

Healthcare Digital Front Door Solutions



Redefining people's healthcare experience

The Digital Front Door (DFD) aims to improve the patient experience and care navigation by providing omnichannel digital access to healthcare services on the patient's terms. A successful front door can significantly enhance the experience for both patients and providers, resulting in improved quality outcomes, retention, growth, cost savings, and increased revenue.

At CitiusTech, we offer an end-to-end approach to Digital Front Door solutions by bringing together domain experts, healthcare SMEs, and technology professionals in blended teams. This enables healthcare organizations to address their DFD needs from inception to operationalization.

Our DFD capabilities encompass the complete spectrum of needs and are driven by incremental, success-oriented, and holistic strategies. We merge **design (experience), back-end systems integration (seamless interoperability), and data (including analytics)**, and architect for adaptability and scaling.

Key objectives:

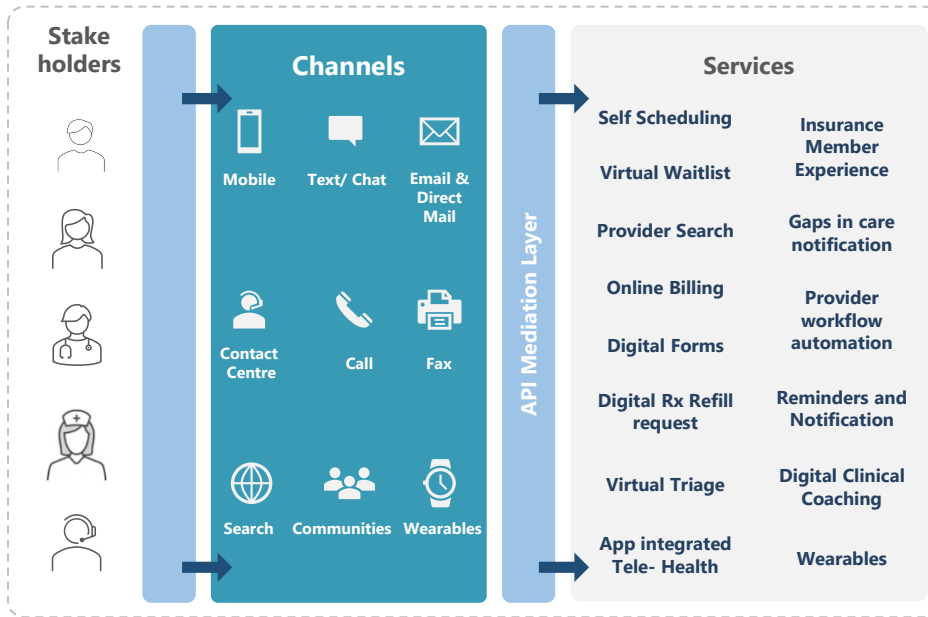
- Measurably improve patient and practitioner experiences
- Enhance patient acquisition and retention
- Reduce total cost of care
- Improve health outcomes
- Simplify clinician and team workflows

Key Offerings

End-to-end solutions to provide complete digital experiences

- ▶ Assessment
- ▶ Experience Design (HCD)
- ▶ Intelligent Personalization
- ▶ Orchestration (Microservices, APIs)
- ▶ Back end
 - Process improvement & Optimization
 - Systems Integration
 - Data Integration and Accessibility
- ▶ Data Analysis, Analytics, and AI

*Let our **pure-play healthcare IT** and domain depth, along with our premier Salesforce partnership, accelerate you to **best-in-class patient experiences, navigation and outcomes.***



CitiusTech: Digital Front Door

Customer Value

- Significantly better and more consistent patient experiences and improved retention
- Lower total cost of care
- Better outcomes through access, personalization, and stronger compliance
- Operational efficiency through streamlined patient/clinician journeys and processes

About CitiusTech

With 8,000+ healthcare technology professionals worldwide, CitiusTech helps leading healthcare and life sciences organizations reinvent themselves by accelerating digital innovation, leveraging next-gen technologies and driving data convergence across the healthcare ecosystem. We provide strategic consulting, digital engineering, data, analytics & AI, specialized platforms and end-to-end solutions to over 130 organizations across the payer, provider, medtech and life sciences industries. Our key focus areas include healthcare interoperability data management, quality performance analytics, value-based care, omni channel member experience, connected health, virtual care delivery, real-world data solutions, clinical development, personalized medicine and population health management.

Our cutting-edge technology expertise, deep healthcare domain expertise and a strong focus on digital transformation enables healthcare and life sciences organizations to deliver better outcomes, accelerate growth, drive efficiencies, and ultimately make a meaningful impact to patients.

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