

*E-book*

# Why clinical workflow automation is gaining momentum: Key findings from OmniLife Health's inaugural benchmark survey in partnership with Becker's Healthcare



Healthcare organizations are wrestling with numerous challenges in delivering high-quality, coordinated, and increasingly complex care, while dealing with rising labor costs, clinician burnout, and staffing shortages. The growing complexity of care increases the communication and documentation burden on staff to effectively and efficiently manage and deliver care.

This is the context in which clinical workflow automation is gaining momentum — and why its adoption is expected to double from 2022 to 2024.

In collaboration with Becker's Healthcare, in the second half of 2022, OmniLife Health conducted its inaugural clinical workflow automation benchmark survey, which elicited responses from 99 C-suite, clinical and transplant leaders and other decision-makers about where their organizations stand on adopting and implementing this critical technology.

Following the completion of this inaugural survey on clinical workflow automation, Becker's Hospital Review spoke with Dalton Shaull, CEO of OmniLife Health, who shared his thoughts on what the survey findings reveal about clinical workflow automation, barriers holding back adoption or expansion and how mindsets and standard operating procedures need to evolve to realize the benefits of workflow automation.

## Three key findings from clinical workflow automation benchmark survey

Analysis of the survey results yielded the following three key findings:

- 1. Clinical workflow automation software has significant adoption momentum.** Implementations among hospitals, health systems and transplant centers will more than double from 2022 to 2024, from 30 percent to 61 percent. Many of the organizations that currently use workflow automation software to support transplant processes are planning to expand its use to additional clinical areas, including cardiology.
- 2. Clinical workflow automation software is mainly viewed as enhancing productivity.** It is viewed primarily as a resource for improving efficiency and saving staff time, rather than for improving patient outcomes.
- 3. Clinical workflow automation software provides an untapped opportunity to increase revenue.** Many current and prospective users are not aware that clinical workflow automation software can be used to improve revenue capture by providing the documentation needed for reimbursement.





## Clinical workforce automation has entered a new era

One of the survey's key takeaways is that respondents have very different understandings of clinical workforce automation. This is seen in that 33 percent of survey respondents said their clinical automation vendor was their EHR vendor, or a Microsoft Word or Excel document.

Mr. Shaull addressed this misconception. "Clinical workflow automation of the early 2000s — that was clinical workflow automation of the EHR," he said. "We have now transcended that and are in a whole new ball field of clinical workflow automation," which he termed "clinical workflow automation 2.0."

"This new era is really about care coordination and how do you help your staff communicate and collaborate more effectively by using technology to automate communications around complex patients and patient care," Mr. Shaull said. He emphasized that EHRs are not a collaboration tool, although integration with EHRs is important.

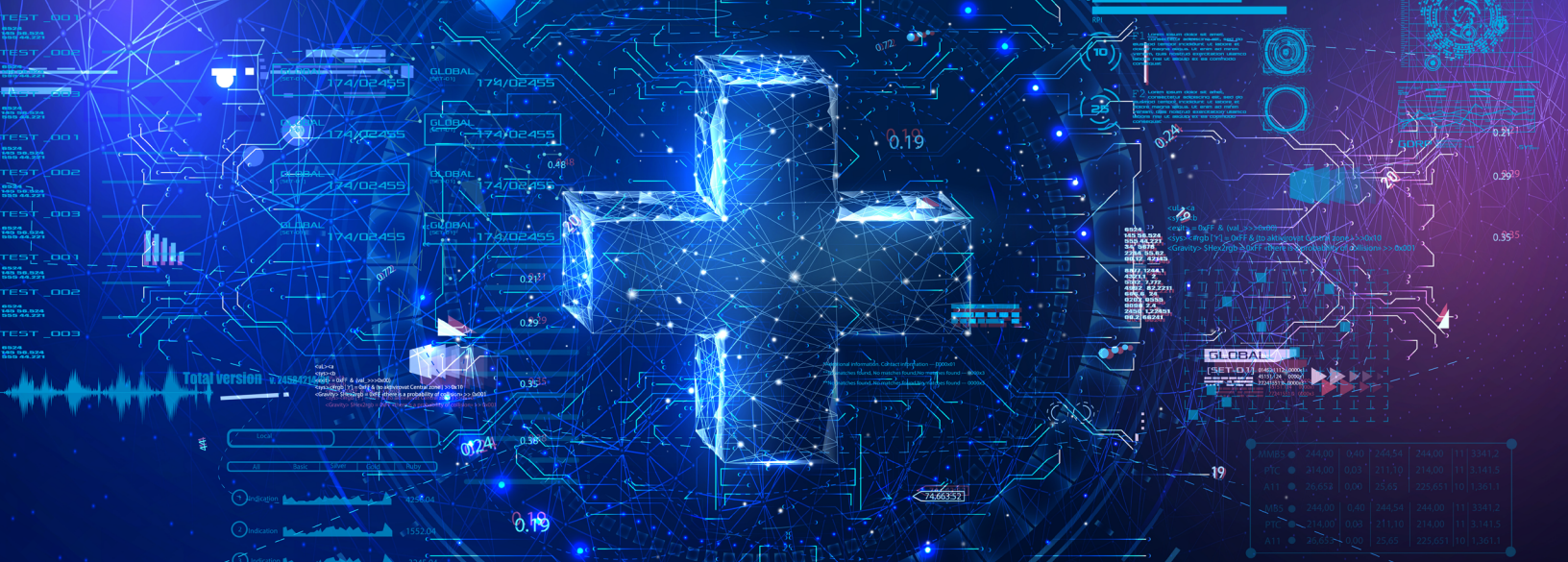
Modern, state-of-the-art clinical workflow automation is real-time, collaborative, mobile/accessible, communication-centric and intelligent. It streamlines and automates communication through a rules engine that automatically knows how to provide notifications and assign tasks to specific staff. Clinical workflow automation also streamlines documentation, automates and improves data reporting and has capabilities for revenue capture and billing.



