

Siemens Healthineers Services

IT administration: The healthcare institution's vital backbone and hidden business driver

In-house IT expertise as a success factor

Services with more grip

Today: IT administrators – essential backbone, not additional cost driver

The importance of investing in healthcare IT experts

→ They ensure that systems and daily routines run with minimal interruptions.

How to attract and keep IT staff on board?

→ By constantly offering the support and acknowledgement they deserve, and further strengthening their expertise as they proceed in their career.

Executive overview

Exceptional times call for exceptional staff

It does not happen as a matter of course: Day and night, your IT landscape, your medical systems' networks, and the information exchange in your healthcare institution run like clockwork – something crucial to the delivery of care on all levels of your organization. On the one hand, this "clockwork" affects patients, care teams, and the healthcare organization as a whole (i.e. status and availability of resources such as personnel, hospital beds, etc.). On the other hand, it concerns all aspects of modern, complex healthcare organizations – such as billing, insurance, and data management (i.e. smart-data analytics and data warehousing).

Focused investment and innovation in IT pay off with unbeatable speed

A deciding factor in this context: Your highly skilled IT workforce provides the backbone for the whole organization. With this in place, staff providing healthcare can focus on patients and related processes, knowing they can rely on IT support that consistently offers on-site expertise to optimize and enhance complex and life-saving system usage.



75% of CEOs globally say that a skilled, educated, and adaptable workforce should be a government/business priority.

Source: PwC, 19th Annual Global CEO Survey, January 2016

Key challenges

- identify knowledge gaps and usage underperformance
- solve workforce shortage and drive edge over competition for key experts
- modernize talent retention strategies
- continuously drive IT as the backbone of the organization
- motivate teams by offering staff more freedom in their daily routine

Every medical system is only as good as its operator

→ But staff can feel that their motivation and expertise is not valued or even noticed. The reasons for this are many and can vary.

Why is the IT administrator's role so pivotal?

→ One department (sometimes only one person) is responsible for keeping the complex, interdisciplinary and interdependent healthcare IT infrastructure running smoothly – your IT administrators. Keeping the staff skilled, educated, and engaged must be a top business priority.

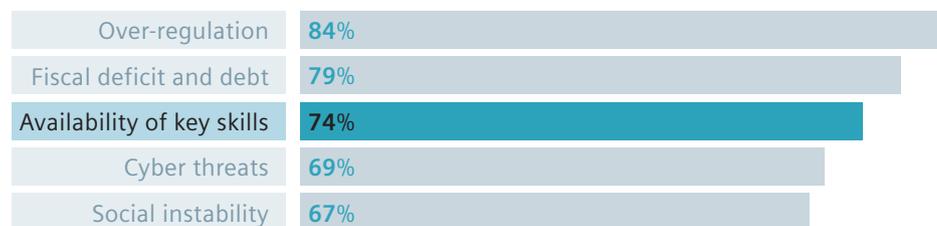
Trends

Fast technical growth, high requirements; insufficient number of expert staff on the market

A current, crucial aspect is the ever-increasing use of information systems in the healthcare ecosystems, and a growing need for the management of data and information related to healthcare. Or in other words: Today's healthcare is very much driven by IT and data – you only need to think of systems such as EMRs (electronic medical records) and EHRs (electronic health records) which demand innovative data management as a key functionality.

Additionally, data management is extremely useful for other healthcare efforts such as clinical trials, epidemiological trends, and drug interactions. Today's healthcare professionals need to actively handle data at every decision-making point – clinical or non-clinical. Therefore, they need a highly skilled and educated IT workforce in the background, experts who can maintain these demanding infrastructures and solutions. As the speed of technology has continued to accelerate, the need to invest in technology has become a mandatory first step; and now IT administrators provide the critical connection when improving outcomes and decreasing cost.

