The Challenge

Inspira Health Network, one of Southern New Jersey’s leading healthcare providers, was looking for ways to create a patient experience that could only be described as "Wow!" The health network, which has over 1100 physicians and more than 125 community access points, is challenged by an evolving patient population that demands agency over their healthcare experience and expects technology conveniences typical of most consumer-oriented enterprises such as travel and shopping.

To meet this challenge, Inspira formed a strategic and technology collaboration with Intraprise Health to construct a secure and scalable health consumer engagement platform. The platform streamlines access to care, brings transparency to the healthcare process, creates a consumer-friendly frictionless experience, and improves patient outcomes by forging stronger relationships between providers and patients that extend beyond the walls of Inspira’s facilities and are characterized by shared accountability for achieving health and wellness goals.


Utilizing Microsoft Dynamics 365, Azure, Microsoft Bot framework, mobile development tools, and a carefully curated selection of innovative cloud-based engagement technologies, Intraprise Health developed Inspira Health+, a solution to strengthen the Inspira brand, engage health consumers like never before, and track the extent to which consumers engage as a means for informing future strategy.

At the heart of the solution:

**Unified Identity and a “Digital Front Door”**

A single user login provides Inspira-branded access to all engagement features, websites, and portals reducing health information exposure points and providing a more cohesive experience that insulates users from a disjointed set of vendor offerings.

**Inspiras Brand Promise for Concierge Service**

One tap connection to Inspiras Healthcare Concierge to ask medical questions, resolve insurance concerns, schedule appointments and connect with doctors. All customer interactions are captured in Dynamics and analyzed to inform future Health+ engagement initiatives.

**Streamlined and Transparent Access to Inspira Facilities**

App, website, bot and virtual assistant-embedded features allow users to find the closest ERs and urgent care centers with the shortest wait time, hold their place in line before arrival, and receive check-in updates. These same tools arm operational teams with insight to optimize patient flows, staffing, and facility use.

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**Tailored Patient Experience**

Patients and family members electronically sign consent forms and complete the registration process from home in advance of scheduled appointments and are presented with a “VIP Patient Pass” in their My Inspira app. Upon arrival at Inspira’s largest medical center, patients can navigate with ease between more than 100 points of interest using a cutting-edge wayfinding app based on photo landmarks.

**Provider-prescribed “Health Actions” to Establish Mutual Accountability**

Patients attest to having complied with requests assigned by their fitness coach, care coordinator, or chronic disease social worker via the My Inspira app. Patients visit one of Inspira’s two Health+ Tech Bars and work with an Inspira “Genius” to learn how to use remote monitoring devices such as glucometers and blood pressure cuffs to automate the process of complying with Health Actions.

**Improved Service Line ROI**

Deploying the Health+ platform in support of service lines such as surgery and oncology will prove to “Wow!” the health consumer through each step of their journey. Benefits include increased profit margins and ROI from tracking, converting, and retaining a higher percentage of candidates.

The combination of Microsoft infrastructure such as Dynamics 365 and Azure, together with web services from authenticated ecosystem vendors provides the foundation for an unparalleled health consumer experience, engagement insights, and operations management decision support – a digital health and data-fueled market differentiator to place Inspira Health among the leading digital health innovators in the US.

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