

**unqork**

# 5 Ways No-Code Empowers Healthcare Providers to Deliver Amazon-Style Digital Engagements

Overcome barriers to digitization and improve patient care with  
unprecedented speed



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## TL;DR

- Patients increasingly expect instant resolution and ubiquitous information from healthcare providers
- Digital laggards face serious competition from a new generation of digital-first start-ups that are building solutions that meet rising patient expectations
- From the security of patient data to rapid integration with a welter of underlying systems, no-code enables providers to overcome traditional roadblocks to digitizing the patient experience

In the age of Amazon, Netflix, and Uber, healthcare providers are under increasing pressure to deliver modern digital experiences, including ubiquitous on-demand access to information and services. A [recent study](#) found that 82% of patients surveyed believe it should be “as easy to get healthcare on my mobile device as it is to order food or a car/rideshare.” In short, they want seamless, connected experiences that they can manage from their mobile device, from finding providers and scheduling appointments to virtual visits and easy access to information about follow-up care.

In the race to meet such expectations, traditional providers face increasingly sharp competition from a slew of digital-first healthcare startups. They are raising [record amounts](#) to build a new generation of [digital health solutions](#), from on-demand virtual care to clinical intelligence and enablement. At the same time, the [federal government](#) is pressuring providers to expand the digital delivery of healthcare, especially for disabled patients and those who live in rural and other underserved communities.

In addition to these drivers of change, COVID has forced even laggards to adopt digital solutions with unprecedented speed.<sup>1</sup> In addition to a massive increase in the delivery of telemedicine, the pandemic has massively accelerated timelines for digital initiatives, according to [McKinsey](#). It is now estimated that providers will spend [\\$210 billion on digital transformation](#) in 2025, almost 3x more than in 2018.

Most healthcare providers still have a long way to go. The industry has “long been a laggard in digital adoption,” according to [McKinsey analysts](#). And patients are losing their patience. A recent report in the [Harvard Business Review](#) found that 62% of consumers believe healthcare systems are designed to be confusing. And nearly two-thirds “feel like a general contractor,” because they must coordinate and manage so many different aspects of their own care, from managing appointments with multiple providers to providing their own post-operative home care.

That said, there are serious, systemic reasons for healthcare’s slow embrace of digitization, including:

- Process complexity: The inherent complexity of healthcare processes and the systems that support them, from billing to patient care
- Disparate ecosystems: The burden of integrating disparate underlying technologies, including the third-party systems of insurers, testing services, and other service providers
- Compliance risk: The fact that the regulatory landscape, particularly rules around patient privacy, are all at once strict, subject to constant change, and frequently lacking in clarity
- High technology costs: In addition to the high cost of building bespoke solutions, updating and maintaining applications (and the systems they run on) are also expensive, often costing up to 60% of total spend, according to [Accenture](#)

<sup>1</sup>A [McKinsey survey](#) found that 90% percent of healthcare respondents believe COVID will fundamentally change the way they do business, from products and services to processes and business models.

Given these challenges, bespoke digital solutions tend to be both expensive and risky. At the same time, off-the-shelf solutions offer limited customization and lack the flexibility to address the needs of today's fast-changing landscape.

Fortunately, the no-code development paradigm addresses exactly the challenges that healthcare organizations face. With Unqork's all-visual development environment, developers—Unqork calls them **Creators**—can quickly design and build patient-facing applications for even the most complex processes, all without writing or editing a single line of code. And thanks to plug-and-play integration, Unqork applications connect seamlessly with underlying systems in order to support end-to-end transactions, from scheduling to the provision of care to billing.

With Unqork, Creators can add components to workflows and processes via an intuitive drag-and-drop interface. The platform ensures that the application logic will always be maintained even as technologies evolve, for example when components are updated. In this way, organizations can focus all their development resources on overcoming serving patient needs rather than technical challenges. Unqork also has a team of experienced technology and healthcare industry specialists who help ensure that all electronic protected health information (ePHI) is managed in strict accordance with the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and other information security standards.

With an enterprise-grade no-code platform like Unqork, healthcare providers can quickly and securely side-step traditional barriers to digitization, improve outcomes, reduce administrative costs, and start delivering the kinds of modern experiences that patients are demanding.



