



Healthcare AOTP

An Introduction to Sitecore

Presented by:
Sitecore Middle East Team

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Sitecore For Healthcare: achieving digital excellence for patient care

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**Sitecore Value Proposition
For Healthcare Industry**

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High-level Solution Overview

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Innovation In Healthcare**

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**Illustrative Use Case
Opportunities**

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**Sitecore Partner Ecosystem &
Sitecore 360 Assurance Services**



1. Sitecore Value Proposition for Healthcare Industry

A value-based partnership focused on the right KPIs

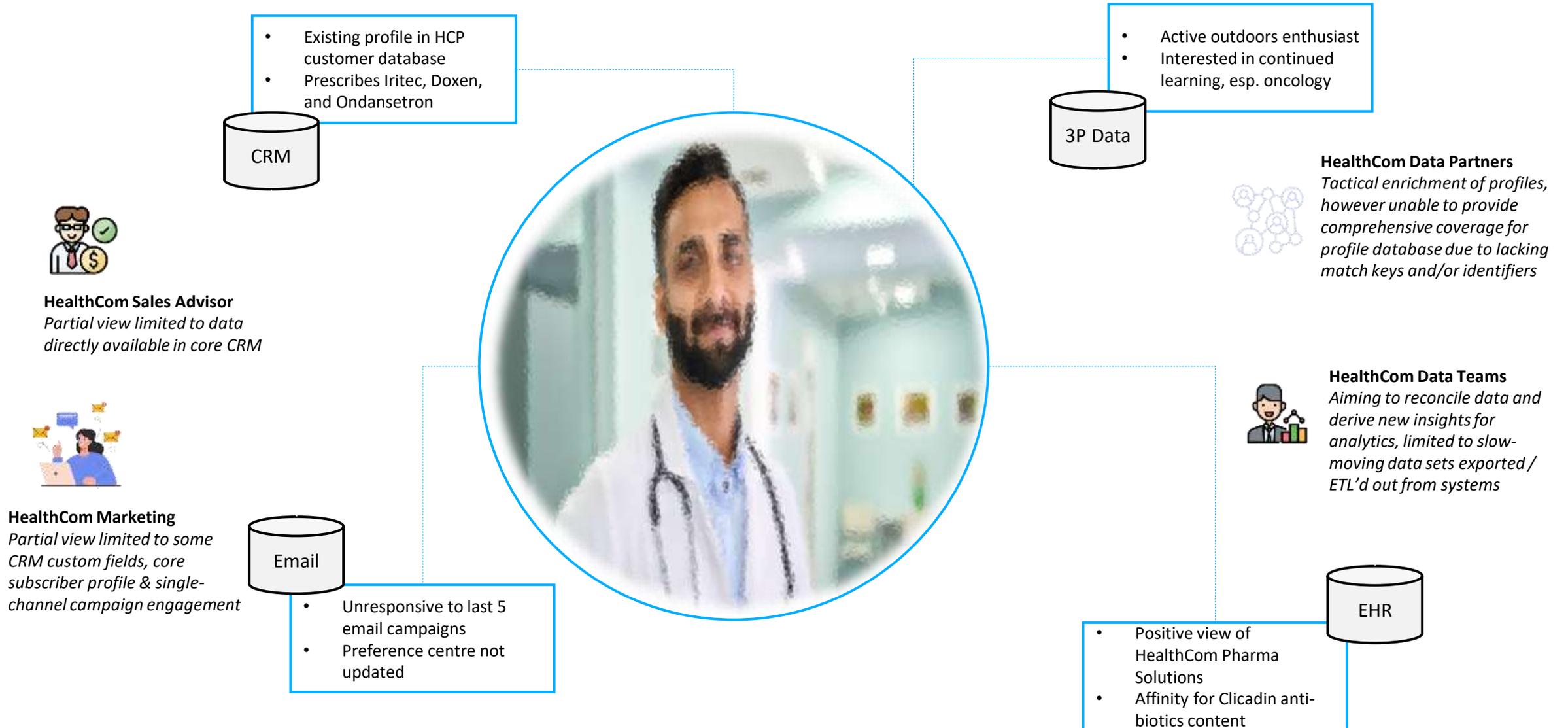
Enhance operational agility, manage risk, scale business results



