

citrix™



Healthcare Anywhere,
Fueled by Citrix

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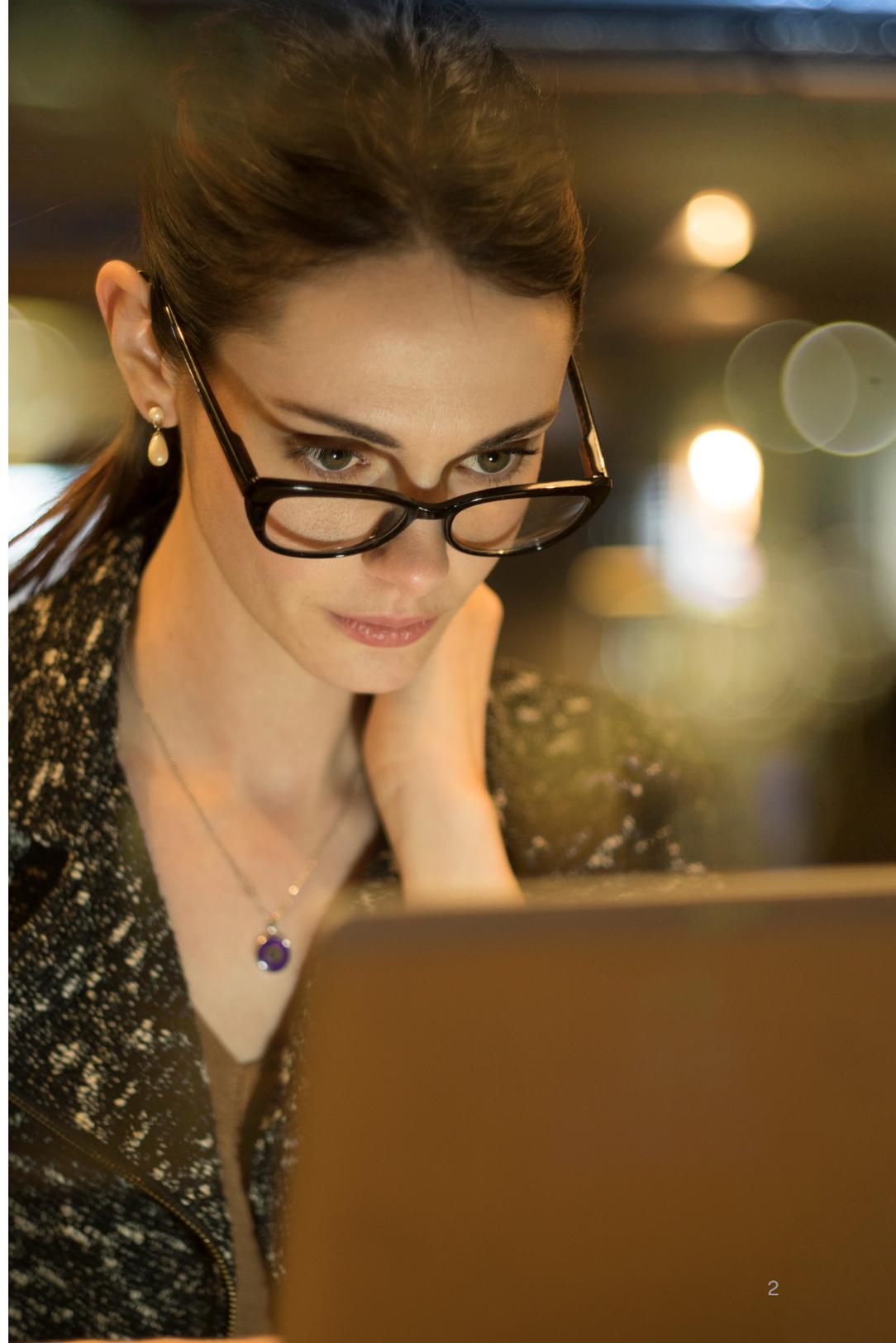
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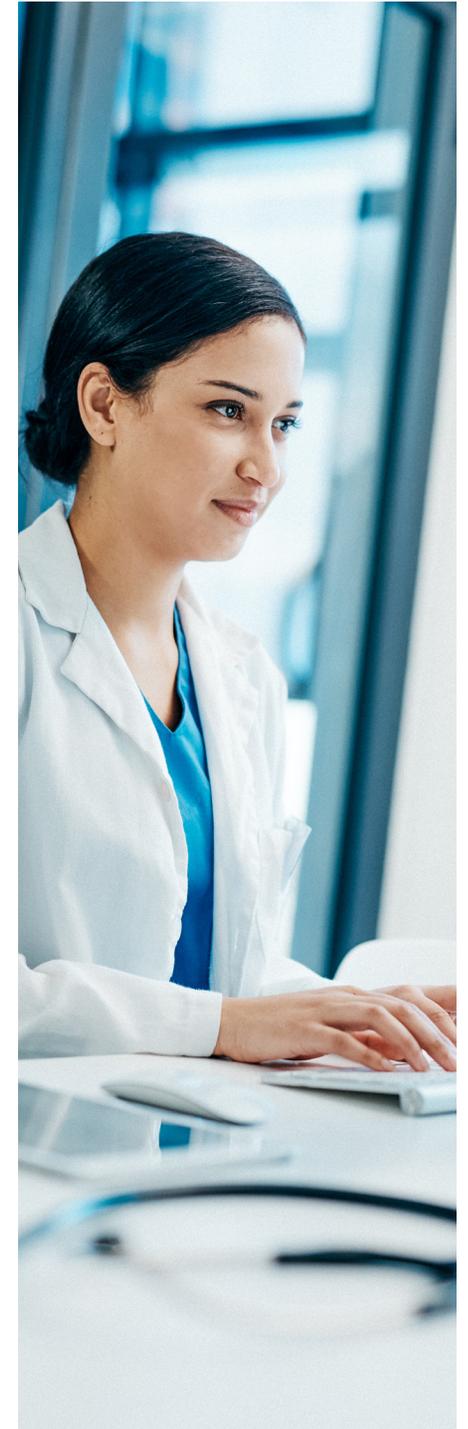