Top five key risks



Source:
www.pwc.com/gx/en/ceo-agenda/ceosurvey/2016/healthcare.html
last visited September 06, 2016

The healthcare IT expert: key to economic viability

Healthcare CEOs are aware of these trends. When asked about their concerns with regard to potential business threats to their growth prospects in 2015, they offered great insight¹:

Those with a background in healthcare IT can cherry-pick

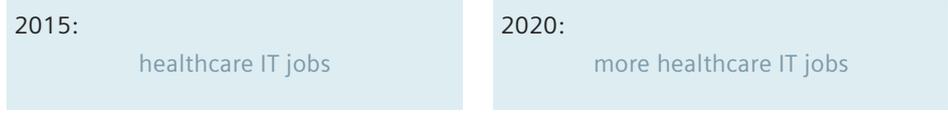
These developments are reflected in the dynamic job growth: The number of healthcare positions is projected to increase 15% to 37% by 2020 – far faster than employment growth for other employment sectors². Correspondingly, healthcare institutions have become increasingly aware of the need for IT expertise, but employer competition between the different sectors (healthcare, insurance, pharmaceutical, and device companies) is strong, as they all have similar requirements.

¹ www.pwc.com/gx/en/ceo-agenda/ceosurvey/2016/healthcare.html
last visited September 06, 2016

² www.modernhealthcare.com/article/20150613/MAGAZINE/306139979
last visited September 06, 2016

15–37%

Projected healthcare IT jobs in the sectors of healthcare, insurance, pharmaceutical and device companies



Taking this into consideration, there is clearly a strong need to back the people you already have on board, ensuring that they don't feel cut off from support options tailored to their professional environment – for example regular, interactive expert sessions in which they can receive detailed insights into current useful topics, including workarounds and recommendations. By offering employees advantages and the acknowledgement that this direct support offers, and by further strengthening their expertise as they proceed, healthcare institutions can gain ground against other, IT-staff-seeking competitors.

Readiness and opportunities

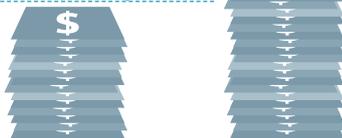
³ Survey by CIO.com, conducted by Computerworld and IDG Enterprise: <http://www.modernhealthcare.com/article/20150613/MAGAZINE/306139979> last visited September 06, 2016

Profound IT expertise is demanded in too many sectors

The salary might not be the sole reason to choose an employer, but in regards to a highly demanded workforce it can tip the scales when there are different employers searching for their new IT experts. While the expertise gap is still formidable, recent analysis found the healthcare sector pays IT directors and IT managers less than the manufacturing, legal, insurance, computer, and consulting sectors. For IT directors in some countries, the gap between those industries and healthcare went from \$12,000 to \$31,000. For IT managers, the gap ranged from \$3,000 to \$22,000.³ Smaller healthcare organizations particularly struggle to compete, offering lower average salaries than larger organizations, HIMSS (Healthcare Information and Management Systems Society) data shows.

IT directors

income gap
\$12,000 to \$31,000



healthcare sector

manufacturing, legal, insurance, computer, consulting sector

IT managers

income gap
\$3,000 to \$22,000



healthcare sector

manufacturing, legal, insurance, computer, consulting sector

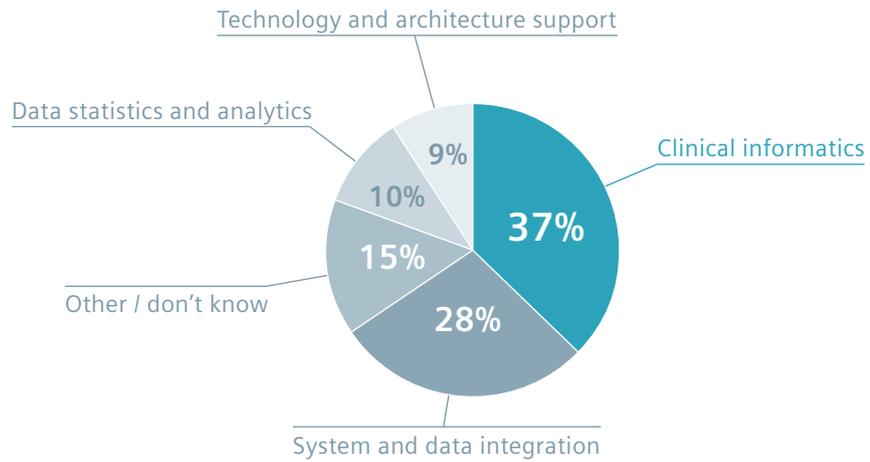
Evolving in complicated times

IT administrators act as first-level IT support on-site, and often coordinate and facilitate further support with external support providers. From new system integration to upgrades and onboarding of new colleagues – the IT administrators offer and continuously develop their in-depth knowledge of your systems. Their value is obvious as soon as they are unavailable – when they are there, things simply run more smoothly.

