine enable seamless communication between patients and providers, leading to more efficient and tailored healthcare services. This approach ensures that all stakeholders have access to the necessary health information when needed, improving patient engagement and outcomes.

Thanks to their user-friendly online platforms, Kaiser Permanente provides a **frictionless digital health experience**, allowing patients to manage appointments, view medical records, and communicate with healthcare professionals effortlessly. This convenience minimizes wait times and administrative hassles, making healthcare more accessible. These digital innovations facilitate a smooth and proactive healthcare journey, contributing to the organization's reputation for high-quality, patient-centered care.

Source: <https://thrive.kaiserpermanente.org/>

Digital frictionless experiences in healthcare



Amazon Clinic

Amazon Clinic has carved out a successful niche in the healthcare market by offering a streamlined experience that harnesses the power of **telemedicine** and **integration**. Patients appreciate the convenience of connecting with healthcare professionals from their homes using Amazon's digital platform.

The Clinic's model integrates with various telehealth providers and services, creating a seamless, one-stop-shop for patients seeking non-emergency medical care.

This integration ensures that patients can easily navigate their healthcare journey—from consultation to treatment—without the traditional barriers of scheduling and traveling to in-person visits, thereby enhancing the overall experience and accessibility of healthcare services.

Source: <https://clinic.amazon.com/>



Virtual Wards

The success of NHS virtual wards can be largely attributed to **interoperability** within the healthcare system. By enabling different healthcare technologies and systems to work together seamlessly, NHS virtual wards facilitate the remote monitoring and treatment of patients who might otherwise require in-hospital care.

This approach allows for sharing of patient information across various platforms and providers, ensuring that care decisions are informed and coordinated, regardless of the patient's location.

Interoperability is crucial for the virtual ward model as it ensures that clinicians have real-time access to patient data, which is essential for delivering prompt and effective care.

This improves patient outcomes by providing continuous, integrated care and reduces strain on physical hospital resources, making the NHS virtual wards a beacon of innovative healthcare delivery.

Source: <https://www.england.nhs.uk/virtual-wards/>

A strong technology partner can help you build an
AI-powered patient experience journey

This is where Globant comes in

As a leading partner, Globant's **Healthcare & Life Science Studio** empowers providers, payers, and institutions by creating a smarter, more efficient healthcare system through patient-centric digital solutions, streamlined operations, and data-driven decision-making. Set up a session with our experts today and take the first step towards the future of Healthcare. Tell us what you want to achieve, we'll make it happen.

At Globant we deliver delightful experiences that become long-lasting memories and build loyal customers for leading companies across every industry. Globant's **Connected Experiences Studio** combines cutting-edge technology with creativity, innovation, and business savviness to create exceptional customer experiences. Are you ready to create experiences that your patients will love?

About Globant

At Globant, we create the digitally-native products that people love. We bridge the gap between businesses and consumers through technology and creativity, leveraging our experience as an AI powerhouse. We dare to digitally transform organizations and strive to delight their customers.

- We have more than 28,900 employees and are present in 33 countries across 5 continents, working for companies like Google, Electronic Arts, and Santander, among others.
- We were named a Worldwide Leader in AI Services (2023) and a Worldwide Leader in CX Improvement Services (2020) by IDC MarketScape report.
- We are the fastest-growing IT brand and the 5th strongest IT brand globally (2024), according to Brand Finance.
- We were featured as a business case study at Harvard, MIT, and Stanford.
- We are active members of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

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