Dimension	KPIs	Sitecore's Capabilities to Help
Patient Acquisition & Retention	<ul style="list-style-type: none">- Growth in patient base- Increase in patient retention rates	<ul style="list-style-type: none">- Targeted health program campaigns- Personalized patient journey mapping
Treatment Efficiency	<ul style="list-style-type: none">- Reduction in average treatment time- Increase in patient satisfaction with treatment outcomes	<ul style="list-style-type: none">- Automated treatment plan management- Real-time updates and monitoring for patients
Health Risk Management	<ul style="list-style-type: none">- Accuracy of health risk predictions- Compliance with healthcare regulations	<ul style="list-style-type: none">- Integration of real-time analytics for risk profiling- Compliance content management system
Digital Patient Experience	<ul style="list-style-type: none">- Net Promoter Score (NPS)- Patient effort score (PES)	<ul style="list-style-type: none">- Omnichannel platform for unified patient interface- AI-driven personalization and support
Personalized Healthcare Plans	<ul style="list-style-type: none">- Uptake of personalized treatment plans- Patient engagement with health management tools	<ul style="list-style-type: none">- Customer Data Platform for detailed health profiling- Dynamic treatment customization engine
Operational Efficiency	<ul style="list-style-type: none">- Reduction in operational costs- Improvement in healthcare process automation	<ul style="list-style-type: none">- DXP to streamline healthcare operations- Content optimization for operational efficiency

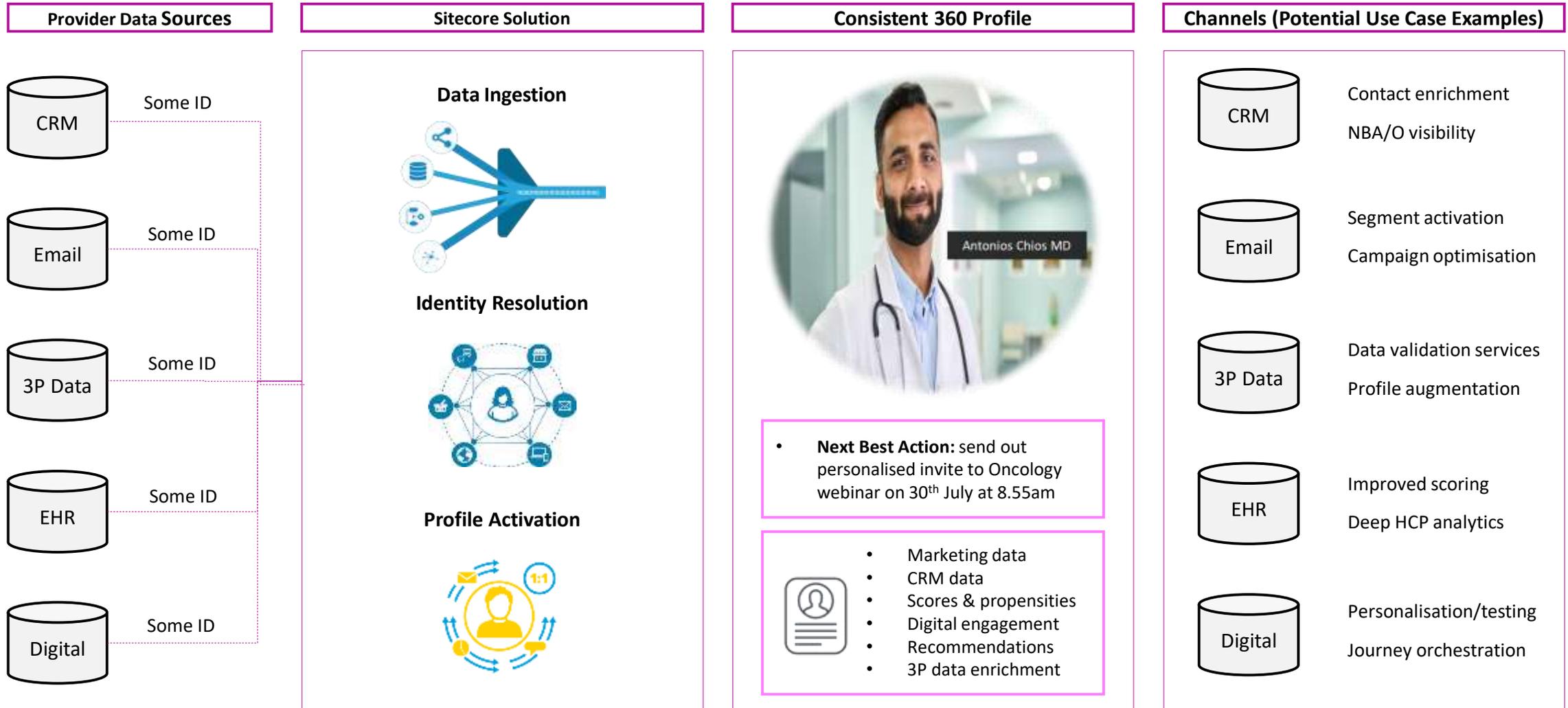
Drilldown Use Case (1): fostering HCP engagement