When focusing on trends in the field, it is clear that their bandwidth of responsibilities continues to grow, as data usage and mobile systems offer new and challenging areas of responsibilities. Explicitly asked what skills are most needed to achieve an organization's healthcare IT (HIT) priorities, the answers were as follows⁴:

⁴ PwC Health Research Institute Human Capital Survey, 2012

Providers were asked:
 "What skills are most needed to achieve your organization's HIT priorities?"



Whoever hesitates now, will soon have a lack of competency

To ignore these developments may have severe consequences – for instance, the inability to fill IT positions has forced some hospitals to leave projects on hold. Roughly one-third of 200 healthcare IT executives surveyed last year by HIMSS reported a project on hold because of IT vacancies.⁵

⁵ <http://www.modernhealthcare.com/article/20150613/MAGAZINE/306139979>
 last visited September 06, 2016

Customer Services testimonial

Whatever the IT administrator requires: Customer Services is aware and strives to support

“ There is an ongoing demand for affordable, accessible, and accountable healthcare. This is when IT enters the stage as the main actor, accompanied by IT administrators as their hands-on enabler.

By anticipating and understanding the needs of staff, healthcare institutions can attract and retain the IT labor they need, to help meet future business demands.

Investment and innovation have taken place. Now it's up to each healthcare organization to also retain skilled IT staff, as well as managers and executives, specifically in view of the current healthcare dynamics and global price-pressure topics.

Specialized healthcare IT services, packages, and contracts can be one path to achieve continuously educated and motivated employees, and are perhaps even the best option in this data-driven world. Those best positioned to make the case for technology's value can make sure things run smoothly, focusing on a future-proof, sustainable, and patient-care-oriented fleet.”

Martin Cavigelli,
 with 15 years' experience in Healthcare IT
 at Siemens Healthineers Customer Services

Customer testimonial

“ I appreciate the 'Ask the Expert' session. It is a kind of interactive training without great effort. The session focuses my attention on important issues of syngo.via that I may never have thought of in the daily routine. The 'Ask the Expert' session gives me the possibility to communicate with the experts.”

Jan-Christoph Adler,
 INSELSPITAL, Universitätsspital Bern

Key advantages

- meet government, employee, and consumer expectations
- align workforce behind employer by unburdening clinical staff
- deliver on strategic priorities
- capitalize on new trends and sustain growth prospects

Transforming technology, innovation, and talent

→ Three areas in which significant changes can be made as a response to intense competition and economic pressure.

What motivates existing and new staff?

→ Capitalize on their interests, expand opportunities for career development and advancement, and educate and train them constantly – providing them with the sense that their professional needs are taken seriously. This pays off in different ways for everyone involved.

Necessities

It cannot be overstated: Your staff is the linchpin of your success

Without investing in your IT personnel, you risk losing experts to other employers. Furthermore, you risk losing out on valuable knowledge gains if your experts are not offered continuous in-depth knowledge, training, and educational support. This, among other aspects, can lead to inefficiencies in system usage and frustrated system users on all sides: first and foremost the care-providing staff and the IT team. Missed system onboarding or IT training lead to incorrect usage in general, and can lead to lost control over updates and upgrades, or even incorrectly implemented software and hardware. Both crucial factors that disrupt workflows immensely, effecting both workflow efficiency and reputation, and in a worst-case scenario, even patients' lives.

Expertise

IT administrators: enabling you to stay up to date

In such a competitive environment, it is important to offer healthcare IT experts continuous support and knowledge expansion opportunities. In the IT world, nothing is more disappointing than being unaware of trends and innovations. Your goal is to ensure that dedicated services and experts can be accessed by your staff. They profit from a diverse set of options which offer support when needed, either in the form of knowledge databases, or "Expert Sessions" – also offered by the well-known global players of IT – which provide latest insights and workarounds on specific healthcare IT issues, even offering an international group a forum for their current questions, and providing detailed answers. This is one way to provide a workplace environment for staff so they can feel engaged and encouraged to contribute.