**\$210 billion**

What providers will spend on transformation in 2025, 3x more than 2018

## Building modern patient experiences with no-code

To compete in a rapidly digitizing industry, traditional healthcare providers must play catchup if they want to attract and retain today's patients. Here are five Amazon-grade digital services that, with the help of no-code, you can deliver with unprecedented speed.

1

### Support best-in-class virtual healthcare

Virtual health visits will never replace in-person consultations. However, they play an increasingly vital role in modern healthcare, a process that was massively accelerated by the COVID epidemic. "Telehealth is now considered part of the mainstream of health care delivery," Dr. Saurabh Chandra, the chief telehealth officer at the Center for Telehealth at the University of Mississippi Medical Center, told the [New York Times](#).

Telehealth is particularly effective for follow-up visits, the management of chronic conditions, consultations with specialists who evaluate test results, and remote patient monitoring functionality, according to a recent U.S. National Institute of Health (NIH) [study](#).<sup>2</sup> Telehealth "improves efficiency without higher net costs, reduces patient travel and wait times, and allows for comparable or improved quality of care," a 2021 Mayo Clinic study found.

Telehealth is particularly effective in extending care to patients with limited mobility, those living in nursing homes and correctional facilities, poor patients who cannot afford the cost of transportation to and from appointments, and especially patients who live in underserved rural regions. "The roughly 15 percent of the population living in rural America includes some of the oldest and sickest patients in the country—a disparity that has grown more stark during the coronavirus pandemic," the [New York Times](#) reports.

With an enterprise-grade no-code platform, organizations can develop and manage a bespoke remote care solution with unprecedented speed, with capabilities that:

- ✓ Integrate existing best-in-class point solutions into a central patient- and/or clinician-facing portal
- ✓ Capture and seamlessly integrate new patient-generated health data to improve care
- ✓ Improve the clinician experience by integrating new functionality within familiar workflows
- ✓ Eliminate the time and cost of transportation to and from routine appointments

<sup>2</sup>The Agency for Healthcare Research and Quality found that telehealth can improve outcomes from mortality and quality of life to reductions in hospital admissions.






## Enable robust patient self-service

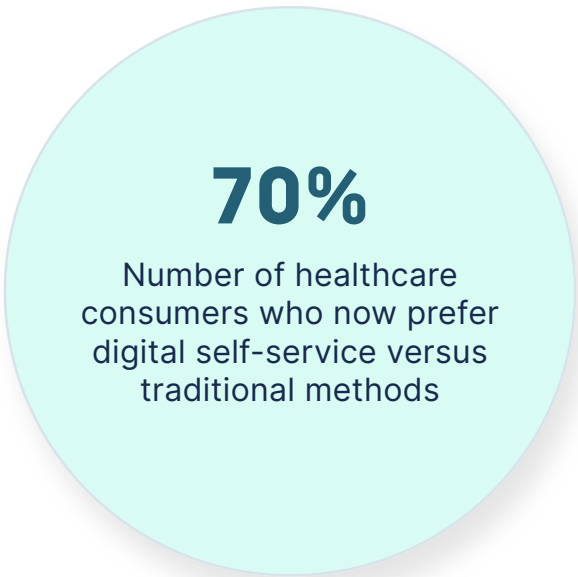
To the majority of healthcare consumers, using the phone to make medical appointments, manage prescriptions, check test results and handle billing and other administrative tasks seems increasingly archaic. A recent [McKinsey survey](#) found that more than 70% of healthcare consumers now prefer digital self-service versus traditional methods. Self-service appointment bookings alone can [save providers hundreds of thousands of dollars](#)<sup>3</sup> a year.

With no-code, providers can rapidly build—and easily manage—bespoke, patient-facing portals that provide access to relevant, patient-specific information. At the same time, reusable, real-world-tested APIs ensure that services integrate with legacy systems and the existing clinical and business workflows that power these experiences.

By integrating new custom solutions with existing legacy systems and external third-party services, providers can create innovative digital services, for example enabling patients to simultaneously schedule a relevant test and a follow-up appointment with the appropriate physician.

As a result, patients can quickly and easily manage their own healthcare from a single application with services that include:

-  **Physician search:** Enable patients to search for physicians by specialty, location, insurance, telehealth options, language, and more
-  **Self-service scheduling:** Empower patients to schedule appointments at their convenience, including for virtual care, with little-to-no intermediation from back-office staff
-  **Digitized document sharing:** Allow patients to upload critical documents (e.g., insurance cards) to the system once, and then make this information available to all relevant stakeholders



<sup>3</sup>Modern Healthcare reports that Providence St. Joseph Health saved \$3 to \$4 for every appointment made digitally versus speaking with an agent, saving the hospital an estimated \$300,000 annually.