Tackling data fragmentation and driving improved communications across channels



Drilldown Use Case (1): fostering HCP engagement

Tackling data fragmentation and driving improved communications across channels



→ Sitecore Solution To Accelerate Data Strategy

2. High Level Solution Overview



Empowering global & local brands to deliver best-in-class experiences

Driving improved communications across channels



130+ customers across key industry verticals in MEA



+20% growth year on year



Invested in MEA with office investments in UAE & KSA and full operations.



Partnering with leaders in Healthcare, covering the full customer journey



Committed to customer success & innovation with trusted partners



Sitecore In Middle East & Africa

5,200+ global brands powering their digital experience with Sitecore

Translating foundations into concrete areas of requirement and transformation needs in Healthcare Sector.

Foundation	What It Means For Healthcare Sector	Sitecore's Ability To Help
1. Enhanced Digital Patient Experience	Ensure that every interaction with healthcare services is intuitive, patient-centric, and seamless, providing easy access to medical information and care.	Leverage personalized content delivery and adaptive design capabilities to meet the diverse needs of patients, caregivers, and healthcare providers.
2. Personalized Digital Engagement	Tailor healthcare communications and services to the unique preferences, health conditions, and needs of each patient, fostering a stronger connection and improving patient satisfaction.	Utilize advanced analytics, AI, and personalization to create individualized patient experiences, enhancing care and engagement across digital touchpoints
3. Interactive Content & Patient Education	Commitment to engaging and educating patients through dynamic digital materials and experiences that not only provide medical information but also encourage active participation and health literacy..	Create and manage feedback forms, patient portals, interactive chat experiences, and educational content tailored to patient needs.
4. Context-based Patient Services	Ensure that every patient has access to relevant healthcare services tailored to their unique medical needs, location, and timing, providing a more efficient and responsive care experience.	Deliver a service catalog that dynamically adapts to the context of each patient, simplifying access to healthcare services and resources across the entire healthcare system.
5. Efficient Government DX Processes	Optimize digital channels to deliver healthcare services and information in the most streamlined and cost-effective manner, enhancing productivity and improving patient satisfaction.	Offer a centralized platform for content management and delivery across various healthcare departments; facilitate the automation of content workflows and channel distribution, ensuring seamless communication and service delivery.