Superior patient care has always been your top priority. But, healthcare comes with its own unique set of challenges to providing the best patient care possible. Cyberattacks breach the privacy of electronic health records and affect patient trust. Shifting care delivery models challenge traditional information storage and security methods. Employee burnout and staffing challenges compromise the quality of patient care. Practice expansion, mergers,

and acquisitions can cause revenue disruption if IT takes too long to onboard new users.

How can a healthcare organization realistically resolve these challenges?

Healthcare organizations are turning to technology to solve the challenges of employee burnout and staffing challenges, shifting care delivery models, revenue disruption, and cyberattack threats.



With this volume of change, technology can offer solutions to reduce the negative impacts of these challenges, but only when executed correctly.

Healthcare challenges by the numbers:

1 in 4

US physicians plans to leave medicine³

35%

Of Kaiser Permanente patients choose virtual appointments, up from 15% in 2019¹

7 billion

Profit pool decline from 2019 to 2021 due to deferred care¹

2x

increase in cyber attacks on healthcare organizations from 2016–2021²

1 McKinsey [What to expect in US healthcare in 2023 and beyond](#). January 9, 2023

2 JAMA Health Forum [Trends in Ransomware Attacks on US Hospitals, Clinics, and Other Health Care Delivery Organizations, 2016–2021](#). December 29, 2022

3 Deloitte 2023 [Global Health Care Outlook](#)

4 Sophos [The State of Ransomware in Healthcare 2022](#). May 2022

In 2021,

66%

of healthcare organizations experienced a ransomware attack, up from 34 percent in 2020, a significant increase.

5 [AMA Practice Transformation: Research.](#)
August 2, 2023

Healthcare technology can revolutionize your organization, but only if it comes with security that you can count on. With the rise of electronic health record (EHR) use, patient data has become more susceptible to data breaches. In 2021, 66 percent of healthcare organizations experienced a ransomware attack, up from 34 percent in 2020, a significant increase.⁴

The data tells us that breaches of healthcare records are on the rise, so you need to ensure the security of your patient data while ensuring easy access for users.

