



I D C V I E W P O I N T

Embracing Print for a Better Healthcare Experience

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By Maggie Tan

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The healthcare landscape in Asia/Pacific excluding Japan, like many other industries today, is undergoing significant transformation. With the rapidly expanding urban corridor and growth of the middle income group in the region, coupled with rising expectations of high-quality patient care, growing competition for healthcare tourism and continued pressure to drive organizational efficiencies and cost savings, healthcare institutions are leveraging digital transformation (DX) to redefine patients' healthcare experience and to stay competitive. Based on IDC's Asia/Pacific C-Suite Barometer Research 2016, almost 50% of healthcare practitioners believe IT enables cost savings and improves productivity, while 69% believe DX will help them to compete differently and lead in this hyper-digital era. In the same study, respondents cited customer engagement and experience (18%), market expansion (new geographic locations, customer segments, new experiences) (15%) and company-wide cost savings (15%) as healthcare's top 3 business priorities for 2016–2017.

In fact, over the last 2–3 years, IDC has seen the region's Tier 1 healthcare institutions adopt technologies like digital signage and mobile devices (e.g., tablets) in their daily operations. Most healthcare institutions today are also redesigning their workflow to ensure better operational efficiencies and cost savings. While the move toward digital/digital technologies has picked up pace, IDC believes that print — particularly color printing — still has a key role to play when it comes to improving customer engagement and experience for patients. Below are the key observations:

- **Enhancing wellbeing and perception.** Far from the typical sterile and intimidating environments, healthcare institutions in Asia/Pacific today are increasingly more colorful and inviting so visitors/patients feel more welcome and relaxed. The colorful custom wallpaper, banners and posters featured throughout these healthcare institutions tend to be odorless as well.
- **Enabling better understanding and education.** Welcome/follow-up information packages and pamphlets for visitors/patients are visually appealing and printed in color. Medical images like X-rays and ultrasounds (e.g., pregnancy ultrasound images) are also increasingly being printed in color rather than black and white for more visual detail, allowing healthcare practitioners to better highlight specific results to patients as necessary.
- **Ensuring efficiencies and accuracy.** Instead of bulk letterhead printing for registration forms/billing information, these are now printed as required (for cost savings) and also include key patient information in color for clarity and intuitive readability. With color printing, patients' health records can be color coded as well for increased accuracy. In addition, personalized wristbands (with QR codes for those in China) can be printed from the same print device at one go during registration in order to minimize errors.

As healthcare institutions continue to gear up for DX and workplace transformation, the role of print is not expected to diminish. Healthcare institutions will continue to leverage print to improve customer engagement, as well as productivity and cost savings. Key considerations include multi-function devices that allow scanning of patients' records or print devices that can manage different types of printing in addition to A5/A4 printing, as well as faster and secured print devices, which are designed with space constraints in mind. Moving forward, healthcare institutions are expected to leverage 3D printing for diagnosis and treatment, taking personalized patient care to the next level.

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Global Headquarters: 5 Speen Street Framingham, MA 01701 USA P.508.872.8200 F.508.935.4015 www.idc.com