Focus

The well-being and motivation of your IT staff – it pays off

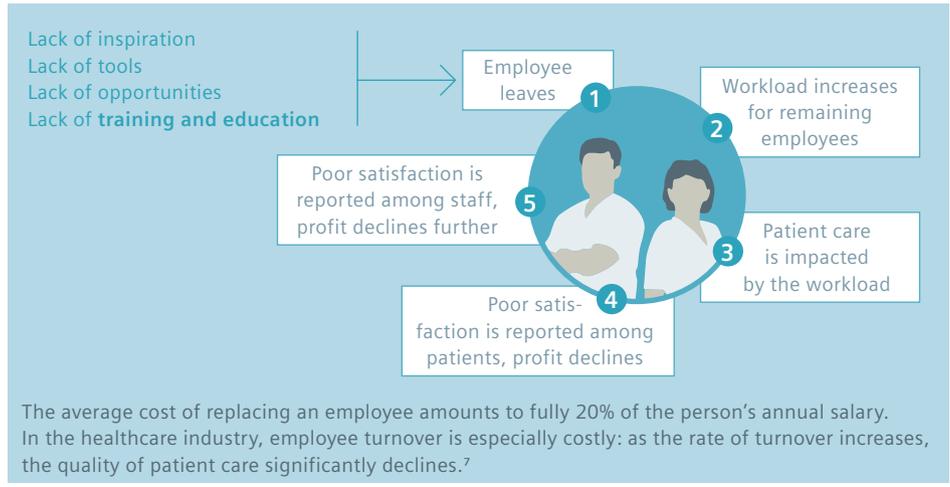
Addressing internal workforce needs and expectations is a clear prerequisite, as otherwise hospitals might be forced to outsource healthcare IT competency, a development that can quickly drain already tight budgets.

By providing employees unique career growth opportunities and development they would not receive from competitors, retention rates can increase significantly. A distinct and differentiating investment, for example offering continuing education and training options, shows employees that you care about their future.

The business impact is also clear: staff turnover costs business time, productivity, and money, and even results in unnecessary stress for the remaining personnel.⁶

⁶ <https://www.ceu360.com/4-employee-retention-strategies-healthcare/>
last visited September 06, 2016

