HCM5005 Digital Health Leadership

Assessment - Digital initiative proposal pitch

Student Name:

Student ID:

Academic Year:

Table of Contents

Introduction

Digital health communication can be defined as the communication method that uses digital technologies in healthcare to reduce health risks and promote patient wellness. The assessment aims to understand the context of digital health and care initiatives in healthcare settings. The assessment will identify and describe a challenge in the healthcare setting along with its impacts and resolution. The application of a digital tool in resolving the challenge will be analysed as well. A stakeholder analysis will be conducted to identify associated stakeholders who are encountering this challenge. Besides this, the benefits and potential risks of implementing the digital tool will be analysed in this assessment in an effective manner.

Defining the challenge

Identifying the challenge in the healthcare setting

Poor internal communication is a serious issue in a healthcare setting which can have extremely serious outcomes. According to Koptelova (2023), poor communication in healthcare can cause serious mistakes and omissions that could drive negative consequences for patients during ongoing treatment or care. According to a study, it has been estimated that ineffective communication resulted in 27% of cases of medical malpractice (Koptelova, 2023). According to McDonald (2016), in England, the NHS wastes more than £1 billion per year due to ineffective internal communication. McDonald (2016) also argued there are several incidents of poor communication damaging patient care and their finances.

The rationale and seriousness of this issue along with its impacts

Rationale: The healthcare system is very unpredictable, stressful and complicated in most locations in the world. Therefore, patient needs and conditions can be changed unexpectedly

due to the dynamic nature of healthcare settings. Therefore, urgency and unpredictability can occur while additional care for patients can cause unplanned communication between healthcare providers. This could lead to a breakdown of internal communication in the healthcare setting (Kraut, 2021).

Seriousness: According to Guppt *et al.* (2023), unsociable speech or rude behaviour has become a common challenge within the healthcare setting as experienced by at least 33% of healthcare staff. According to Janagama *et al.* (2020), a study report shows that 80% of serious medical errors were caused by miscommunication among healthcare providers during patient transfers. According to O'Connor (2022), it has been found that around 53% of professionals in healthcare settings experience disconnection due to poor communication. According to Parkinson (2012), in this decade, the NHS received 50% more complaints regarding poor communication which prevents professionals from effectively communicating with patients.

Impacts of poor communication in healthcare: According to a study by the Journal of Patient Safety in 2022, 53% of communication failures between patients and providers have been reported. This has led to a decline in care quality, high healthcare costs, wastage of resources and poor patient outcomes in the national healthcare settings. In a study report by NIHR (2014), around 21.7% of safety concerns were reported due to miscommunication between staff patient, patient to staff or staff to staff. Miscommunication during patient surgery resulted in unnecessary missed meals and uncertainty about their mealtime. A study report by the Joint Commission shows that around 80% of serious medical errors were caused due to miscommunication between care providers during patient handovers (The HIPAA Journal, 2023).

Reasons for improving poor communication in healthcare settings

Improving poor communication between patients and healthcare professionals will improve the quality of care as well as patient outcomes. Effective communication from healthcare staff will enhance the experience and satisfaction of patients during their diagnosis or treatment. Furthermore, the improvement of poor communication will enable patients to properly negotiate with the administration to reduce healthcare costs. Additionally, improving ineffective communication also reduces the healthcare stress of professionals and ensures better safety for patients (The HIPAA Journal, 2023).

Explaining the application of a digital tool in solving healthcare poor communication

Defining digital health and explaining its impacts

Definition: According to the FDA (2023), digital health is defined as the application of technologies such as software, automatic sensors, computing platforms, digital communication, and cloud platforms in healthcare. These digital technologies range from general wellness applications to medical device applications. In other words, digital health is usually a multidisciplinary concept which incorporates technology, digital services, software and hardware in the healthcare field.