With Citrix, you can create secure third-party log-ins and limit access to only the resources that those groups need, to further secure patient data. With Citrix App Protection you can access data and systems at a granular level, so you can create security postures that change dynamically. This way, third-party users have access to all the resources they need in one place, but no access to any sensitive data or secure applications they don't.

Limiting third parties will help limit accidental data breaches, but what about malicious attacks?

Citrix Secure Private Access and Citrix Enterprise Browser have user-friendly interfaces and provide powerful protection against ransomware, keylogger malware, phishing malware, and more. Citrix security solutions also do not rely on VPNs, which can increase attack surfaces because VPNs tunnel traffic to the entire network. And the best part? Citrix solutions are cost-effective and work on any device.

Royal Cornwall Hospitals NHS Trust used Citrix to secure medical imaging data and found not only was it more secure, but cost way less than the alternatives.

Security has never been more important. It's time to take a look at how you can improve your security for better patient privacy.



We expect the final cost to be around one third of what other trusts have spent using a hardware VPN solution.”

Robert Phillips

Technical Services Manager Royal Cornwall Hospitals NHS Trust

Health records are not the only thing that has gone digital in healthcare. If your organization is one of many now offering virtual appointments, follow-ups, or even virtual hospital stays, you know that kind of care requires powerful technology. As healthcare organizations pivot towards different care delivery models, they must consider cybersecurity threats and data privacy laws without compromising on a user-friendly experience.

Citrix can help you build the digital care suite that you need, no matter the location.

For [the Florida Department of Health](#), this meant implementing technology that could support over 400 locations in both rural and metropolitan areas. The Florida Department of Health turned to Citrix solutions to deliver consistent access to applications and dependable support across all offices. The [Touro College of Dental Medicine](#) used Citrix technology to automate processes for orthopedic surgeons to better manage the volume of patients they treat.

So how can we build these powerful and secure experiences?



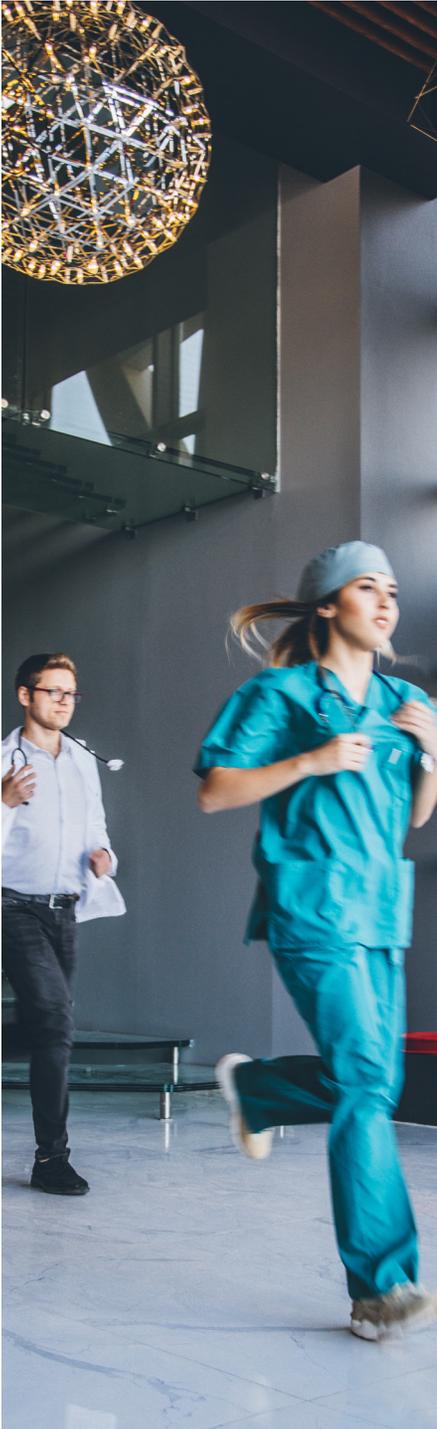
Citrix technology secures patient records by creating a single authentication point into your application portal, the entryway to virtual health services.

Application portals for office workers and digital front doors for patients require multiple technologies on one central platform, data privacy and security for confidential information, and simple user experiences for users with different levels of computer experience.