## CUSTOMER SUCCESS STORY

### A “digital front door” for Maimonides Medical Center

New York City’s Maimonides Medical Center wanted a solution to decrease patient wait times and improve patient satisfaction. They hoped to achieve this by transforming the processes of finding a physician, booking an appointment, and registering for a visit. They also wanted to reduce claims denials from improperly-completed paperwork and improve patients’ ability to access their medical record data.

“We want our patients to have a single Maimonides user ID, password, and come through one entry point to access any of the features and functions that they need,” says Rob Cimino, Maimonides’ VP of digital health strategy & implementation.

The organization partnered with Unqork to develop a digital front door for patients to support physician lookup, appointment booking, calendar integration, visit registration, and medical record access. With Unqork’s no-code platform, the hospital digitized the entire experience for patients within a single mobile-responsive solution. And it did so far faster than using a traditional approach.

“The products we are developing with Unqork are supporting Maimonides’ drive towards a more modern, intuitive, and engaging patient experience while also improving efficiency in our internal operations,” says Ken Gibbs, CEO of Maimonides. Benefits include:



Digitized patient registration processes integrated with existing EMR systems



Decreased cost of operations and ownership vs. legacy systems



Decreased claim denials due to incomplete or incorrect data



## Provide a secure patient communications hub, including real-time notifications

Effective, ongoing communication is essential for effective care and positive health outcomes. For example, the economic costs of missed medications is estimated to be between **\$100 billion to \$300 billion a year**—and account for up to 10% of hospital admissions. Yet the complexity of managing their own care is a significant pain point for patients, from refilling prescriptions to managing follow-up appointments. In addition, patients with questions about their health and status have had to spend an inordinate amount of time getting the information they need from providers, from accessing test results to understanding treatment regimens.

With enterprise-grade no-code, you can deploy patient portals to automatically generate and deliver up-to-date notifications and alerts, from appointment reminders to care instructions, to patients through the channel of their choice. In addition, you can enable real-time, secure asynchronous messaging between patients, doctors, and administrative support staff. In this way, patients can ask questions when they have them, and medical professionals can respond as soon as they are available.



## Make billing simple, seamless, and transparent

Healthcare billing is notoriously confusing for patients and providers alike, and often problems result from the fact that insurance claims management is both complex and often lacking in transparency. They are overly reliant on manual checkpoints between numerous disparate systems, and difficult to adjust for telehealth services. As a result, billing costs for healthcare are nearly **8x** that of other industries. And health care payers and providers in the United States spend **\$500 billion** annually on billing and insurance-related costs.

With Unqork, organizations are able to rapidly build a scalable, secure, sophisticated custom digital claims solution that seamlessly integrates with internal legacy solutions and third-party systems—without writing a single line of code. By flowing multiple processes through a centralized hub, providers can reduce the burden on office staff, track claim status in real-time, and identify workflow bottlenecks more quickly. As a result, you no longer have to trouble patients with bills because claims were improperly rejected.

With no-code, you can also quickly add functionality that allows patients to make secure payments from their digital device using the payment method of their choice. You can also provide instant access to a detailed historical record of past payments.