Impacts of digital health: According to Bernstein (2023), the impacts of digital health are very beneficial in the UK healthcare sector as it prevents diseases, monitors patients, effectively manages chronic conditions and reduces healthcare costs. Additionally, digital tools allow healthcare providers to significantly access health data which helps them deliver better control over patients' health. Digital health also helps in reducing medication errors, accurate staffing and leveraging preventive care.
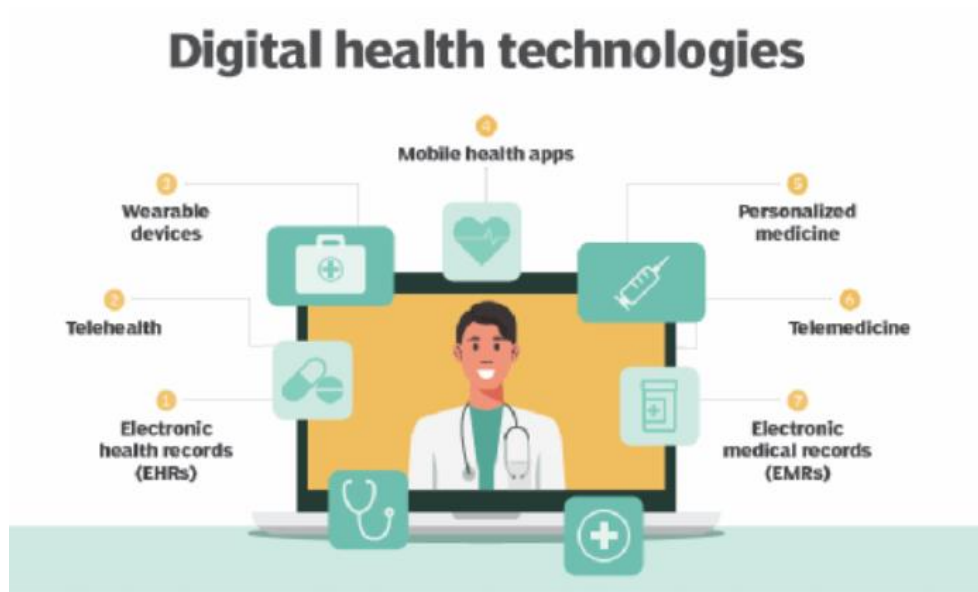
Figure 1: Features of Digital Health Technologies

(Source: Bernstein, 2023)

Addressing how a digital tool can resolve healthcare poor communication

Microsoft Teams is a digital tool that helps in establishing effective communication between patients and healthcare providers in the healthcare settings of the UK. Microsoft Teams helps the care team deliver and receive secure messages. This digital tool allows car providers to send messages, capture images to send them and convey urgent information to patients (Microsoft, 2023). Besides this, Microsoft Teams also supports optimising care team collaboration and strengthening communication through a video calling feature to deliver the best possible care (Microsoft, 2023). Additionally, Microsoft Teams helps in improving the conveyance of patient information and streamlining patient care through collaboration. Additionally, Microsoft Teams helps in conducting team meetings among healthcare providers to improve internal communication. Microsoft Teams also allows consulting remote clinicians to engage in meetings with various healthcare providers across units, departments or entire healthcare networks (Microsoft, 2023).

Goals for implementing Microsoft Teams

The goal of applying Microsoft Teams is to improve poor communication in healthcare settings. According to a study report, Microsoft Teams frontline workers were successfully able to reduce 25% of healthcare errors over 3 years. Another goal of Microsoft Teams is to centralise and facilitate effective collaboration among care providers across the entire healthcare sector in a single application. Another goal is to spend less time during manual tasks through digital communication to deliver the best potential care for patients. The basic goal of the Microsoft Team is to provide patients with the right knowledge to enhance their experience by improving care coordination for their future wellness (Microsoft, 2023).

Detailed discussion of Microsoft Teams

Explaining how Microsoft Teams works

According to Litwin (2023), Microsoft Teams Phone can help patients and care providers with a convenient way to quickly communicate. Microsoft Teams also protects a clinic from being overwhelmed with external calls which are managed by other channels. In a typical clinic, healthcare professionals use Microsoft Teams to ask follow-up questions including refilling prescriptions. However, patient care scheduling and billing are managed by administrative departments with the help of Microsoft Teams. Besides this, Microsoft Teams Phone also supports the care team to route inbound calls and manage call queuing with a Voice-Enabled Channel (Litwin, 2023). As per the report by Limonte (2019), Microsoft Teams enables clinicians to collaborate on patient flow data, real-time patient information and insights into various clinical systems. Additionally, Microsoft Teams also enables care providers to communicate through virtual meetings, screen-sharing, secure messaging and digital notes (Limonte, 2019).

