

unqork



# No-Code Insider: Digital Front Door for Healthcare

Optimize patient engagements and exceed patient expectations for high-quality digital experiences—without writing a single line of code



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As health systems vie to attract and retain patients, the quality of patient experience has become a critical business consideration. A [recent report from Deloitte](#) details the strong association between a high-quality patient experience and profitability<sup>1</sup>. One area of the patient experience that has come under increasing focus by the industry is the patient-facing digital journey.

Today, a significant pain point for patients and caregivers is the complexity of coordinating care. These pain points are particularly notable compared to the seamless, user-focused digital engagements patients have come to expect with consumer services. [One recent survey](#), for example, found that 82% of surveyed patients agreed that, “It should be as easy to get healthcare on my mobile device as it is to order food or a car/rideshare.” While digital expectations are rising among all patient segments, they are essential when catering to the younger demographic’s needs and preferences.

Delivering modern digital experience to patients was crucial before the pandemic, but has taken on even greater urgency over the past year as physicians and health services have had to develop new remote channels to engage with their patients securely and safely<sup>2</sup>.

To meet patients’ rising expectations for on-demand services as well as to work around evolving social distancing guidelines, providers have become increasingly interested in developing comprehensive digital portals that allow patients to access medical records (e.g., test results, past medical histories, prescriptions), independently execute administrative tasks (e.g., scheduling

82%

Patients who want healthcare to be as accessible as ordering a ride-share on their phone

<sup>1</sup> According to [Deloitte](#), Hospitals with “excellent” Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) patient ratings between 2008 and 2014 had a net margin of 4.7 percent, on average, as compared to just 1.8 percent for hospitals with “low” ratings.

<sup>2</sup> Studies have shown that during the pandemic, telehealth visit volume increased by a [factor of 50 to 175](#).

# Fewer than 1-in-3

Number of hospital IT staff who believe they are delivering a best-in-class digital experience

appointments and tests), and exchange secure communications with their physicians (e.g., integrated messaging, telehealth).

Building a bespoke patient portal, however, isn't for the faint of heart—particularly in a complex and highly-regulated sector such as healthcare. Custom enterprise software development requires integrating legacy systems, complying with an evolving patchwork of oversight, and competing for scarce IT talent. Factoring all these challenges together, developing enterprise software can be a painfully inefficient affair, with **85% of projects going over schedule** and 70% of large-scale digital IT programs **failing even to reach their stated goals**<sup>3</sup>.

An off-the-shelf portal solution may be easier and more affordable (initially) to implement, but it will, by definition, lack the customization of a bespoke application. Furthermore, many pre-built solutions require additional development resources to integrate with existing internal systems or to upgrade with new functionality down the line—which eliminates the value of an off-the-shelf solution in the first place.

This is where Unqork's **Digital Front Door** solution can be a game-changer. No longer will organizations be forced to decide between cost and customization—they can have the best of both worlds. In this eBook, we will explore the benefits of the solution, as well as the no-code platform that empowers organizations to rapidly build and effectively manage a custom application and deliver a high-quality digital experience to patients.

# 48%

Rates of patient churn in the US<sup>4</sup>

<sup>3</sup> A 2019 [survey](#) of tech professionals at U.S. hospitals and health systems found that cost and difficulty integrating with existing systems such as EHRs were among the top challenges to adopting new digital tools. The same survey found that fewer than 1-in-3 respondents believe their organization is providing a best-in-class digital experience for patients.

<sup>4</sup> One [recent survey](#) found that while new patient growth for US providers is at 45%, patient churn is at 48%.

# What Is No-Code?



***Before we jump into the benefits of Unqork's Digital Front Door, let's explore the technology that powers it: No-code.***

No-code is a category of cloud-computing services that empower enterprises to develop, run, and manage applications on a single unified system. As the name implies, no-code also eliminates the need to write any code—indeed, it completely removes the presence of an editable codebase

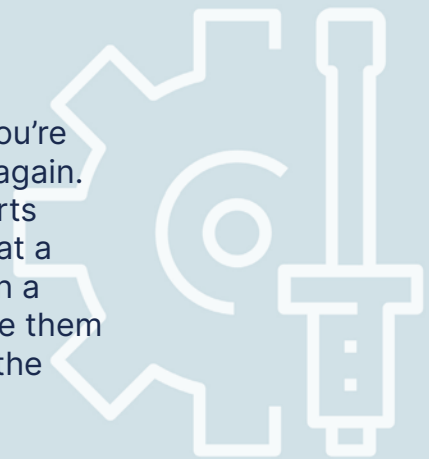
from the development process. That doesn't mean there's not any code anywhere in the system—no-code platforms simply provide an intuitive visual layer between code and creator, which brings many benefits. Let's take a more in-depth look:

## **How does it work?**

When you are building an application with code, what you're doing is reproducing a set of commands over and over again. The commands happen in different ways in different parts of your program, but they are the same commands. What a no-code platform does is repackage these commands in a graphical form, allowing you to configure and manipulate them visually. The platform then executes those commands, the same as if they had been written in code.

