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CLOUD SPECIAL

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20 Most Promising Cloud Solution Providers 2015

Cloud computing has fast gained traction across all industries with its effectiveness to empower businesses across the globe. Cloud storage wars and innovative software offerings are making cloud an even more attractive place to do business. With its rising demand across industries like telecom, banking, financial services and insurance (BFSI), education, retail, health care and government, enterprises and consumers are increasingly turning to cloud to simplify IT, and bring their businesses to a new digital world.

In addition to economic merits from cloud services like flexibility, agility, speed and innovation, most enterprises today look out for scalable, cost-efficient and pay-per-use pricing models. Even though the growth of cloud computing platforms is going to be exponential, there is also a dilemma as to how its full value to business can be harnessed. The

key concerns pertaining to security, compliance, outages and data proliferation has made it essential for businesses to continually monitor computing trends in order to keep updating their cloud strategies. Moreover, hybrid cloud computing is set to become an imperative, in the form of a unified integrated cloud model of internal and external cloud platforms.

In order to help CIOs to fully exploit the potential of cloud model and help them cater to their burning requirements, in the last few months, a distinguished panel comprising of CEOs, CIOs, VCs and analysts including CIOReview editorial board reviewed top companies in the cloud domain, and shortlisted the ones that are at the forefront of tackling industry challenges. The selection panel looked at the vendor's capability to fulfill needs of buyers with effective solutions that curb the challenges. We present to you 20 Most Promising Cloud Solution Providers.



Company:

hc1.com

Description:

A leading healthcare cloud CRM company focused exclusively on personalizing the healthcare experience for consumers and providers

Key Person:

Brad Bostic,
Chairman & CEO

Website:

www.hc1.com

hc1.com

Healthcare Relationship Management to Personalize the Healthcare Experience

Driven by the rise of consumerism and the shift from volume to value-based incentives, healthcare competition is increasing resulting in a growing need for personalized service and better coordination across the industry. Between health systems, labs, physician practices, post acute, and home care settings, profiles that combine clinical and business information are necessary to improve the quality of the experience, effectiveness of care, and overall health of the population. Building on this industry-wide need for comprehensive healthcare profiles and improved relationship management, Indianapolis, IN based hc1.com invented a cloud-based Healthcare Relationship Management platform built from the ground up to provide tailored healthcare CRM and engagement to address the unique needs of providers and patients. “The hc1 healthcare relationship management cloud solution allows individuals to receive highly personalized service and to be actively engaged throughout their entire healthcare journey,” said Brad Bostic, Chairman and CEO of hc1.com.



Brad Bostic

Bostic realized that while healthcare entities store an abundance of data at both the provider and patient level, the clinical and business data needed to deliver personalized service has been trapped in various data siloes. The challenge lies in transforming the massive volumes of diagnostic data and business data into holistic provider and patient profiles to drive action and foster a consistent, personalized healthcare experience. Through advanced data science that unifies key information, hc1 optimizes relationships between healthcare professionals and with patients across health systems, labs, post acute care organizations, outpatient facilities, and home health, thus facilitating transparency in communication and improving the quality of care.

“
hc1 transforms clinical and business data into comprehensive profiles to personalize the healthcare experience through insight, action, and accountability
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The disparate data required by various departments including sales, operations, and client service have historically been combined, if at all, through manual processes that take months and result in old, inaccurate information that is not actionable and is virtually useless for improving service quality. hc1 was developed to address this complex challenge in a manner that delivers near immediate return on investment for the healthcare enterprise. “hc1 automatically converts siloed clinical and business data into comprehensive patient, provider, health system, and payer profiles that provide up-to-the-moment, critical intelligence to facilitate the highest levels of service, through action and accountability, while reducing costs,” said Bostic.

In order to bring the high quality, customer-centric ‘Amazon experience’ to the healthcare industry, hc1 empowers the professionals who are tasked with leading and managing healthcare organizations to examine the quality of their customer relationships and to make the necessary changes to maximize financial performance while efficiently delivering personalized service. The platform, which includes healthcare-specific CRM and one-to-one Campaign Management capabilities, also allows healthcare teams to better engage and collaborate with each other to effectively manage patient relationships.

For example, hc1.com has helped Eskenazi Health—one of the nation’s largest critical access hospitals serving many low-income patients—to deliver a more personalized experience. Under the Charity Care Program, this patient population must prove their inability to pay in order to receive no-fee treatment. Eskenazi was in need of a way to educate patients about the new state supported insurance program, HIP 2.0, available to individuals who would otherwise lack access to affordable health insurance. Utilizing the hc1 Healthcare Relationship Management platform, Eskenazi was able to identify and match profiles of eligible patients eligible to be insured under the program and confirm a financial counseling appointment to coincide with office visits that had already been scheduled. The eligible individuals are educated, select, and ultimately enroll in the insurance program of their choice resulting in a better healthcare experience for the patient and Eskenazi Health.

hc1.com is able to ingest and organize the massive amounts of clinical and business data generated every day and translate it into actionable insight that drastically improves the overall healthcare experience for healthcare professionals and the patients they serve. [CR](#)