SITECORE IS A DIGITAL EXPERIENCE PLATFORM (DXP)

A Digital Experience Platform (DXP) is a sophisticated software framework designed to **provide, manage, and optimize digital experiences across a broad range of digital touchpoints**. A DXP integrates and coordinates a variety of technologies to ensure seamless, cohesive, and personalized customer experiences. This platform is typically used by organizations looking to undergo digital transformation or enhance their digital presence across multiple channels, such as web, mobile, IoT, social media & emergent ones.



Content Management System (CMS)

B2X Commerce Management

Digital Asset Management (DAM)

Content & Product Search

Personalisation & Testing (P&T)

Profiles & Campaign Management

Sitecore Experience Platform: functional potential for Healthcare

Illustrative examples of use cases linked to key features

1

Advanced Personalisation with Historical Data

Features Required

- Sitecore xDB
- Sitecore Personalization Rules
- Sitecore AI

Example Use Case

- *Tailored Healthcare Solutions: Offer personalized, Sharia-compliant healthcare services based on past patient interactions and medical history.*

2

Cross-Channel Customer Profiling and Engagement

Features Required

- Experience Profile
- Sitecore xConnect
- Federated Experience Manager

Example Use Case

- *Unified Patient Profiles: Create comprehensive patient profiles to deliver consistent and personalized care experiences across telemedicine, mobile health apps, and in-person consultations.*

3

Headless CMS for Modern Web Applications

Features Required

- Containers
- Services Client
- Sitecore SDKs (JSS, ASP.NET, NextJS)

Example Use Case

- *Flexible Content Delivery: Enable flexible and fast content delivery through a headless CMS, providing responsive health portals and personalized displays in healthcare facilities (e.g., digital check-in kiosks).*

4

Enhanced Analytics & Customer Insights

Features Required

- Experience Analytics
- Audience Filter
- Sitecore AI

Example Use Case

- *Deeper Patient Insights: Gain detailed insights into patient behavior, health patterns, and treatment preferences using advanced analytics tailored to the healthcare industry.*

5

Optimised Campaign Management & Testing

Features Required

- Campaign Creator
- A/B/N Testing
- Personalization Suggestions

Example Use Case

- *Effective Health Campaigns: Design and manage targeted campaigns to promote specialized healthcare services and wellness programs.*