## Simplify and centralize caregiver guidance and remote monitoring

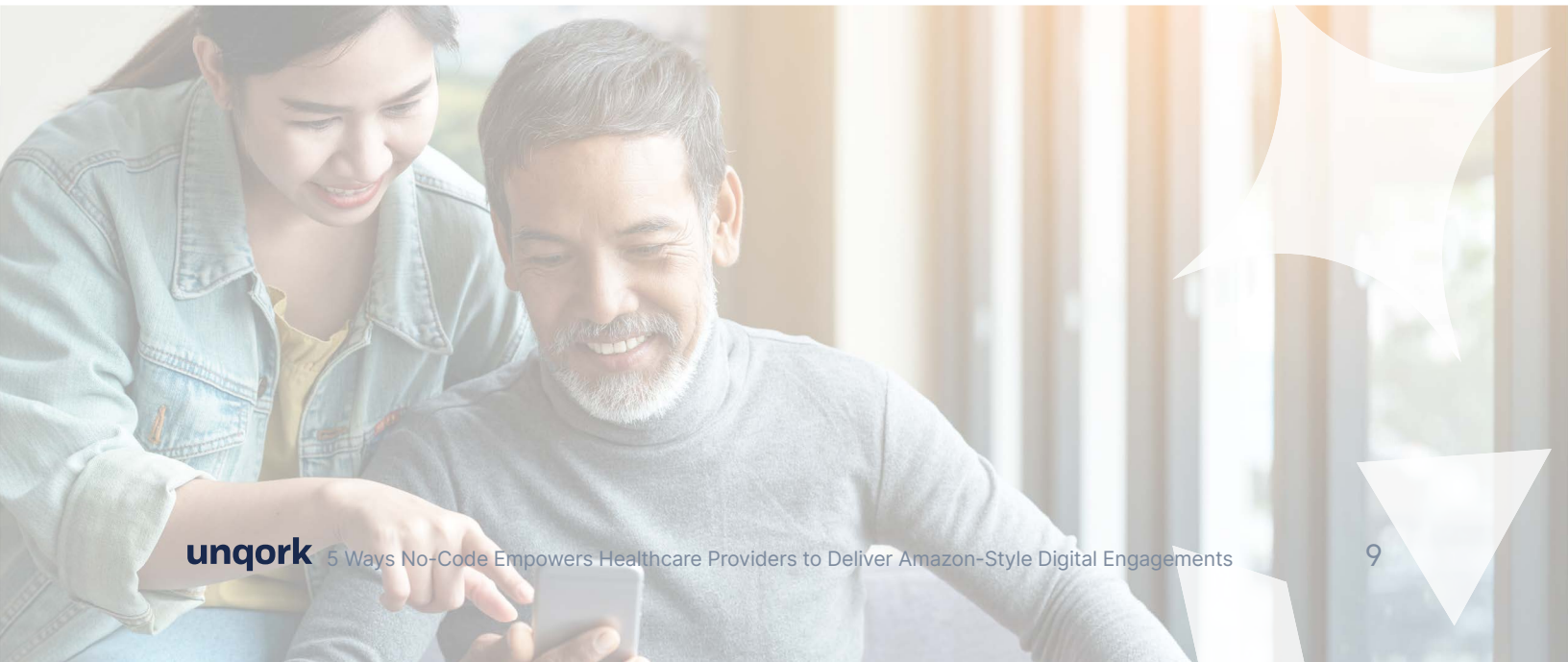
Much of the burden of care has moved from nurses and physicians to family members, in-home care providers and, where possible, patients themselves. Every year, more than 40 million Americans provide unpaid care to patients, 46% of whom specifically perform medical and nursing tasks. In addition, a new generation of tools can track chronic diseases at home, making it possible for caregivers to track a patient's condition at home. In fact, startups in the remote patient monitoring space are raising large amounts of capital to challenge traditional providers.

However, the role of a caregiver can be a very stressful one, especially for non-professionals. With Unqork, providers can rapidly develop and manage a custom remote care solution that make the work much more manageable in two crucial ways:

- ✔ **Connect remote monitoring with a patient's total care:** With no-code, providers can capture and seamlessly integrate data generated by remote devices, and then feed that data into patient portals in real-time. As a result, all caregivers, including nurses, physicians, and home carers, can access critical information.
- ✔ **Guidance and advice:** Provide a customized home care plan that is both easy for carers to access and easy for providers to update as conditions change. Besides information on care regimens, you can also provide automated alerts, from medication reminders to new guidance based on changes in data from remote monitoring devices.

**40 million**

Number of Americans who provide unpaid care to patients annually





## In Conclusion

“Deploying new digital tools and services has the potential to increase consumer satisfaction, improve medication adherence, and help consumers track and monitor their health,” write [Deloitte analysts](#). With no-code, provider organizations can now explore and build digital patient experiences that would have been unimaginable just a few years ago. Such experiences don’t just help attract and retain today’s more demanding consumers. They also increase efficiency and flexibility across the entire healthcare value chain, from clinical care to financial operations.

# unqork

## Enterprise application development, reimagined

Unqork is a no-code application platform that helps large enterprises build complex custom software faster, with higher quality, and lower costs than conventional approaches.

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