IBM Clinical Transformation and Business Optimisation Approach

IBM’s Clinical Transformation Approach
IBM’s approach to clinical transformation involves a rethinking of the clinical and business processes. Its focus is on outcomes – clinical quality, service quality and financial metrics. Our approach to process transformation requires concurrent examination and redesign of key clinical and business processes, technology and the “people” (e.g., organisational culture, organisational structure and responsibilities) that support the processes.

The components of clinical transformation follow our Prolink4 methodology and include:

- **Clinical and Business Process Optimisation** – reducing variation, improving efficiency and optimising utilisation in care delivery and administrative processes
- **Value Realisation** – defining metrics, measuring, monitoring and realising benefits for targeted processes
- **Physician/Clinician Integration** – the process by which physicians and other clinicians are engaged in the development, adoption, acceptance and accountability for care transformation
- **Workforce Transformation** – achieving change through communication, governance/leadership, learning and knowledge management while focusing on the culture and operational impacts
- **Technology Fusion** – the merging of technology and operational processes to achieve value and intelligence for clinical care delivery

Prolink4 is a process-centric approach to guide your organisation through the transition from today’s current state to a new future state based on your overall goals and objectives. It is a structured, focused, replicable approach that streamlines process redesign and implementation of a technology solution. It places a major emphasis on engaging the right people to make the right decisions at the right time. Prolink4 integrates our knowledge base of process maps reflecting successful processes and vendor workflows, business and design decisions, and industry citations of successful practices and potential benefits.

**Prolink4 Highlights**
- Based on successful industry practices and standards
- Supports organisational governance, concerns and objectives
- Engages key stakeholders in the decision making process throughout the project
- Utilises industry metrics to measure benefits and monitor progress
- Compliments vendor methodologies
- Draws on an extensive library of process maps and workflows including client current and future state, vendor specific (e.g. Cerner) and optimal future state maps
- Incorporates organisational change management as the foundation
- Incorporates Promap4 and the Benefits Knowledge Base

**Our Experience**
IBM has extensive experience providing clinical transformation and business optimisation consulting services to assist healthcare organisations in realising tangible value from their new and existing systems. Our extensive work in the healthcare provider industry has taught us that two skills are critical in any effort to maximize the value of your IT investment: deep vendor application knowledge and healthcare process redesign skills.

We have completed many successful business and clinical transformation projects merging our Prolink4 methodology with various vendor methodologies and have developed an extensive library of reusable materials to draw upon.