Training and retraining as a top priority in staff retention strategies



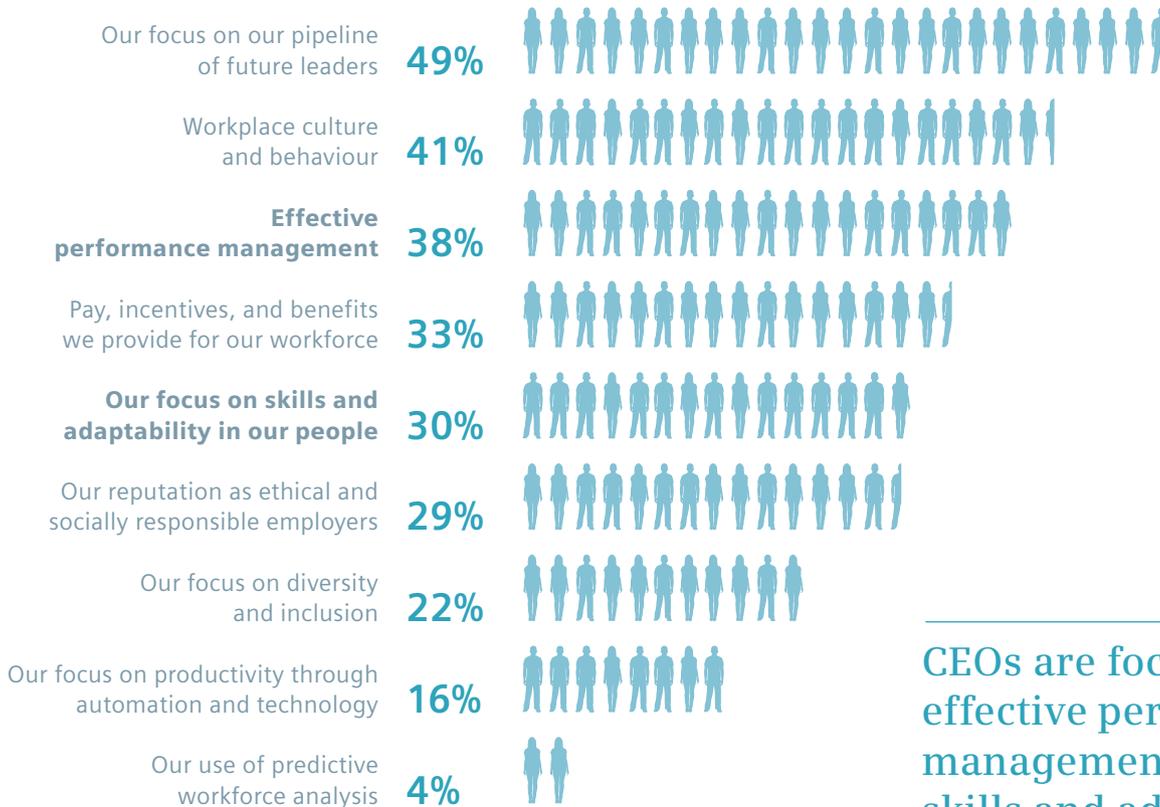
7 "Four Employee Retention Strategies in Healthcare," Jami Cooley <https://www.ceu360.com/4-employee-retention-strategies-healthcare/> last visited August 11, 2016

Investment in healthcare staff is on the rise

Meeting complex expectations from different stakeholders and faced with new technology trends, healthcare organizations need a new generation of open-minded staff with an entrepreneurial attitude, comfortable with data, analytics, and many new and different technologies – and with competent support right at hand. This is why CEOs continue to strengthen their talent-attraction strategy to interest, retain, and engage the healthcare experts they need to stay competitive and relevant, while investing in capable in-house IT expertise to ensure that these caregivers receive the immediate and efficient assistance they need.

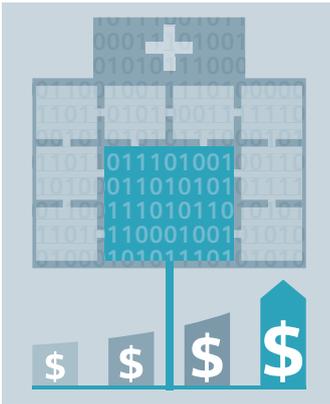
CEOs were asked:

"What aspects of your talent strategy are you changing to make the greatest impact on attracting, retaining and engaging the people you need to remain relevant and competitive?"



CEOs are focusing on effective performance management and skills and adaptability in their people

Source: PwC, 19th Annual Global CEO Survey, January 2016



Data and technology: for care improvement and budget impact

→ To keep pace with this development, healthcare institutions should be prepared for an innovation makeover.

How to ensure future healthcare delivery?

→ With information technology investment and a long-term IT service contract that helps to maintain state-of-the-art systems with secured and streamlined processes – keeping IT staff motivated and engaged.

Healthcare system vendors offer essential support for the healthcare systems' IT – with system expertise and in-depth knowledge which your staff can utilize to enhance system usage and support efficiency in their institution. Vendor expertise enables IT experts, thus enabling their medical and administrative staff – for continuous, fast, and efficient patient care; never losing sight of clinical, operational, and financial objectives and targets.

8 siemens.com/it-care-plan

Unify clinical, administrative, and legal focus – keeping patients in mind

This is when the Siemens IT Care Plan⁸ becomes the next logical step. Developed for Siemens Healthineers software, offering healthcare institutions the support to successfully build their IT expertise and ensure that they can be best positioned to acquire, manage, and retain critically important technology experts.

The fact remains: As the speed of technology continues to accelerate and the need to invest in technology is a given, it is now time to focus on the IT administrators as the critical connectors to enable exceptional patient care and a competitive edge in the healthcare sector – a sector that has become an increasingly complicated world.