Evidence-based review on how Microsoft Teams improved healthcare services in other countries

According to Spiotta (2020), in response to COVID-19, Microsoft Teams supported nurses in the US healthcare system in driving a leading solution known as NurseHack4Health. Microsoft Teams helped care providers apply their knowledge and insights to support critical pandemic work (Spiotta, 2020).

After COVID-19, Microsoft Teams has helped Elisabeth-TweeSteden Hospital (ETZ) streamline internal communication including virtual appointments. According to an application analyst of ETZ, Microsoft Teams helps in building integrated solutions in ETZ that enable clinicians to effectively document patient consultations virtually (Microsoft, 2023).

Discussing considerable factors for developing Microsoft Teams and identifying if it is AI-enabled

There are some considerable factors for adapting Microsoft Teams in the UK that are going to be covered as follows;

Enabling next-generation video consultation: The NHS has adopted Microsoft Teams to reduce face-to-face appointments and improve demand for video consultation services. A collaboration with Microsoft Teams has helped the NHS improve communication with patients through video consultations for better patient outcomes. Additionally, the virtual meeting option in Microsoft Teams has also simplified the collaboration among healthcare professionals across the NHS.

Bringing staff onboard: The NHS might be able to bring staff onboard successfully with the help of Microsoft Teams. This digital tool could staff to text their coffee order to avoid

queuing in the front coffee van for 20 minutes. Thus, Microsoft Teams can explore new ways of working and communicating with staff in the NHS like this scenario.

Saving clinical time: The partner application of Microsoft Teams, MedxNote has saved more than 650 hours of clinical time at the University Hospital Southampton NHS FT (Limonte, 2019). This application has allowed care providers to send 2440 messages to the mobiles of clinicians over chat. Thus, Microsoft Teams can bring extra capabilities to save more clinical time by empowering effective communication (Limonte, 2019).

Fostering digital communication with AI: Next-generation AI technology has the potential ability to revolutionise the healthcare system of a country by empowering clinicians to focus on digital communications. The AI-enabled interface of Microsoft Teams can analyse huge amounts of patient information and insights for comprehensive care plan monitoring.

Functions of Automation in Microsoft Teams

According to McGuinness (2023), Microsoft Teams uses AI to deliver high-quality experiences to healthcare providers in terms of digital communication. In Microsoft Teams, automated clinical documentation also can allow the clinicians of the NHS to provide the best care to clients with accessible information for enhancing patient engagement. Besides this, healthcare professionals also use AI-powered chatbots to provide built-in medical knowledge to better support patients. Besides this, patients-self services in this digital tool can reduce patient support costs by 50% through digital communication.

Stakeholder analysis

Describing associated stakeholders

Stakeholders in healthcare refer to individual persons or organisations which have an interest in decision-making in the industry regarding health promotion (Kimberley, 2022). According to Bernstein (2023), in digital health, stakeholders play a vital role in providing accurate

information to each other. Possible stakeholders in the digital health field include patients, nurses, doctors, healthcare practitioners, researchers, medical device manufacturers, pharmacists, application developers, distributors and regulatory authorities.