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- Dalton Shaull, CEO, OmniLife Health

Still, while many organizations have seen significant value from clinical workflow automation, there remain hospitals, health systems and transplant centers — which manage complex patients — that have yet to implement workflow automation technology or fully tap into its capabilities.



## Adoption of clinical workflow automation technology is accelerating

Survey respondents indicated that their top goals for leveraging clinical workflow automation include improving patient outcomes, addressing staff shortages, increasing efficiency and standardization, improving documentation and better managing complex care. Inherent in these goals is the belief that the value of clinical workflow automation is in improving communication and automating aspects of documentation, especially when delivering complex care.

Of the 30 percent of respondents who already have workflow automation software in place, 47 percent are looking to expand it to additional use cases. (see Figure 1). Currently, the most frequent use cases are patient referral, waitlist management and post-transplant management. However, organ intake is not currently an area where many transplant centers have strong processes and automation in place; this is a use case where clinical workflow automation can make a significant difference.

Which best describes the current status of your clinical workflow automation software?

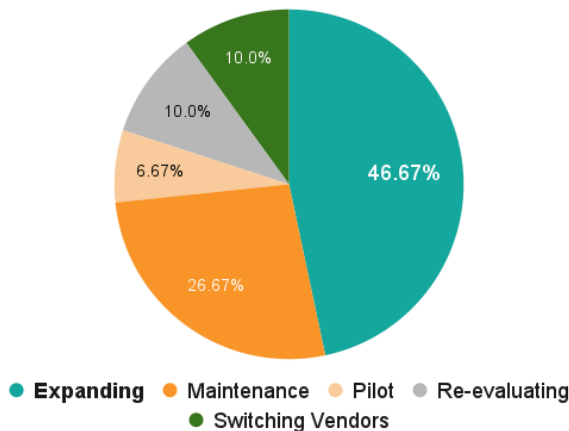


Figure 1

An additional 31 percent of respondents said they do not yet have clinical workflow automation but are looking to implement it in the next 24 months. (see Figure 2).

“One thing that was clear to me [from the survey] in terms of core challenges and problems was that hospitals are interested in figuring out how to leverage workflow automation technology to improve efficiency,” Mr. Shaull said, reflecting on one of the survey’s most prominent findings showing that adoption of clinical workflow automation technology is on track to double in the next two years.

## Streamlined clinical workflows are critical for complex care teams and organ transplantation

Good team communication and accurate documentation are indelible parts of high-quality clinical care, but the administrative burden associated with those elements of care can have a negative impact on productivity and contribute to clinician burnout. For this reason, interdepartmental communication and clinical documentation are prime candidates for automation, especially in contexts of complex care — as occurs in transplant centers — where the burden is the highest. Mr. Shaull noted an example of a common scenario: Multiple specialists and departments coordinate care for a single patient, and communication volume is exponentially higher than when a patient receives care from a single provider.

Within complex care, one of the verticals requiring the greatest degree of communication and documentation is organ transplantation. Other high-touch verticals include polytrauma, where patients may need orthopedic, vascular and plastic surgery care all at once, as well as late-stage cancer care.



Does your organization currently use clinical workflow automation software?