Citrix can manage all kinds of authentication processes and delivery mechanisms for EHRs or for any enterprise application that you use. Citrix DaaS and Citrix Secure Private Access work together to create a single authentication point for all of the applications your employees and customers use. The best part is, this technology can be used from anywhere, so you can support changing care delivery methods.

Now that's the technology that can transform digital healthcare.





These are not the only issues facing healthcare organizations today. Burnout of healthcare professionals since the COVID-19 pandemic has caused a talent shortage across the industry.

This has proved a difficult challenge to solve, particularly since the technology that is meant to save time is actually slowing employees down.

Per Deloitte, “One of the biggest causes of burnout cited by health care workers comprise the very tools that are driving the future of healthcare: electronic health records and digital transformation. Like many technological advances, perceived efficiencies often belie time-consuming demands such as data entry”⁵

But it doesn't have to be this way.

63% of physicians reported symptoms of burnout by the end of 2021, as compared to 38% in 2020⁶

⁶ Deloitte [2023 Global Health Care Outlook](#)

⁷ [KaufmanHall National Hospital Flash Report](#), May 2023



“

We've created a secure environment that delivers the best possible employee/user experience. One log in — from any device — provides unified access to all resources.”

Tony Powell

Chief Information Officer (CIO), Florida Department of Health

When your employees are your greatest asset, investing in a better digital employee experience pays off, as Royal Berkshire NHS Foundation Trust discovered. Through digitizing processes to optimize workflows, supporting telehealth, and simplifying access to EHRs and other essential applications with Citrix technology, it saved clinicians at the Royal Berkshire NHS Trust up to 45 minutes per shift. Well-executed healthcare technology can ultimately help employees save time and improve patient care.

And the Royal Berkshire NHS Trust isn't the only organization that has created a better employee experience with Citrix. The Florida Department of Health utilized Citrix to create a single authentication point for all essential resources.

Citrix offers impactful results like those seen by the Royal Berkshire NHS Trust and the Florida Department of Health by reducing digital complexity through an all-in-one solution to healthcare's most difficult challenges without compromising on quality.

Employee burnout is not the only kind of change you're dealing with either. Many healthcare sectors are dealing with revenue disruptions due to changes in care patterns and increasing costs.

As your healthcare organization navigates these changes in revenue, you should look to technology to help manage costs associated with practice expansion as well as mergers and acquisitions. Integrating the systems of different practices is a difficult task, especially considering the regulations around data privacy for patient data and the need for scalable and affordable solutions.

0%

Average profit margin for US Hospitals in 2023⁷

Citrix provides a solution with enterprise scaling features, so as your organization grows, so does your IT support, without having to find a new solution. You can easily onboard clinics and contractors, and empower remote workers, like [Lewisham and Greenwich NHS Trust](#).

Lewisham and Greenwich NHS Trust also used Citrix solutions to enable community staff to access patient health data securely from any device, and as a result, community nurses can visit two more patients per nurse, per day. Less time spent picking up case files, and more time spent providing care.



“

With Citrix Cloud services, we were able to double our capacity, from 600 to 1,200 users, overnight. There's no way we could have scaled so quickly if we hadn't already been on cloud.”

Justin Beardsmore

CTO, Lewisham and Greenwich NHS Trust



“

We're providing a service that wasn't possible before — reporting on clinical imaging from across Cornwall so that we get continuity of service whether someone's working from home or working on-site. That wasn't possible before the Citrix project.”

Daniel Powell,
Picture Archiving and Communications Systems (PACS) Manager, Royal Cornwall
Hospital NHS Trust

Citrix also supports your more complicated medical technology, like dictation. The Royal Cornwall Hospital NHS Trust used Citrix technology to provide radiologists with all the tools they needed to work from home, including diagnostic quality images and voice recognition software for note-taking.

