

Redefining Healthcare

With fieldforce/workforce management



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Background

Healthcare organizations with a substantial workforce predominantly depend on the quality of their services. It can be easily influenced or altered by the working of their personnel and their management. The healthcare industry needs to have proper workforce management systems to ensure seamless functionality, as providing top-class healthcare becomes their topmost priority.

Typically, a healthcare organization's worth is measured by the doctors, nurses, and other staff essential in day-to-day operations. Managing a workforce is one of the primary building blocks of a successful healthcare organization. **Workforce management or field force management for healthcare providers will be a game-changer.** It helps avoid healthcare worker turnover and burnout, enhances operational efficiency, reduces or controls labor costs, and simplifies compliance with workforce solutions.





Due to the shortage of efficient healthcare workers, we must focus on essential workforce strategies to enhance employee engagement. An all-inclusive and sustainable field force or workforce management strategy encompasses streamlining recruiting, lowering turnover, and scheduling analytics. **Investing in experienced and skilled staff and clinicians empowers healthcare organizations to provide the utmost value care to their patients.** But the increasing physician shortage and the ever more competitive healthcare sector make it challenging and complicated to attract and retain competent employees.

Healthcare workforce management rests on every element of the puzzle running seamlessly. Optimizing workflow and productivity in a healthcare ecosystem is essential to aligning staffing requirements with specific and individualized patient care. Usually, healthcare staffing is a complicated affair, & any wrong step can adversely impact clinical outcomes.

According to reports, the Global Healthcare Workforce Management System market is anticipated to rise to \$1.78 billion, and the CAGR will reach above 13.5% by 2026. Like other industries, the world is transforming every second, and so is the healthcare industry. The vibrant nature of the healthcare industry has brought many technological developments. Nevertheless, some healthcare service providers are still ignorant of the benefits of having a dedicated mobile workforce management system.

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The Problem

At present, the major challenge in the healthcare system is friction. In physics, it is defined as the force that always acts between two objects, thus changing the direction or speed to maintain the state of equilibrium.

Although the healthcare system is designed to be highly coordinated and consistent, it makes patient care more challenging to use easily. Also, many individuals couldn't get the patient care on time as they could not reach healthcare facilities in due time. And due to the pandemic, it becomes even more complicated as older people and others who are immobilized by birth or due to recent surgeries cannot get the patient care they deserve.



Field Force Management

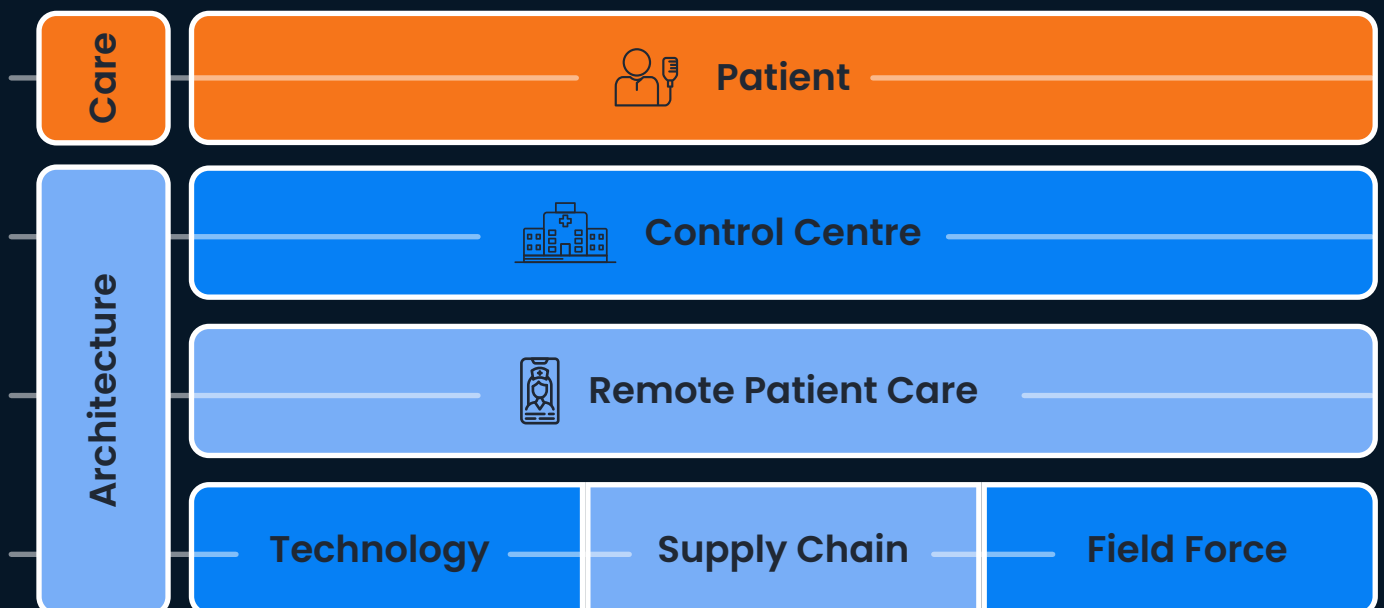
Field force management is a part of workforce management that focuses on managing the company's resources used at exterior locations of the organization's premises. In the healthcare industry, field force management does not refer only to the dispatching sales team for the field sales. However, it also includes dispatching the caregiver for remote patient care, tracking vehicles for sales delivery, scheduling, ensuring safety procedures are followed, and managing the actual activity of field personnel. If proper field force management is enforced, it can lead to customer satisfaction and high productivity.