Sitecore's global presence in Healthcare

Non-exhaustive overview of key logos relying on Sitecore



SCHOOL OF MEDICINE
INDIANA UNIVERSITY

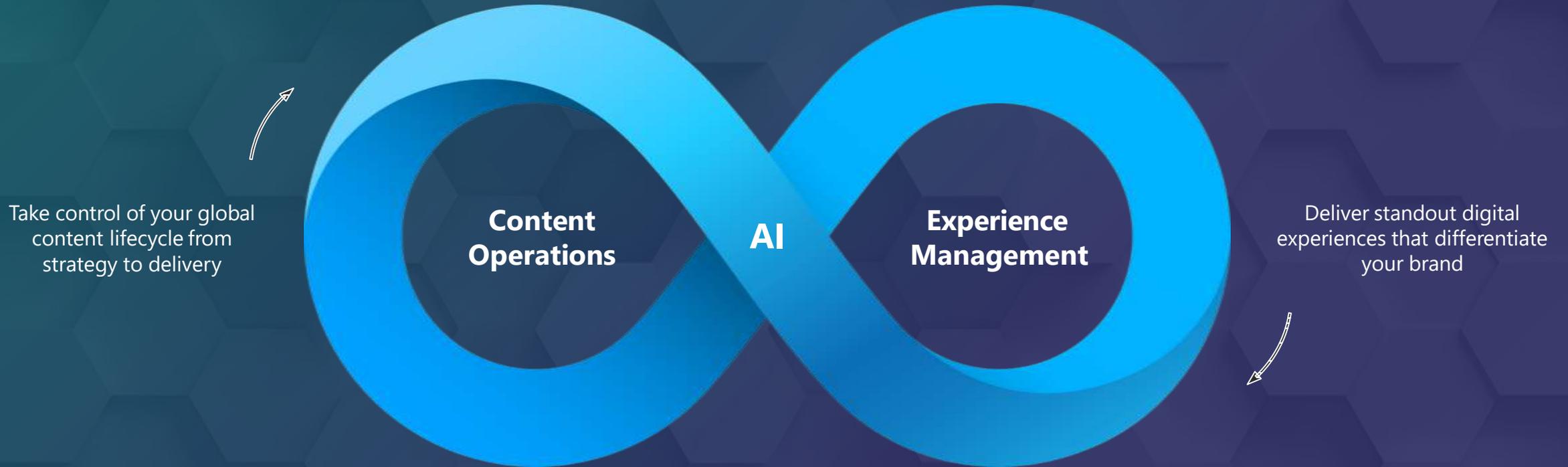


مستشفى الملك فيصل
التخصصي ومركز الأبحاث
King Faisal Specialist
Hospital & Research Centre



GILEAD

Sitecore: the experience platform trusted by digital visionaries



**Digital Asset
Management**

**Content
Orchestration**

**Content
Management**

Intelligent Search

**Personalisation
& Testing**

Sitecore Go To Market & Value Propositions

Summary view

Platform
Services



Platform
DXP

Cloud
Services



Composable
DXP

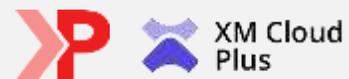
Hybrid
Plays



Sitecore Value Proposition Pillars



Experience
Management



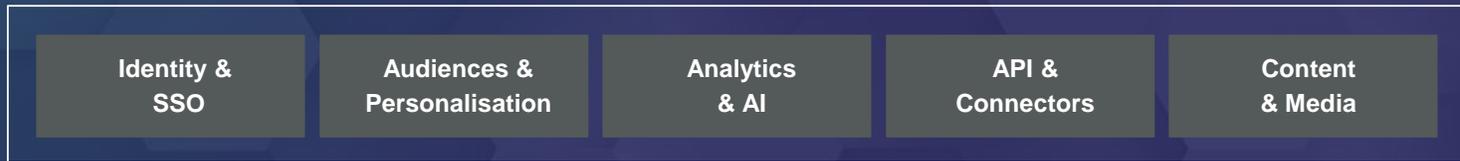
Content
Operations



Limitless
Commerce



Sitecore Portfolio: PaaS & SaaS solutions



Sitecore Solution Architecture (PaaS)



Sitecore Solution Architecture (Composable SaaS)



Sitecore Composable DXP

Enterprise Systems



APIs



Connectors



Micro-Services



Webhooks



Files



Other



Integration Layer Capability & Connectors

Content

Customer Data

Products & Finance Data

Digital Asset Mgt.