Method and type of information will be shared with stakeholders

In the UK, stakeholders create an eHealth environment in healthcare settings which enables information sharing through interchangeable data. According to Pearce and Bainbridge (2014), healthcare professionals use SMS communications, email newsletters, and email campaigns to share information with patients regarding health promotion.
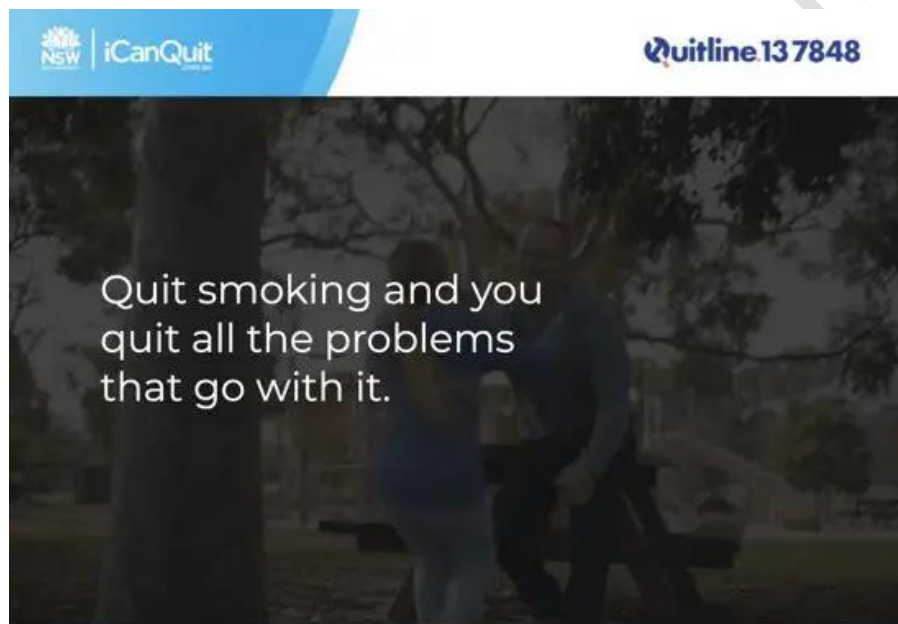

Figure 2: Health campaign for health promotion information

(Source: Kimberley, 2022)

As an example, the health campaign of IcanQuit was created by the NSW Government to communicate with stakeholders regarding health promotion and social care. Pearce and Bainbridge (2014) reported that Google Health and Microsoft's 'HealthVault' have allowed patients to access information regarding their health. The UK government announced the application of the national-scale personally controlled electronic health record (PCEHR) in healthcare settings. This has enabled stakeholders to conduct supported informed decision-

making, deliver person-centred care and improve the quality of recorded information for better health outcomes.

Regulation of data security in NHS

In the healthcare industry, data security is essential to secure real-time patient information. The healthcare sector usually carries sensitive information about patient's history, care, diagnosis and treatments across the UK. The Data Protection Act 1998 regulates the sensitivity of health information, usage, collection and management across the UK. According to this data security regulation, a healthcare organisation can only collect health information from patients if they provide their own consent and if the information is reasonably required by the authority (NHS Digital, 2023).

Benefits and risks

Beneficiaries of Microsoft Teams in healthcare settings and how they benefited

In a healthcare setting, healthcare providers including nurses, clinicians, doctors, physicians, caretakers, administrative authorities, pharmacists, and patients are the main beneficiaries of Microsoft Teams. According to Star Knowledge (2023), Microsoft Teams offer a reliable and secure collaboration platform along with secure cloud storage that enhances digital communication capabilities among beneficiaries. Microsoft Teams also helps administrative authorities store sensitive patient information and securely share it with authorised personnel. Additionally, healthcare professionals can easily communicate with patients remotely through video conferencing.

Identified benefits of Microsoft Teams in healthcare settings

Enhanced digital communication: According to Star Knowledge (2023), Microsoft Teams offers a wide range of digital communication facilities which allow healthcare professionals to easily communicate with patients. Integrating features such as AI-enabled chatbots, secure

messaging, and calling facilities can streamline the communication process for better patient consultations in the UK.

Video conferencing: This facility of Microsoft Teams provides healthcare professionals with an opportunity to easily collaborate with their colleagues as well as patients. In emergency situations, junior doctors can effectively communicate with senior consultants through Microsoft Teams' video conferencing facility for better communication.

Improving patient care: Healthcare firms in the UK can improve patient care quality by increasing collaborative communication via Microsoft Teams. Microsoft Teams allows healthcare providers to easily share patient health records, potential feedback, diagnosis reports, and treatment procedures in a collaborative culture. Thus, Teams can support healthcare professionals in creating a central department that will be responsible for sharing information with patients for better patient care.

Possible risks of applying Microsoft Teams and their management

Possible challenges

Inadequate team training: In a healthcare setting, certain staff could not understand the importance and function of Microsoft Teams due to their lack of awareness as well as inadequate team training (SymQuest, 2023). This can cause a lack of team communication, team productivity, and average patient care.

Teams' integration risk: A lack of Microsoft Teams integration by healthcare firms still can cause inefficiencies in communication resulting in disruption in workflows. Some healthcare organisations often struggle to access healthcare data due to a lack of Microsoft Teams integration resulting in confusion, errors, and duplications (SymQuest, 2023).