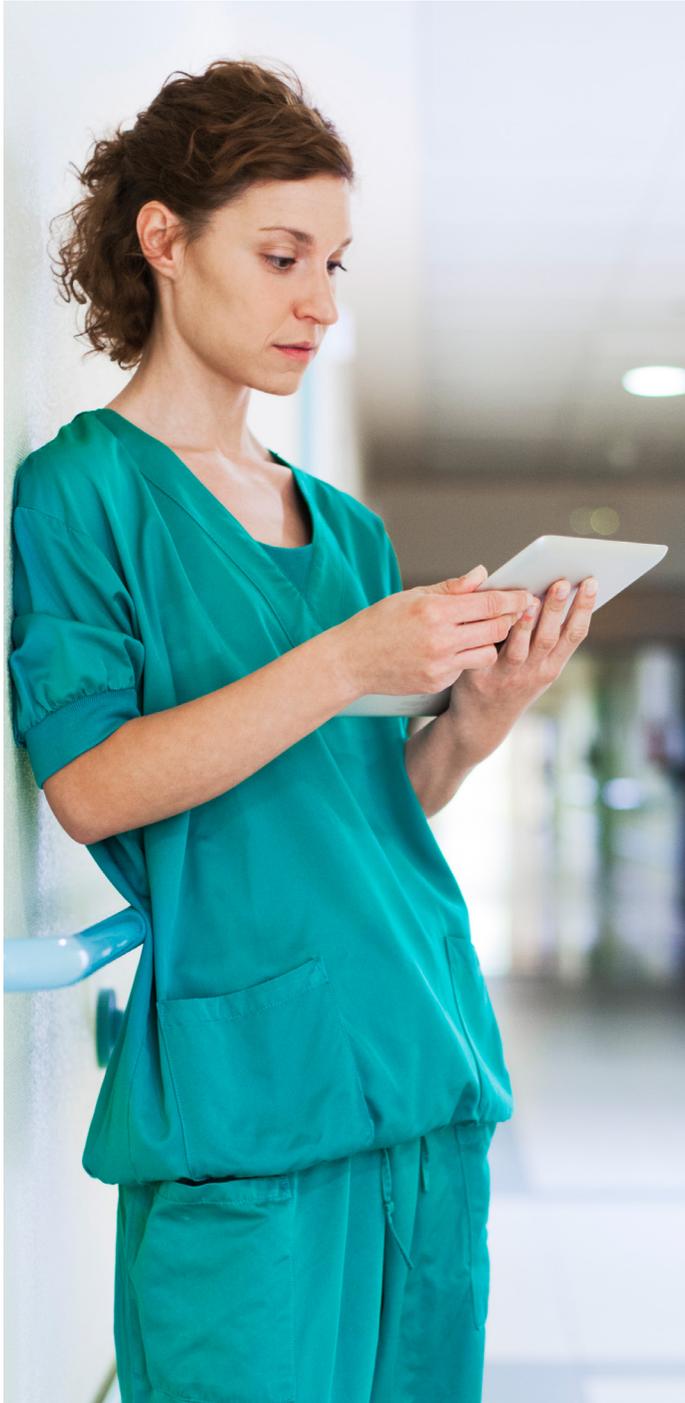
Citrix technology makes work from anywhere possible, even in healthcare, so your organization can keep serving your community, no matter the circumstances.

In fact, Citrix helps your IT team do more with less. With Citrix, you get access to so many features to get the most out of your IT environment, including:

- Enterprise scaling features to add new virtual machines
- Hybrid environment compatibility to keep data on-premises when necessary
- Secure onboarding and removal of users
- Workload flexibility to use any cloud provider
- Advanced support for internal IT teams

When you use Citrix, you get day one access to all of these features. This means fast access to advanced peripheral support like dictation, proximity, and cameras, plus browser access for client devices. With so many ways to support your business through practice expansion, mergers, and acquisitions, Citrix solutions support your business at every stage of growth.





The future of healthcare technology is already here.

With Citrix, you can make care happen anywhere. You can create secure employee and third-party logins for access to the data they need without compromising on compliance and patient privacy. You can easily expand your IT organization to increase revenue through practice expansion and mergers.

And, you can create better experiences for your employees. Seamless access to EHR, work-from-home technology, and simple user interfaces can help you win in the search for top talent.

It's time for a healthcare transformation. Contact your Citrix representative today to see how we can help you build a better healthcare solution.