By stringing together such commands, you can build your program without having to see any of the code or write any of it yourself.

The application is configured visually from start to finish, and it runs entirely from the platform after it's deployed. Changes are made by simply logging in and reconfiguring the visual interface.





## What are the benefits?

No-code takes on the “heavy lifting” of development and frees companies to shift their focus and resources towards building operational efficiencies, perfecting the user experience, and enacting long-term strategies. By tapping into the power of no-code, organizations can realize:

- ✓ **Accelerated development:** No-code automates many high-volume development tasks so new applications can be built and deployed much faster. In many cases, applications that would take months or years to reach the market can be built in a matter of weeks, or even days.
- ✓ **The elimination of legacy code:** Code becomes legacy nearly instantly. With no-code, organizations only need to be concerned with building business logic; even if there is a technical change, the platform handles all that on the backend.
- ✓ **Ease of updates and maintenance:** Large enterprises can spend up to 75% of total IT budget maintaining existing systems. One of the reasons is the complexity of making a change in one area requires changes throughout the process. A no-code platform automates many of these cascading tasks and therefore reduces the complexity of making changes.
- ✓ **Business agility:** Whether it is a pandemic or disruptions of a smaller scale, no-code can provide organizations with a way to address events quickly.

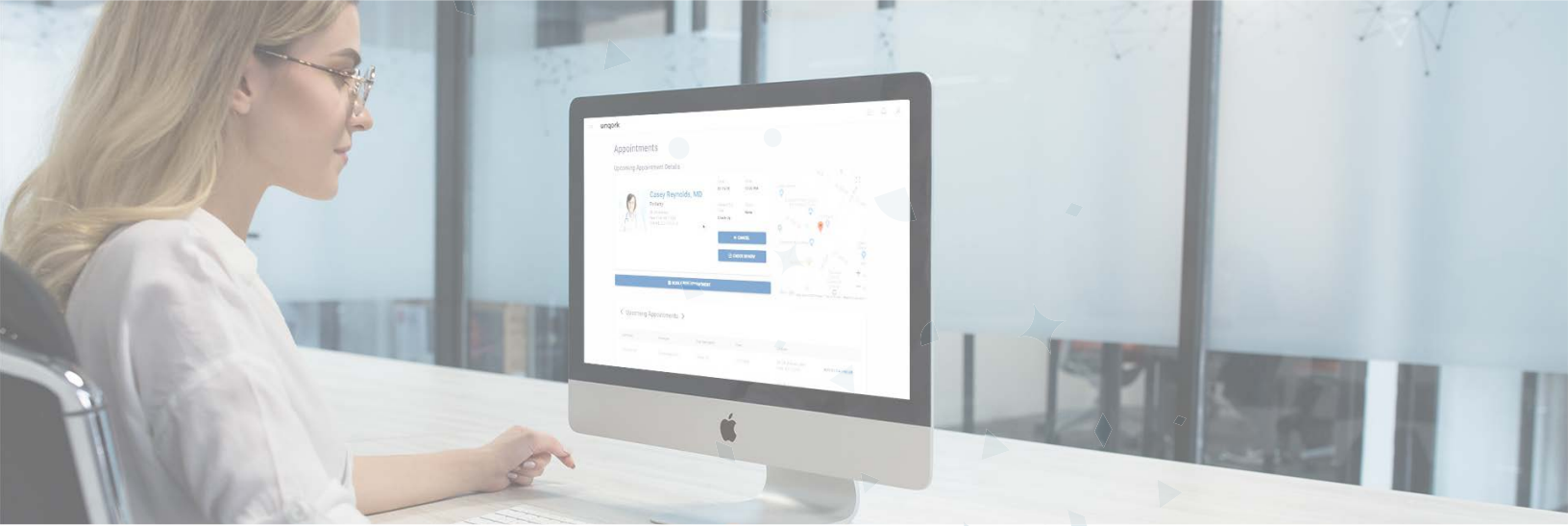
## Why Unqork?

Unqork is the first enterprise no-code platform designed for some of the world's most complex and regulated industries, including healthcare.