Deployment and data migration issue: A lack of technical expertise can cause deployment issues of Microsoft Teams and data migration. In this case, healthcare organisations often

face some resistance from employees while deploying a digital tool beyond their capability (SymQuest, 2023).

Risk mitigation strategies

Provide adequate team training: Before adopting a new digital tool like Microsoft Team, associated technical experts in healthcare settings must provide adequate training to staff. Scheduling live training sessions can effectively guide staff in acknowledging Microsoft Teams.

Ensuring a smooth transition for better integration: Healthcare organisations must ensure the compatibility of Microsoft Teams by reviewing their existing health system. Additionally, they must research sustainable integration tools from Microsoft including SDKs and APIs to ensure a smooth adaptation.

Effective data migration and deployment: Healthcare firms must begin with a pre-migration audit to address potential issues of data migration and then develop a detailed migration plan to assist in data migration. A phased rollout plan can help the management in deploying Microsoft Teams through feedback collection from staff (SymQuest, 2023).

Conclusion

Henceforth, the pitch has covered the serious challenge of poor communication in healthcare settings. The negative impacts of poor communication in healthcare settings have been highlighted as well. The valuable roles of Microsoft Teams in accelerating effective digital communication across the UK healthcare have been described. Furthermore, the pitch has highlighted how Microsoft Teams works in digital healthcare settings. Associated stakeholders and their roles in sharing information have been explained. Furthermore, the benefits and risks of applying Microsoft Teams in digital health have been explored as well.

References

Bernstein, C. (2023). *Digital health (digital healthcare).* Available at: https://www.techtarget.com/searchhealthit/definition/digital-health-digital-healthcare [Accessed 30 October 2023]

FDA, (2023). *What is Digital Health?* Available at: https://www.fda.gov/medical-devices/digital-health-center-excellence/what-digital-health#:~:text=Digital%20health%20technologies%20use%20computing,applications%20as%20a%20medical%20device. [Accessed 30 October 2023]

Guppy, J.H., Widlund, H., Munro, R. and Price, J., (2023). Incivility in healthcare: the impact of poor communication. *BMJ leader*, pp. leader-2022.

Janagama, S.R., Strehlow, M., Gimkala, A., Rao, G.R., Matheson, L., Mahadevan, S., Newberry, J.A. and Newberry, J., (2020). Critical communication: a cross-sectional study of signout at the prehospital and hospital interface. *Cureus*, *12*(2).

Kimberley, (2022). *Who are the Stakeholders in Healthcare?* Available at: https://swiftdigital.com.au/blog/stakeholders-healthcare/ [Accessed 30 October 2023]

Koptelova, E. (2023). *Internal Communications in Healthcare: Challenges and Best Practices.* Available at: https://haiilo.com/blog/internal-communications-in-healthcare/#:~:text=Comms%20in%20Healthcare-,Internal%20Communication%20Challenges%20in%20Healthcare,cases%20result%20from%20ineffective%20communication [Accessed 30 October 2023]

Kraut, N. (2021). *Effects of poor communication patterns between nurses & providers.* Available at: https://www.healthstream.com/resource/blog/the-impact-of-poor-communication-patterns-between-nurses-and-providers#:~:text=Healthcare%20can%20be%20very%20unpredictable,leads%20to%20a%20communication%20breakdown. [Accessed 30 October 2023]

Kraut, N. (2021). *Effects of poor communication patterns between nurses & providers.* Available at: https://www.healthstream.com/resource/blog/the-impact-of-poor-communication-patterns-between-nurses-and-providers#:~:text=Healthcare%20can%20be%20very%20unpredictable,leads%20to%20a%20communication%20breakdown. [Accessed 30 October 2023]

Limonte, K. (2019). *Microsoft Teams: a smart way to deliver cost-savings, save clinical time, and improve patient care.* Available at: https://www.microsoft.com/en-gb/industry/blog/health/2019/07/08/microsoft-teams-healthcare-cost-clinical-time-care/ [Accessed 30 October 2023]