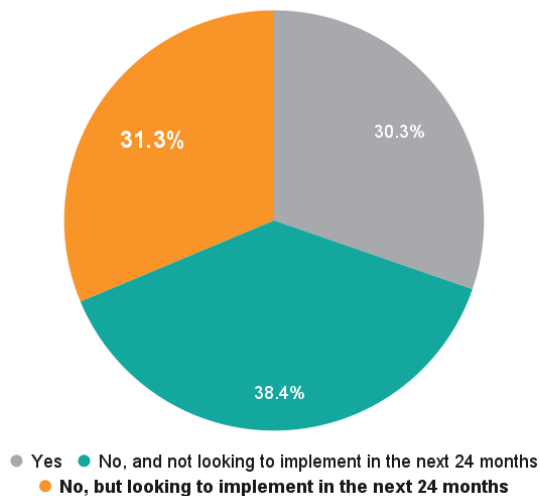


Figure 2

“We believe that hospitals and health systems need to focus on applying clinical workflow automation to provider-to-provider communication within complex care, which has the highest opportunity for efficiency gains,” Mr. Shaull said. “There is a lot of ‘data exhaust’ that contains a ton of insights that are happening within email, phone calls and text messages — but because hospitals don’t have clinical workflow automation around communications, all that data is lost.”

Mr. Shaull noted that in addition to capturing insights in provider-to-provider communication, automation can make it easier for healthcare organizations to track billable time spent communicating around patient care. He pointed out that CMS has billing codes for time spent doing transplants that includes time spent communicating. However, many providers are not aware of these billing codes and are not taking full advantage of them. By using automation technology to better track communication, providers will be able to capture revenue they are currently missing out on.



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I think in the next five years, if you don't have a clinical workflow automation solution to address the communication and documentation burden for front-line staff – that also collects all of this data in discrete ways – it's going to be very difficult for you to keep up with the pace of change.”

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**Clinical workflow automation means greater collaboration across care teams and reduced patient risk**

In the evolution to clinical workflow automation 2.0, OmniLife Health has developed solutions which position the company as a leader in this new category.

FlowHawk™, OmniLife’s clinical workflow automation platform, uses the social media concept of a “follower” to subscribe clinical teams to the patients they’re caring for, which can range from 20 to as many as 150 care team staff for one patient. Notifications are sent to select care team members based on who is following that particular patient case. “It’s like having a virtual care navigator keeping the entire care team for that patient up to date,” Mr. Shaull said. This is important, especially in transplant, as there is a very narrow window of time from organ offer to organ transplant, and it is essential that all members of the care team are on the same page.

Among the capabilities of clinical workflow automation are the digitization of checklists (many of which have been paper-based or in Excel) and streamlining the flow of communications and collaboration among care team members. Automation technology sends alerts and automates documentation and transmission of information in accordance with defined business procedures and protocols. This allows staff to be more efficient and productive, resulting in an audit trail for process improvement, improved compliance and decrease risks to patients of missed steps or delays in the care process.

**Bottom line: Clinical workflow automation is essential to enable staff, transform care delivery**

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What key features are required as you consider clinical workflow automation software?

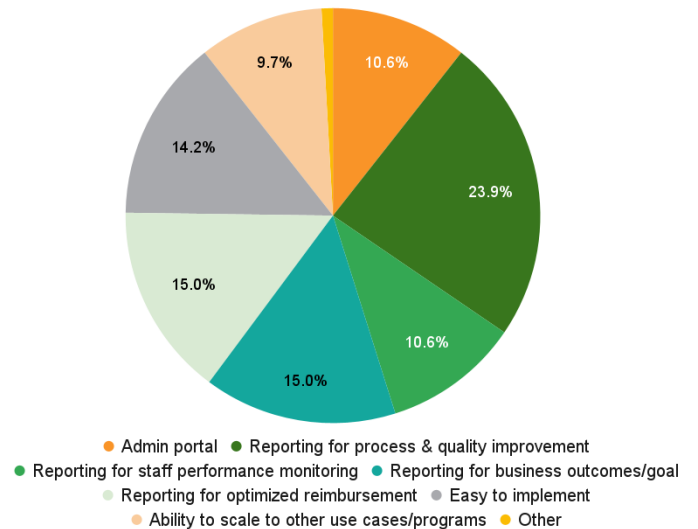


Figure 3

# About OmniLife Health

OmniLife Health is setting a new standard in clinical workflow automation.

FlowHawk is purpose-built to streamline clinical workflows for organ transplantation with the ability to scale across your enterprise for purposeful collaboration in a variety of complex care environments. Leverage digital tools to standardize processes and empower care teams with access to data and insights that help improve productivity, mitigate the impact of staffing shortages, and optimize billing.

We enable organizations to accelerate organ transplantations and other complex care journeys for optimal health outcomes. Learn more how OmniLife Health is leading the way in clinical workflow automation at [OmniLife.Health](https://OmniLife.Health).

To access the full survey results, scan below.