We are backed by some of the world's most disciplined investors, including Goldman Sachs, Capital G, and BlackRock. In just three years, our technologies have been adopted by dozens of global-leading organizations (including Goldman Sachs, Liberty Mutual, and the city of New York, just to name a notable few) with hundreds of applications in production around the world with multi-lingual, multi-currency, and local regulatory compliance.

Unqork is a completely unified enterprise SaaS platform, which means it provides all the components and capabilities related to crucial areas like **compliance** (up-to-date regulatory and enterprise rules engines for HIPAA, FATCA, CRS, UK CDOT, Dodd-Frank, EMIR, and MiFID II, etc.), **security** (native encryption both in transit and rest, custom RBAC capabilities, and crowd-sourced penetration tests), and **application management** (SDLC governance, application versioning, and module management).

All elements can be easily added to workflows and processes via an intuitive drag-and-drop interface. The application logic will always be maintained even as technologies evolve (e.g., when an updated version of a component is released)—Unqork takes care of all these changes “underneath the hood.” As a result, organizations can focus all their development resources on overcoming business challenges instead of technical ones.

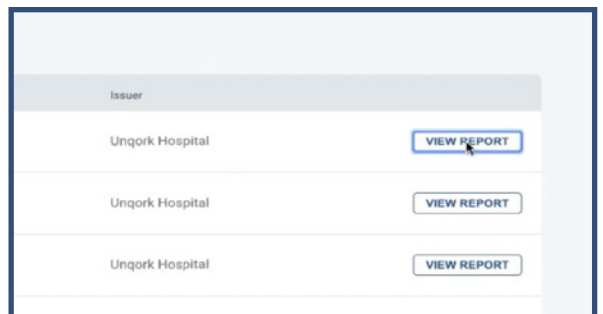
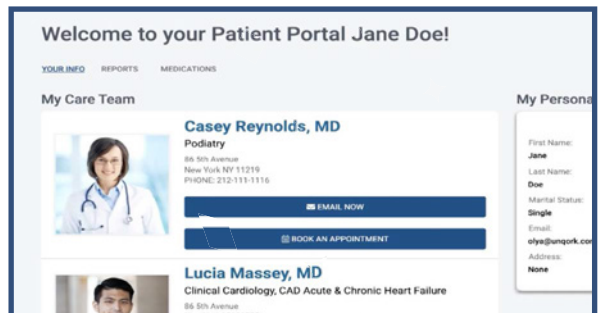


## Digital Front Door

*Unqork's digital front door is a customizable solution that healthcare organizations can use to build a patient-facing solution in as little as a few weeks.*

With Unqork, organizations can rapidly build—and effectively manage—a custom patient-facing portal that seamlessly integrates with legacy systems and existing clinical and business workflows to surface relevant, patient-specific information (e.g., nearby best-in-class physicians) to create custom experiences that resonate.

The hub empowers patients to independently manage their care (e.g., secure payments and bill management, dynamic checklists to help physicians understand conditions, and scheduling—including requests for virtual care) with little-to-no intermediation from back-office staff. It can even provide an integrated channel to securely and remotely engage with physicians and nurses.





# Benefits



## Accelerated Time-to-Market

Custom enterprise software can take several months to go from ideation to implementation using a traditional approach, but no-code can accelerate the process to as little as a few weeks, and in some cases, a few days. The same efficiencies that make initial builds efficient can also be applied to future updates and upgrades.

### IN THE MEDIA

06-16-20  
**D.C. and NYC built digital COVID-19 portals within days, thanks to this tool**  
Unqork, designed to let organizations build web apps without code, has helped the two cities quickly build websites and databases for coronavirus aid.

[Image: courtesy of Unqork]

BY STEVEN MELENDEZ 5 MINUTE READ

As the coronavirus began to sweep through the United

“Instead of relying on code, the platform for New York-based Unqork provides a drag-and-drop, flowchart-style interface to specify how forms should collect data and how back-end logic, like determining who is eligible for what kind of programs, should function. That means that people who are familiar with the ins and outs of government and corporate operations can often quickly build working digital tools themselves even if they don’t have coding expertise.”

— Fast Company, June 16, 2020



## Increased Patient Satisfaction

A digital front door allows you to expand patient access to on-demand services and information, driving stronger relationships and greater engagement. These enhancements can deliver benefits throughout your organization as studies have shown high patient satisfaction scores are associated with higher net margins, happier physicians who are less likely to experience burnout, lower malpractice risk, and most importantly better patient outcomes.