Litwin, M. (2023). *Microsoft Teams: A Solution for Healthcare Clinic Call Challenges.* Available at: https://techcommunity.microsoft.com/t5/healthcare-and-life-sciences/microsoft-teams-a-solution-for-healthcare-clinic-call-challenges/ba-p/3762918 [Accessed 30 October 2023]

McDonald, A. (2016). *Poor communication in the NHS wastes public funds and damages patient care.* Available at: https://www.mariecurie.org.uk/media/press-releases/poor-communication-in-the-nhs-wastes-public-funds-and-damages-patient-care/103176 [Accessed 30 October 2023]

McGuinness, T. (2023). *Breaking new ground in healthcare with the next evolution of AI.* Available at: https://blogs.microsoft.com/blog/2023/03/20/breaking-new-ground-in-healthcare-with-the-next-evolution-of-ai/ [Accessed 30 October 2023]

Microsoft, (2023). *Elisabeth-TweeSteden Hospital delivers vital virtual healthcare with Microsoft Teams.* Available at: https://customers.microsoft.com/en-us/story/1478477303010902568-elisabeth-tweesteden-hospital-health-provider-teams [Accessed 30 October 2023]

Microsoft, (2023). *Empower frontline healthcare workers with Microsoft Teams.* Available at: https://www.microsoft.com/en-us/microsoft-teams/healthcare-solutions [Accessed 30 October 2023]

Microsoft, (2023). *Empower healthcare professionals with Microsoft Teams.* Available at: https://www.microsoft.com/en-au/microsoft-365/microsoft-teams/healthcare-solutions [Accessed 30 October 2023]

NHS Digital, (2023). *Section 3: The Data Protection Act 1998.* Available at: https://digital.nhs.uk/data-and-information/looking-after-information/data-security-and-information-governance/codes-of-practice-for-handling-information-in-health-and-care/a-guide-to-confidentiality-in-health-and-social-care/hscic-guide-to-confidentiality-references/section-3#:~:text=The%20Data%20Protection%20Act%201998%20requires%2C%20as%20far%20as%20is,them%20and%20for%20what%20purposes. [Accessed 30 October 2023]

NIHR, (2014). *Communication problems are top of patients' concerns about hospital care.* Available at: https://evidence.nihr.ac.uk/alert/communication-problems-are-top-of-patients-concerns-about-hospital-care/ [Accessed 30 October 2023]

O'Connor, W. (2022). *How healthcare communication disconnects impact patient outcomes.* Available at: https://tigerconnect.com/blog/how-healthcare-communication-disconnects-impact-patient-outcomes/#:~:text=According%20to%20a%20retroactive%20review,miscommunications%20between%20patients%20and%20providers. [Accessed 30 October 2023]

Parkinson, C. (2012). *Poor communication fuels rise in NHS complaints.* Available at: https://www.bbc.co.uk/news/health-20254108 [Accessed 30 October 2023]

Pearce, C. and Bainbridge, M., (2014). A personally controlled electronic health record for Australia. *Journal of the American Medical Informatics Association*, *21*(4), pp.707-713.

Spiotta, M. (2020). *Inspiring nursing innovation for COVID-19 and beyond.* Available at: https://www.microsoft.com/en-us/industry/microsoft-in-business/business-transformation/2020/12/14/inspiring-nursing-innovation-for-covid-19-and-beyond/ [Accessed 30 October 2023]

Star Knowledge, (2023). *Why Microsoft Teams Is Perfect for Healthcare Industry.* Available at: https://star-knowledge.com/blog/reasons-why-microsoft-teams-is-perfect-for-healthcare-industry/ [Accessed 30 October 2023]

SymQuest, (2023). *4 Common Microsoft Teams Setup Challenges (+How to Fix Them).* Available at: https://blog.symquest.com/microsoft-teams-setup-challenges-and-solutions#:~:text=Businesses%20often%20face%20Microsoft%20Teams,advanced%20features%20for%20access%20control. [Accessed 30 October 2023]

The HIPAA Journal, (2023). *Effects of Poor Communication in Healthcare.* Available at: https://www.hipaajournal.com/effects-of-poor-communication-in-healthcare/ [Accessed 30 October 2023]

Grade Assignment Help

Get professional help with either STEM or non-tech assignment

Fast delivery

Expert writers

Original papers

Order now

Free quote