Key Components Of Home Hospital

From specialized nursing services to nursing care, a patient can get different home healthcare services at home. Along with the workforce to give medical/home care to the patients in their home, the critical components of a hospital at home includes:





Control Centre

Like other workforce systems, this Field force system should have a central control system. It should be in operation 24/7 and continuously monitor and communicate with patients, caregivers, sales teams, and supply chain teams. This team should also be responsible for deploying needed staff and services to the virtual hospital at home. Control center automation would be ideal for minimalistic work to reduce the workforce expenditure or unexpected delays for the customer. The advantages of an efficient control center for the workforce in healthcare are improved processes, efficient utilization of resources, satisfied employees, effective treatment, and happy Patients.



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Remote Patient Care

Remote Patient Care (RPC) is an aspect of field force management to provide quality patient care at home. The main goal of RPC is to eliminate the friction between the healthcare system & patients. Apart from the above reasons, many patients are usually unable to receive proper care at the right time as the number of doctors, caregivers, & beds in the hospital for in-patients & out-patients consistently exceeds the expectation. And the set hospitalization plan might not work for the patients because the caretaker for a particular patient might not be available. So, the ideal situation would be to bring the hospital home for the individual patients who require immediate medical attention and treatment rather than delayed treatment. RPC has three main components



Technology



Supply chain



Field Force Team



1. Technology

The technical team is responsible for connecting the supply chain team, field force team, and patient to the hospital and control center. If needed, also transmit the metrics of the devices installed at home. Also, regular mobile internet or broadband in the patient's home is more than enough.





2. Supply Chain

The workforce team is responsible for the movement of medicines, medical equipment like syringes, drugs, vaccines, gloves, and other necessary things to perform the patient care outside the hospital. The supply chain implemented ensures the availability of medicine/product at the right time, minimizing inventory wastage and maximizing patient care.



3. Field Force Team

Staff responsible for patient care anywhere outside the hospital location, like the paramedics in an ambulance, patient care of all domains should reach the patient in their home. The field force team may include clinical staff such as:



Paramedics



Front line workers



Therapists



Nurses



Physicians

Hospital On The Cloud

The use of field force management has so many variables, so changing the traditional field force management to the cloud using field force management software. **An ideal software solution system will include back-end software that should be accessible from both mobile apps and computing devices.** With the help of Cloud services, we can collect large amounts of data and analyze it to make managing field services easier.



Advantages Of Cloud-based Field Force Management

When field force management is cloud-based, all data is stored and accessible on secure cloud servers. The software tracks all information, including patients' health vitals and staff work. Most of the information kept on the cloud can be run through analytics software to generate any report, which can help track patients' health and track staff's performance. Having the field force management in the cloud also helps:



Increases transparency

Doctors, healthcare professionals, and patients can access the respective data anytime and anywhere



Intelligent scheduling

With the help of AI analytics on the data stored, the schedule can be made automatically



Saving time & money

Doctors and other healthcare professional will have easy access to data and helps boost first-time fix rate



Future Of Health Care

Field force management software helps achieve remote patient care to a great extent. Moreover, the software isn't restricted to that as it also allows the sales team to sell and buy things for/by the hospital can implement the workforce.

With a predictive algorithm in place with the existing data, the sale and purchase of medicines and other items will be more accessible, accurate, and appropriately delivered.




Also, you can analyze a large amount of data on patient health metrics by using machine learning so that doctor receives appropriate and correct alerts, and proper treatment can be offered further if necessary. Doctors and healthcare professionals can use health metrics to predict/diagnose the problem. Also, with massive data on the cloud, one can measure the caregiver's performance with Machine Learning.

The field force management powered by machine learning will redefine the healthcare industry. Maybe metaverse or Starline from google will add more hospital experience for patients in the home with field force caregivers/employees.

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