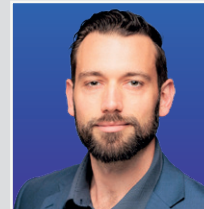




# DIGITAL TRANSFORMATION IN THE HEALTHCARE INDUSTRY

## Q&A WITH MIKE MAGENNIS AND ERIC YOST

The global pandemic prompted a digital revolution that impacts all industries, including healthcare. Changes in consumer expectations, shifts in industry regulations and innovations in financial technology have increased complexity for all types of healthcare organizations. We spent time with the FIS® healthcare team to hear their perspectives about the trends emerging from the industry's push toward digital transformation.



**MIKE MAGENNIS**  
FIS Healthcare  
VP Prepaid Product  
Strategy



**ERIC YOST**  
FIS Healthcare  
Market Executive

**Q: How are your current clients in the healthcare industry using financial technology to build a digital-first culture that meets the needs of consumer-driven healthcare?**

**A:** Consumer-driven healthcare (CDH) represents an ongoing significant shift in the marketplace because it transfers the responsibility of healthcare costs from insurers to consumers. In addition to giving consumers more control over their healthcare decisions, CDH also provides consumers with financial incentives in their healthcare choices.

As consumers play a greater role in their healthcare decisions, healthcare organizations are being called to find ways to meet [evolving expectations](#) in customer communications and payments. We're seeing more organizations respond by [prioritizing digitization](#) across all aspects of their operations – from payments to data analysis to member communications and reimbursement.

Healthcare organizations are looking to invest in new technologies to reduce costs, increase efficiencies and improve member engagement. Teams must work smarter and move faster across the entire enterprise. This is difficult to accomplish alone. Many organizations are turning to a healthcare technology partner like FIS to help create a digital-first culture that aligns with their tech stack and their budget.

**Q: What guidance would you give a healthcare executive regarding digital transformation?**

**A:** As the industry shifts to digital delivery and customer communications, legacy payment systems simply aren't equipped for the transition. Consumers and providers are becoming more comfortable with digital tools and new payment methods that offer convenience, security and efficiency. Manual, paper-intensive processes are cumbersome for both consumers and the healthcare organizations that serve them. There's a clear need for digital systems and solutions to streamline experiences.

While it's important that healthcare organizations pivot to a digital model, it doesn't have to happen all at once. With payments alone, there are so many offerings available – mobile payments, online payments, prepaid with filtered spend, direct debit, text-to-pay, pay-as-you-go bundled payments, just to name a few. It's important to have a digital transformation strategy that addresses immediate needs and can scale with the organization.

We talk a lot about using digital systems to automate benefit distribution, co-pay and reimbursements. Eliminating checks and paper-based processes is critical for enhancing the payment experience on all sides. Speed and security are important and the industry is moving toward real-time payments to meet the expectations of today's healthcare consumers.

**Q: How is financial technology being applied to each healthcare segment: providers, life sciences and payers?**

**A:** Each of these segments obviously has different needs because each has a different focus. But in terms of applying financial technology, there is quite a bit of overlap. For example, digital solutions that [streamline customer communications across all touchpoints](#) as well as those that [automate accounts payable processes](#) and [filtered spend prepaid cards](#), that enable organizations to allocate dollars for specific pre-approved spending, can be beneficial for all three segments.

**Providers** looking to reduce costs, improve patient reimbursement capabilities, ease statement generation and implement digital means for distribution are engaging these types of solutions as well as those that [streamline card issuance](#).

[Cloud solutions](#) are helping **life sciences** organizations reduce costs, remove manual processes and automate systems for better collections. From payments to [treasury and risk management](#), fintech provides life sciences organizations more options to improve operations.

**Payers** are also implementing these types of solutions to reduce paper processes, automate functions and make back-office operations more efficient and cost effective, freeing more time to [focus on customer care](#).

**Q: How does digital transformation drive organizational health for businesses in the healthcare industry?**

**A:** Streamlined operations, accurate accounting practices, regulatory compliance, secure payments – all these factors contribute to a business' organizational health and competitiveness in the marketplace.

At the very root of it all is replacing manual processes with automated processes. The sheer volume of vendor and customer reimbursements and collections healthcare organizations deal with makes manual processes inefficient, expensive and prone to errors. Digital technology that streamlines these repetitive processes reduces time and effort and increases efficiency.

It's important for healthcare organizations to remember that digital transformation not only improves operations with internal stakeholders, but also elevates the external customer experience to create a more competitive position in the marketplace. It doesn't happen overnight, but it takes commitment to a well-thought-out digitalization strategy.



**Q: How is financial technology helping healthcare organizations deal with increasing regulation and complexities in the marketplace?**

**A:** Healthcare organizations are still quite reluctant to move any data outside of their own firewalls. But industry regulations, security requirements, cyber attacks and data requirements are changing rapidly, making it cumbersome for organizations to continue managing all of the hardware and data themselves.

Cloud-based financial technology allows healthcare organizations to:

- Be more up-to-date and vigilant in defending against cyber attacks
- Stay current with the latest in database structures
- Keep compliant with industry mandates
- Help reduce costs associated with data management and compliance

Additionally, fintech solutions like prepaid, filtered spend and those that facilitate co-pay assistance can help healthcare organizations fulfill their obligations with regulations that affect their industry like provisions of the [Inflation Reduction Act of 2022](#) and Medicare Advantage.

FIS has an entire team dedicated to helping healthcare organizations of all types and sizes develop and implement a digital transformation strategy. We'd love to help you uncover the possibilities fintech can offer your business.

**Want to learn more?  
Contact us today.**



## About FIS

FIS is a leading provider of technology solutions for financial institutions and businesses of all sizes and across any industry globally. We enable the movement of commerce by unlocking the financial technology that powers the world's economy. Our employees are dedicated to advancing the way the world pays, banks and invests through our trusted innovation, system performance and flexible architecture. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a member of the Fortune 500® and the Standard & Poor's 500® Index.



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