Assets

Email Marketing

Content Mgt. System

Assets

Next Best Content

Campaigns

Personalisation

Content Indexing

Content Reco's

Content Search

Offers, Products, Pricing, Orders

CDP, Test & Personalise

Product Reco's

B2X Commerce

Catalog For AI Scoring

Product Search & Merch AI

Buying Experience Components

Sitecore Partnerships & Extensions

+

Experience Delivery

Customer Insight

X-Channel Management

Relevant Journeys

Connected Customer Journeys

Mapped SaaS DXP Components

Sitecore Composable DXP

Enterprise Systems



APIs



Connectors



Micro-Services



Webhooks



Files



Other



Sitecore Connect / Middleware

Content



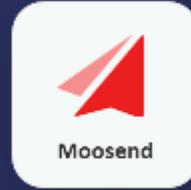
Customer Data



Products & Finance Data



Assets



Campaigns

Next Best Content

Personalisation

Assets

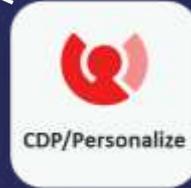


Content Indexing

Content Reco's

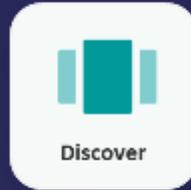


Offers, Products, Pricing, Orders



Product Reco's

Catalog For AI Scoring



Buying Experience Components

+

Sitecore Partnerships & Extensions

Experience Delivery



Customer Insight



X-Channel Management



Relevant Journeys

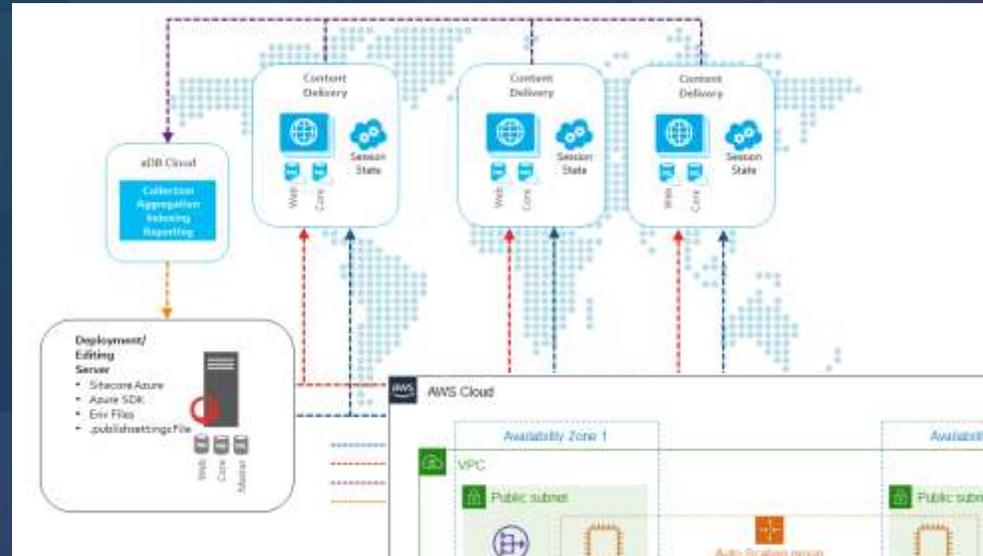


Connected Customer Journeys

Self-hosted/on-prem deployment of Sitecore DXP

Platform DXP (XM or XP)

- **Localized Data Residency:**
Ensure data compliance and residency by hosting Sitecore XP within local infrastructures in country, keeping data within the country.
- **Scalable and Customizable Infrastructure:**
Leverage the scalable and flexible cloud environments of Azure, AWS, GCP or OCI to meet specific performance and compliance needs.
- **Enhanced Security and Performance:**
Utilize robust security features and optimized infrastructure to ensure high availability and protection of Sitecore XP data.
- **Dedicated Local Support:**
Benefit from in-country support for faster issue resolution and increased reliability of Sitecore XP services.