Clinical imperatives

To create a sustainable revenue stream

- Investment in IT staff supports medical staff, offers optimization and streamlining opportunities, and enables an institution's leadership the chance to stay on top of current risks in their field – from data security and patient-data management to optimized use of high-end systems
- Investing in IT provides the clinical staff with the ability to concentrate on their patients, enabling them to take more time to actually provide care
- Clinical staff benefits from in-house experts fielding their support needs and offering support, from new system installation to log-in problems. A qualified and informed expert that fields support needs from the user and escalates to vendor service support eliminates unnecessary waiting time or misunderstandings, and can provide further knowledge growth for application use

Operational optimization

There's no room for ineffective workflows

- Freeing medical staff from unnecessary frustrations and leveraging the IT administrator's expertise leads to more professionally balanced and goal-oriented staff
- Gain momentum with professional coordination and optimized utilization of workforce and systems

Financial performance

The investment needs to prove its worth

- Investments in a high-end system landscape and personnel have one goal: to get more out of the system's utilization. An institution greatly benefits from an

IT backbone of experts well-acquainted with systems and personnel – supporting the improvement of the financial situation by implementing technology that is profitable, efficient, and that leads to reimbursable treatment schemes

- Optimized use of systems or software solutions maximize clinical workflows, avoid idle time, and increase throughput
- Investing in IT administrators reduces the risk of losing them to competitors, and having to invest in the search and onboarding of new employees

In a nutshell

IT administrators are

- backbone and accelerators for future medical innovations
- bridging the gap between technology, end users, and beneficiaries (staff and patients)
- enablers for the usage of innovative technologies such as big data and analytics, meeting major health improvement goals
- imperative when opening new areas of clinical competency, creating new revenue sources

Key to success:

understand, enable and motivate IT staff

—> Thus improving clinical staff's daily routine and cooperating in the overall drive to provide patient care and patient safety.

Administrators:

essential backbone and business priority

—> No longer simply a “nice-to-have,” IT staff are a fundamental business imperative. They help manage the complexity of healthcare IT, while evolving existing care models and the ability to connect, to innovate, and to transform.

The healthcare landscape was and still is changing rapidly. Institutions have a constantly growing number of business and technology issues to navigate and, associated with this, a growing number of healthcare IT service solutions which go hand-in-hand with greater value. But the good news is: There has never been a better time to apply the benefits of technology and analytics toward re-engineering healthcare systems to deliver better access to care and medicine, and better tools that help people manage their own health – provided there are skilled and motivated IT experts on board.

Whatever healthcare institutions' applications, workflow, or IT requirements are: The Siemens IT Care Plan can provide critical support options. As a comprehensive service contract, customized for a dedicated IT Services portfolio, it is offered to customers who choose Siemens Healthineers *syngo.plaza* (PACS) and *syngo.via* (3D post-processing) software, and is also available for sLIM and RapidComm software for laboratory diagnostics systems.

Best path for project planning and timeline

Changes take place at tremendous speed – that's the new normal

What's included – and when is it useful?

When you have in-house healthcare IT, they require support and expertise to ensure higher uptime and optimized utilization. The main parts of the contract (technical and application support, including the Care Plus service, Admin Plus, and Delta FIT) are tailored to the level of service appropriate to the specific healthcare institution system and organization:

Technical Support / Application Support / Care Plus / Admin Plus / Delta FIT / Hardware & Software Evolve

When is it not useful?

The IT Care Plan does not offer IT training, virus, or data security options, and Siemens Healthineers do not provide office systems or environments.

Preparation Getting your IT administrator ready

System overview	What Siemens systems do you have, or wish to include in your fleet? Your Siemens Healthineers contact can help you with this.
Inclusion of IT administrators	In which areas do your experts feel that they need the most support? Where do they see the easiest efficiency gains?
Future plans	Do you see other clinical specialties or trends that you need to follow? Clinical specialties that you would like to provide?
Staffing	Are you adequately staffed? Are you currently bridging the gap between medical staff's support needs and providers?

Thinking for the future.

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Authored by Siemens Healthineers Customer Services.

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—> Visit: [siemens.com/executive-alliance](https://www.siemens.com/executive-alliance)

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