

# Prescribing Efficiency To Healthcare

## Hospitals and health systems have had to make lightning-fast changes to operations to cope with COVID-19. In which ways is your solution helping providers in the face of the pandemic?

Even before the pandemic, healthcare consumers have always appreciated the digitization of many healthcare processes. Healthcare consumers always expect a digital experience similar to that of any customer-obsessed industry. The pandemic has changed the healthcare industry a lot. Also, it has generated a lot of awareness around the change in operations, especially the ones that need to be digitized. Previously, digital engagement was not the highest priority among the healthcare industry; it was more like a “nice to have” experience, but now it is more business-critical. What we have seen in the course of the last few months is that the healthcare industry can no longer have the privilege of being a bit of a lagger in the digital aspect; the expectations of the healthcare consumer is that during these times, and going forward, the digital experience and documents will be the primary form of engagement. Whether it is forms processing, document signing, researching, or approvals to processing insurance documents, expediting these processes has become extremely important. With the help of our PhantomPDF PDF Editor solutions and its various features, many of our healthcare customers have been able to lay this basic foundation towards document digitization. For healthcare providers, any clinician or patient experience, whether it is filling out medical forms, the doctor providing care instructions, signing consent forms, etc., can now be taken care of, digitally. Our HIPAA-compliant PDF solutions help the healthcare sector to improve employee productivity with daily documentation, and also improve the experience with documents within the hospital during these COVID-19 situations.

## What have been the biggest lessons learned for your organization during this tumultuous year?

Due to the unprecedented nature of the COVID-19 pandemic, many organizations had to go through a lot of changes in the way they run their business, as well as direction, mindset and attitude towards technology and remote working. We as an organization learned a lot from this situation, especially the importance of agility, and how to quickly adapt and respond to changing events. We learned that real-time customer insight is more valuable than ever. We have not just understood the value of modern cloud-based communication, collaborations, and productivity solutions, but also most importantly how critical digital collaboration tools are, whether they are video communication tools or a simple document productivity tool like ours for organizations to improve the social interactions and productivity during remote work, and also post-pandemic. It has shown us how vital enabling and empowering digital technology has become in our lives.

## How can healthcare organizations keep up with rising demands and growing patient expectations with digital documents?

We as consumers, in reality, buy experiences rather than just products and services. To survive and thrive in the constantly evolving digital world, with the healthcare patient and knowledge workers both demanding digital efficiency, healthcare organizations need to level up their document productivity solution. A “digital-first” attitude and forward-thinking digital document experience will help keep up with these demands. Just like patient experience is important, employee experience with their daily documentations is equally important to ensure efficiency and fewer frustrations within the healthcare organization. Equipping every knowledge worker with a powerful PDF editor solution that includes document editing features, comprehensive document security features, and digital and e-signatures, will reduce burnout and also maximize productivity.



Deboshree Sarkar

**Product Marketing Manager,  
Healthcare**

**Foxit Software**

## What are some of the initiatives taken by your organization to help organizations in the face of the global pandemic?

Foxit Software is a leading provider of innovative PDF products and services, helping knowledge workers to increase their productivity and do more with documents. We announced the company is making its cloud-based PDFeditor, PhantomPDF Online, available at no cost, to help businesses and institutions remain productive and cope with the demands of remote work teams and students. We are committed to doing our bit to improve the productivity of organizations in these difficult times. Foxit Software is taking this unprecedented action to help organizations that are grappling with maintaining business continuity and keeping employees engaged amid the threat of the pandemic.

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