Sitecore XP
on Private Cloud
Azure topology

Sitecore XP
on Private Cloud
AWS topology

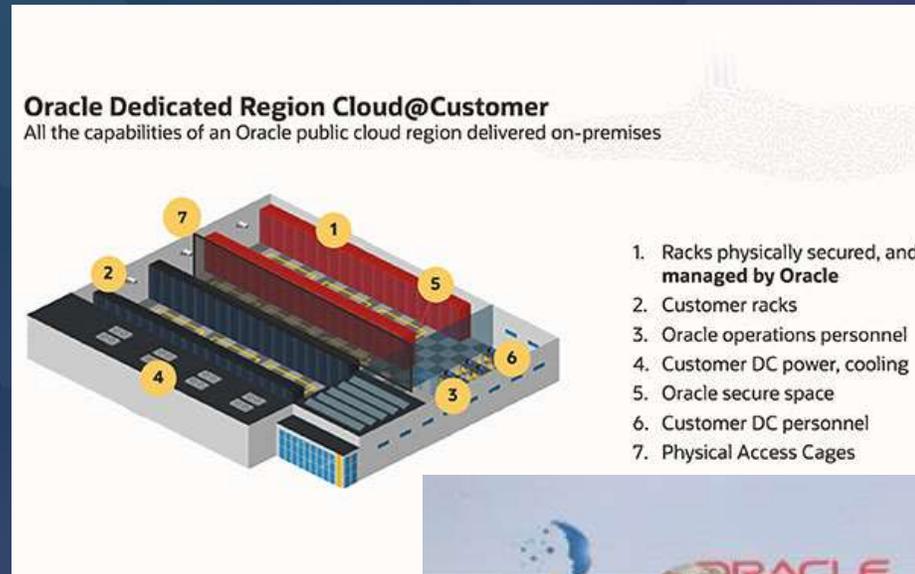


Dedicated Region Cloud@Customer, with Oracle



Leveraged for example by NEOM in KSA

- **Enhanced Data Security:** Hosting Sitecore XP on Dedicated Region Cloud@Customer ensures data remains within local jurisdiction, adhering to local compliance and security standards.
- **Customizable Infrastructure:** Tailor the cloud environment to meet specific performance and scalability needs, ensuring optimal operation of Sitecore XP.
- **Direct Support Access:** Benefit from dedicated support and faster issue resolution with local cloud infrastructure, enhancing the reliability and availability of Sitecore XP services.
- **Optimized Local Performance:** Achieve high performance and low latency, tailored specifically for the digital ecosystem.





3. Selected Case Studies & Innovation In Healthcare

International medical diagnostics provider – Best-of-breed D2C

Customer builds integrated health services portal with Sitecore

Customer Background

- Global healthcare company historically operating exclusively on a B2B2C basis aimed to launch a new Direct-to-Consumer model to provide diagnostics services securely via commerce-driven portal experience
- Highly fragmented vendor ecosystem, including Microsoft, SAP, legacy/in-house applications, Patient Health Platforms and various other parties

Business Challenges

- Need for quick and flexible deployment with new proposition in order to beat competition to market with new D2C offering
- Need for complete flexibility in terms of front-end framework, deployment method, DevOps and extension of microservices architecture
- Ability to consult sensitive healthcare data in external data systems at run time for personalisation rather than copying datasets across

Why Sitecore?

- Ability to deliver best-of-breed, layered solution that provides flexibility to deliver MVP fast, with ability to deliver further use cases (including additional channels) in line with growing maturity of new business unit
- Strong security foundations, supported by robust and modern architecture to deliver consistent experience across all potential devices used (web, app, kiosk, etc.)





4. Illustrative Use Case Opportunities

Fitting Sitecore to the Healthcare context (1/3)

Delivering excellence across content-to-commerce journeys



Patient Journey Optimization

- **Objective:** Enhance the patient experience from appointment booking to follow-up care, reducing wait times and improving satisfaction and trust in healthcare providers.
- **Our Solution:** Implement Sitecore's integrated platforms to streamline appointment scheduling, patient intake, and follow-up processes using automated workflows and personalized communication strategies, ensuring each patient's journey is smooth and tailored to their specific health needs.



Healthcare Data Analysis

- **Objective:** Improve health outcomes by leveraging real-time data from patient interactions to enhance diagnostic accuracy and treatment effectiveness.
- **Our Solution:** Utilize Sitecore's robust analytics capabilities to collect and analyze data from various touchpoints across the patient's healthcare journey. Integrate this data with AI models to provide actionable insights that support clinical decisions and personalized treatment plans.



Digital Health Education Personalization

- **Objective:** Deliver customized health education and preventive care recommendations to patients based on their individual health records and ongoing health assessments.
- **Our Solution:** Develop a personalized health education platform using Sitecore, which analyzes patient data to provide tailored content and recommendations. This approach empowers patients with the knowledge to manage their health effectively, enhancing engagement and preventive care adherence.

