

THE FUTURE OF PATIENT CARE WORKSHOP

FINANCIAL REVIEW

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TOP 50 BEST WORKPLACES FOR INNOVATORS

FOR YOUR BUSINESS

**Learn how businesses can
leverage *cognitive
technology* to improve
patient experiences and
care**

VERSA AGENCY

THE FUTURE OF PATIENT CARE WORKSHOP

Why **VERSA**

VERSA is Australia's leading, independent enterprise digital and conversational experience consultancy.



What does the future look like?

Driven by technology

Technologies such as cloud computing, (AI), Natural Language Processing and Internet of Medical Things (IoMT) can help streamline health care delivery and align it with changing consumer preferences.

Virtual over physical

The health sector will shift to focus in virtual care technologies or existing facilities rather than expanding their physical footprint.

Customer 360 View

Automation & a centralised data model will provide a 360 view of the patient. This will give carers, specialists and family members a better view of the customer

Workshop Objectives



A patient-centred approach

Our future of patient care workshop brings together VERSA subject matter experts and customer stakeholders for a series of collaborative activities to help inform the 'art of possible'

This includes identifying opportunities, business capabilities, technology and strategic actions help your organisation improve overall care and patient experiences with the help of emerging technology.

We'll focus on your business, creating a series of hypothesis to help understand the problems business are facing and ways they can create experiences and new patient care opportunities internally and externally.

The goal of the workshop is to understand the problem in detail before creating strategies that can be used to create a vision for the future of 'patient care'



The loop of focus



Half-Day Workshop Overview

Discovery

- Project overview, goals and the perfect patient care experience

Ideate

- Identify intended audiences
- Creative Exercises i.e HMW's/Crazy 8's

Define

- Business Needs and challenges/opportunities
- Use-case definition - Alignment with overall business value
- Technology discovery

Delivery Feedback & Inform

- Top-level technical discussion
- Top-Strategy rollout plan (completed post workshop)

Optional

- Prototype Delivery
- Technical design



Your team

Patient advocate

Someone who can identify the patient journey and understand and articulate the intricacies and pain points of the patient experience.

Business advocate

Someone who understands the businesses needs, goals and objectives

Technology & IT solutions

Someone who has a top-level overview of the technology landscape and the needs of the healthcare industry

Other key stakeholders across the organisation or business unit who should have buy-in on the strategy scope. We also encourage end-users to attend.



VERSA

Our Work



Examples of work



Stroke Foundation

Cutting edge accessibility features customised to meet stroke survivors' needs including vision, communication and mobility.



Heart Foundation

Mobile application backed by the prime minister to reward Australians for exercising with connected devices.



MCH

Conversational experience within a mobile application to help answer parents questions from the green book.



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AUSTRALIA DIGITAL AGENCY OF THE YEAR 2019

Thank you

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