

Patient and Physician Engagement



Delivering an Omnichannel, Personalized Experience through Human-centric Design

As consumers bear more on their cost of healthcare, health systems are under increasing pressure to engage patients meaningfully at every touchpoint in their care journey and provide care beyond in-clinic.

The current business imperative calls to improve patient and physician experience while ensuring systems and processes support a seamless, simple, and engaging interaction across all channels.

CitiusTech creates deep, meaningful experiences for patients and physicians by integrating siloed data sources, building digital health solutions, delivering real-time information, and supporting new models of care through advanced analytics and intelligent automation.

Our multi-disciplinary teams across cloud, interoperability, data engineering, AI, and UX have proven expertise in designing and implementing end-to-end care engagement platforms and portals, virtual care solutions, and remote monitoring systems with customized intervention support.

Key Offerings

- *Consumer-driven healthcare experiences*
- *Design thinking-based strategy and consulting*
- *Patient and physician journey mapping*
- *Engagement portals*
- *Remote patient monitoring*
- *Wearables and IoT integration*
- *Population health and chronic disease management solutions and integration*
- *Mobile wellness management*
- *Longitudinal patient health records*
- *Clinical decision support tools*
- *Virtual assistants*

Enabling Seamless Engagement Across Patient and Physician Journeys

Digital Health

- Mobile platforms for wellness management, patient education programs, patient-reported outcomes, etc.
- Engagement applications with secure messaging, video calling, etc.
- Wearables-based RPM applications

Physician Empowerment

- Point-of-care actionable insights, clinical decision support systems
- Virtual assistants, ambient AI for faster, more accurate documentation

Patient Access

- Engagement application with SDOH management, NLP-based appointments, no-show, and follow-up reminders
- AI/ML-based insurance card reader and appointment scheduling using Google TensorFlow

Value-based Care

- Longitudinal health records across patient's lifetime and health journey
- Population health management, chronic disease management, and community outreach programs



Customer Value

- Improve **patient satisfaction and clinical, SDOH outcomes** across the care continuum
- **Elevate care quality scores** and achieve better clinical outcomes, leveraging AI/ML
- **Reduce physician burnout** through assistive tools
- **Support provider productivity** via performance monitoring tools and measurable priorities
- **Optimize bundled payments** with robust data analytics

About CitiusTech

With 7,500+ 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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