Fitting Sitecore to the Healthcare context (2/3)

Delivering excellence across content-to-commerce journeys



Personalized Patient Engagement

- **Objective:** Enhance patient satisfaction and retention by delivering personalized healthcare experiences based on individual health profiles.
- **Our Solution:** Use CDP to gather and analyze comprehensive patient data from various sources, such as EHRs, patient portals, and feedback channels. Sitecore Personalize then tailors communication and care plans to individual preferences and needs, ensuring that each interaction is relevant and engaging.



Preventive Healthcare

- **Objective:** Improve patient health outcomes by providing proactive and personalized preventive care recommendations.
- **Our Solution:** Leverage CDP to create a detailed health risk profile for each patient based on historical health data, current conditions, and potential risk factors. Sitecore Personalize uses this profile to deliver customized preventive health notifications and suggestions directly to patients' mobile devices or via online portals.

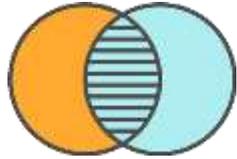


Optimized Patient Onboarding

- **Objective:** Streamline the patient onboarding process and improve initial care experiences by using data-driven insights to personalize onboarding materials and procedures.
- **Our Solution:** Implement CDP to automate the collection of new patient data and integrate this information seamlessly across platforms. Sitecore Personalize customizes onboarding content such as welcome packages, initial consultation preparations, and educational resources, making the first touchpoints highly relevant and tailored to new patients.

Fitting Sitecore to the Healthcare context (3/3)

Delivering excellence across content-to-commerce journeys



Unified Brand Messaging

- **Objective:** create, curate, manage and deliver consistent brand messaging tied to data across all HCP & patient-facing channels, ensuring alignment with the insurer's transformation goals and regulatory standards.
- **Solution:** employ omnichannel content delivery to ensure cohesive brand messaging that is sensitive to the company's strategic pivot and maintains message consistency across all platforms.



Streamlined Content Operations

- **Objective:** implement an efficient backend system for end-to-end content operations connecting different stakeholders, enabling rapid deployment and updates in response to market and regulatory changes.
- **Solution:** leverage a centralized content hub that streamlines the creation, management, and deployment of content, allowing for agility in response to shifting market conditions and regulatory changes.



Engagement & Retention Strategies

- **Objective:** develop strategies for engaging and retaining HCPs and patients who have provided the necessary consent, including engagement programs and personalized communications, while strictly adhering to industry regulations.
- **Solution:** develop engagement strategies that foster long-term HCP and patient relationships, integrating retention programs that operate within the strict boundaries of Healthcare industry regulations.



Health Care
Doctor
Hospital
Pharmacist
Nurse
Dentist
First Aid
Surgeon
Emergency

MEDICAL

MEDICAL

MEDICAL

MEDICAL

MEDICAL

Health Care
Doctor
Hospital
Pharmacist
Nurse
Dentist
First Aid
Surgeon
Emergency

5. Sitecore Partner Ecosystem & Sitecore 360 Assurance Services

Sitecore Partner Ecosystem

Tiered approach to deliver the right service for every need, from implementation to advisory.



Sitecore Partner Network



100s of partners with proud track record of delivering solutions with Sitecore

Dedicated 'metal' tiering (silver/gold/platinum) and specialisation paths.



Partner Solutions Catalogue to extend native functionality of Sitecore platforms

Complemented with Sitecore 360 assurance services, Sitecore's 'skin in the game'



Sitecore360: dedicated assurance services complementary to the partner to maximise success with Sitecore.



CSM

Your champion in Sitecore
Helps you build and execute a Success Plan
Conducts periodic Business Reviews
Helps you get value from the product



Advisory Services

Named consultant assigned
Ongoing relationship and regular meetings
Provides deep technical and business outcome focused expertise



Product Support

Enhanced response times
24x7, 365 support
Out-of-scope support ticket investigation
Expert Q&A



Learning

Essentials eLearning
Development and management eLearning
Instructor led training
Certifications



شكراً
Your Sitecore Team