BUSINESS CHALLENGE
The aging population in the U.S. is plagued by chronic disease. Americans suffer from chronic conditions such as diabetes, hypertension, and congestive heart failure. Patients suffer from multiple co-morbidities and are often not engaged in the maintenance of their conditions. Because of this lack of engagement, preventable readmissions consume an ever increasing percentage of hospital economic and physical resources.

The lack of patient participation prevents patients with chronic conditions from becoming fully engaged in managing their care. In response to the chronic disease crisis, healthcare providers and employers who provide healthcare benefits are facing readmission penalties and strained budgets, and need to find ways to drive their patients to become activated and engaged in their own care.

SERVICE DESCRIPTION
The EMC® Consulting Patient Engagement Ecosystem service enables healthcare constituents to meet the challenges of managing and treating patients with one or many chronic diseases. Our service defines techniques for interacting with patients through mobile channels, engaging them in their own care, and determining the effectiveness of treatments through analytics.

The first component of our solution is the EMC Patient Relationship Management service. Built on an industry-leading CRM tool, this service is the initiator of patient interaction and an aggregator of disparate data sources to trigger a meaningful outreach. This service is built to provide awareness to the right resource at the right time for the right reason to achieve the right result.

The second component is Choice and Responsibility Strategy services that enable the healthcare provider to determine how best to communicate and engage patients in their own care. This service provides communications strategies and tools that enable the successful activation of patients in the management of their conditions.

The final component that holds this entire ecosystem together is Big Data analytics. EMC Consulting uses the Big Data Advisory Service to determine the right Big Data business opportunity and build a comprehensive plan/roadmap around that opportunity. The use of analytics ensures that the communication strategies and engagement techniques are effective.
SERVICE VALUE
The EMC Consulting Patient Engagement Ecosystem builds an ecosystem that drives increased patient compliance with prescribed treatments, which improves quality. The increase in engagement and the enabling of better self-care therapy will drive considerably better health outcomes. By developing baselines and metrics along several different parameters, healthcare provider organizations can ensure they are engaged with chronic disease sufferers.

The Patient Engagement Ecosystem also enables healthcare providers to track and intercede in post-discharge issues which will prevent readmission penalties. This platform lowers costs by concentrating the resources needed to treat chronic disease in a patient-centric medical home model. The increase in patient accountability and shared responsibility. The increase in patient accountability and shared responsibility drives positive clinical and business outcomes.

LET EMC CONSULTING HELP YOU REALIZE YOUR AMBITIONS
As part of EMC Corporation—the world’s leading developer and provider of information infrastructure technology and solutions—EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With deep industry insight, EMC Consulting guides and delivers innovative and proactive thinking to help clients unlock the value of their information and accelerate IT transformation. EMC Consulting drives execution for clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.