## Lowered Administrative Costs

By providing access to 24/7 self-service functionality, a digital front door can mitigate healthcare providers' reliance on back-end support resources. These operational savings can then be reinvested into other parts of the organization and offer a significant competitive differentiator. Studies have shown that administrative costs account for between **15%** and **30%** of healthcare spending in the United States<sup>5</sup>.



## Enhanced Transparency

Unqork's Digital Front door can provide a clear and auditable digital trail of all patient-provider interactions and relevant care processes.

Recent Lab Results	
Report Name	Date Issued
CR_MRI_Report-Doe,Jane 01_01_19.pdf	01-01-2019
CR-MRI-Report-Doe,Jane- 07_23_19.pdf	07-23-2019
Blood Test Report - Doe, Jane 10-11-18.pdf	10-11-2018
Allergy Test Report ^ Doe, Jane 02-09-18.pdf	2-09-2018



## Remote Accessibility

Deliver care, guidance, and information directly—and securely—to patients directly via the comfort and familiarity of their digital device. Not only is this increasingly important in the COVID-19 era, but it can be a lifeline for the 26% of American adults who, according to the Centers for Disease Control and Prevention, are **living with a disability**. Within this group, more than half have a mobility disability that makes it difficult to walk or climb stairs, another 5.9% are deaf or have serious difficulty hearing, and 3.6% have a self-care disability that makes it difficult to dress or bathe. Eliminating the need to travel to a doctor's office for necessary care can significantly impact their lives.

<sup>5</sup> Administrative costs in healthcare are **particularly burdensome in the US**, which, for example, spends nearly twice as much per capita on healthcare as Canada. Research has shown that administrative costs account for **roughly 39% of this difference**.

# Capabilities



## Seamless Integrations

With Unqork, organizations can seamlessly integrate the digital front door with existing legacy systems or third-party services. These integrations make it possible to easily exchange necessary clinical and administrative data for complete patient history and disposition decisions.



## Billing & Payment Management

Enable your patients to securely make payments directly from the comfort and familiarity of their digital device and using the payment method of their choice. Furthermore, the application can provide all relevant stakeholders with a detailed historical record of payments.



## Provider Search & Scheduling

Empower patients to search for physicians by specialty, location, insurance, telehealth options, language, and more. Once a physician is chosen, patients can request and schedule an appointment directly in the same application.



## Telehealth & Virtual Care

You can design your digital front door to include access to on-demand remote care options, including telehealth services as well as remote patient monitoring functionality.



### **Dynamic Task Lists**

Auto-generate personalized patient-facing questionnaires and checklists to help physicians understand conditions before their visit, which can help minimize appointment times overall.



### **Real-Time Notifications**

Automatically generate and deliver up-to-date notifications and alerts to patients through the preferred channel of their choice (e.g., appointment reminders or instructions).



### **Communication Hub**

Enable real-time, secure messaging between patients, doctors, and administrative support staff so that patients can ask questions regarding their condition or care.



### **Tailored Experiences**

The hub can provide personalized experiences for all stakeholders (e.g., doctors, patients, administrators) with relevant data and information (e.g., appointment history, test results, and past communications).

# Success Story

*With Unqork, a large urban hospital modernized provider search and patient registration tools.*

## Challenge

A large urban hospital wanted a solution to decrease patient wait times and improve patient satisfaction. They hoped to achieve this by transforming the processes of finding a physician, booking an appointment, and registering for a visit. They also wanted to reduce claims denials from improperly-completed paperwork and improve patients' ability to access their medical record data.

## Solution

The organization partnered with Unqork to develop a digital front door for patients to support physician lookup, appointment booking, calendar integration, visit registration, and medical record access, digitizing the entire experience for patients in a mobile-responsive solution.

## Impact

- ✓ Speed-to-deployment was substantially accelerated vs. a traditional approach
- ✓ Digitized patient registration processes and integrated them with existing EMR systems
- ✓ Decreased cost of operations and ownership vs. legacy systems
- ✓ Decreased claim denials due to incomplete or incorrect data

## Conclusion

When it comes to building a robust digital experience for patients, organizations have had to decide between the cost and complexity of building a bespoke application from the ground-up, or the rigidity of an off-the-shelf solution. Unqork eliminates this choice and empowers organizations to rapidly and affordably build a robust digital front door without sacrificing quality.

Want to learn more about what no-code can do for your organization? [Get in touch](#) to see how we can work together.

**unqork**

# Enterprise application development, reimagined

Unqork is a no-code application platform that helps large enterprises build complex custom software faster, with higher quality, and lower costs than conventional approaches.

[Request a Demo](#)

[Learn More](#)