KEYPOINT INTELLIGENCE

Market Insights: Xerox Corp. in Healthcare

EXECUTIVE SUMMARY

Between rising costs, staffing shortages, stringent regulations, and shrinking reimbursements, healthcare providers of all types are facing pressures on numerous fronts. A solutions and services partner needs to understand these challenges and be able to present customized, cost-effective answers to these issues.

This white paper examines the product and services portfolio Xerox Corp. offers to its healthcare customers. Based on research conducted in the North American market, this evaluation drilled into nearly 50 points of potential differentiation spread across categories such as market vision, demonstrated leadership in the healthcare vertical, document imaging hardware and software, digital transformation (DX), and others. Keypoint Intelligence analysts then applied a proprietary rating scale to determine a score in each of those categories relative to "market parity" (the baseline of all vendors that participated in the study).

INTRODUCTION

There is no doubt that the global pandemic exacerbated issues that were already a challenge for healthcare providers—rising costs, the shift to complex and expensive electronic health records (EHR) systems—and brought new ones, such as burnout among patient-facing staff. The good news: The pandemic also contributed to the speed of transitioning to digital processes, which can help alleviate some cost pressures and save bandwidth-challenged employees some time.

The industry has also transitioned to a value-based care model that impacts the priorities, needs, and systems within the organization. For instance, reimbursement rates from insurance companies may be negatively impacted if a patient returns to the hospital within a set timeframe after being released, or if customer-satisfaction ratings fall below a certain level. So organizations need quality control in all aspects of the hospital, from admission, operations, follow-up care, billing, and more.

A continuing trend is the consolidation in the healthcare industry. Private group practices are aligning with regional providers for improved economies of scale, and there is an increasing rate of hospital networks merging. Hence, there is a tremendous need for a provider that can help these organizations reconcile disparate systems into an efficient, cohesive whole.
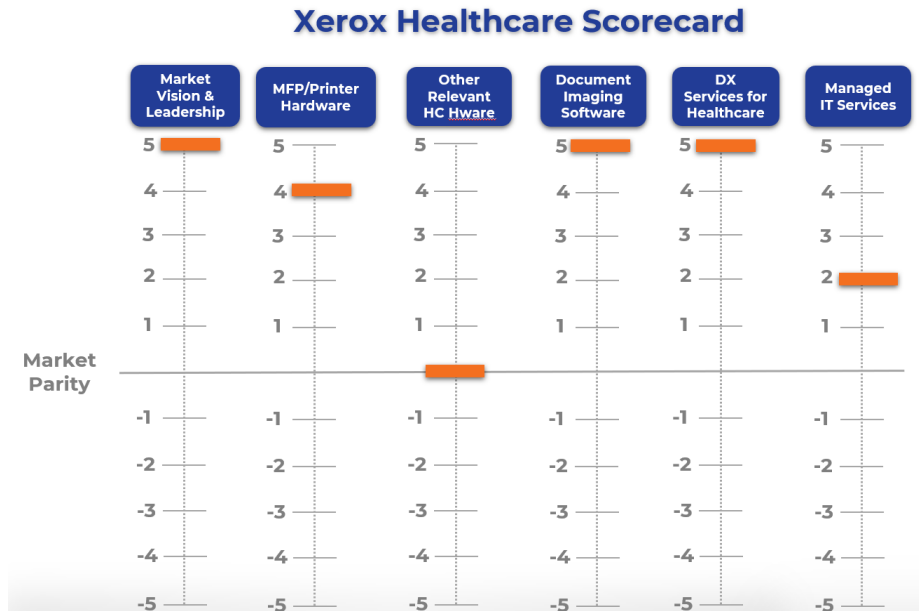
Vendors can also assist healthcare providers by streamlining vital processes, while ensuring patient information remains secure. Group practices and hospital networks require a partner with a robust portfolio of hardware, software, and services to stay competitive and ultimately best serve patients. Key areas of focus for these partners should be:

- Understand staffing and budget constraints
- Recommend DX initiatives that can improve the efficiency and quality of patient care while reducing costs
- Take on challenges around integration of disparate information systems
- Assist with regulatory and privacy issues
- Support healthcare's shift to telemedicine and (some) remote work
- Focus on increasing safety measures amid higher demand and pressure on healthcare systems
- Support healthcare providers with adoption of new processes and protocols amid Covid-related industry changes and challenges
- Develop print/copy/scan devices that limit viral/bacterial spread

Xerox Corp.

A solutions and services partner needs to understand the challenges faced by its customers in the healthcare industry and be able to present customized, cost-effective answers. This Keypoint Intelligence study showed that Xerox has the products and programs to serve the needs of healthcare customers in areas from document imaging and intelligent workflow to DX and health records automation.

Xerox Healthcare Scorecard

Market Vision & Leadership	MFP/Printer Hardware	Other Relevant HC Hware	Document Imaging Software	DX Services for Healthcare	Managed IT Services
5 ▬	5	5	5 ▬	5 ▬	5
4	4 ▬	4	4	4	4
3	3	3	3	3	3
2	2	2	2	2	2 ▬
1	1	1	1	1	1

Market Parity (Other Relevant HC Hware ▬)

-1	-1	-1	-1	-1	-1
-2	-2	-2	-2	-2	-2
-3	-3	-3	-3	-3	-3
-4	-4	-4	-4	-4	-4
-5	-5	-5	-5	-5	-5

Market Vision & Demonstrated Leadership

The company's stated mission for its healthcare customers is to provide technology solutions and services that can improve the efficiency and quality of patient care while reducing costs. By leveraging its expertise in enabling a secure, resilient, and productive workplace, Xerox aims to help healthcare providers streamline administrative processes, enhance information sharing and collaboration (wherever they work from), and ultimately improve patient outcomes. Xerox's offerings include document management systems and document processing services fully integrated with EHR systems, secure printing and scanning solutions, and a range of applications.

Additionally, Xerox provides customizable consulting and managed services to help healthcare providers implement and optimize these technologies for their specific needs. Through its commitment to innovation and customer success, Xerox aims to be a trusted partner for healthcare providers, health systems, and life sciences companies, helping them to navigate the complex and rapidly changing landscape of modern healthcare.

MFP/Printer Hardware

The company's output hardware portfolio includes color and monochrome printers, MFPs, and digital presses to support a range of customer environments. The machines offer a number of reliability features that apply to the healthcare industry, including high-duty-cycle printers to keep up in high-demand environments, long-life supplies and consumables that minimize user interactions, single-pass document scanners to improve the handling of hardcopy documents, and reliable feeding and printing of a wide variety of media frequently utilized in the healthcare setting (preprinted forms, synthetic materials and custom media sizes). Notably, most Xerox office and light-production products are certified by Cerner and Meditech.

In the US market, Xerox offers the Kno2 Connected Xerox Healthcare Multifunction Printer Solution. This innovative solution—specifically engineered for healthcare—is composed of an MFP (including the choice of multiple A3 and A4 models), the Xerox Share Patient Information App, and a Kno2 secure direct messaging connection with EHR systems. All this allows users to securely share and store patient information digitally and coordinate care to reduce costs and improve the patient experience.

For healthcare providers still reliant on fax workflows, Xerox devices offer support for traditional fax, internet fax, network server fax, and fax over network. Other MFP features of interest to healthcare customers include tray lock solutions for protecting sensitive media (such as prescription paper), the ability to add annotations to copied output, and the option on select models for an anti-microbial screen.

Also handy is the Auto Start feature that reduces the need to touch the control panel for common tasks. For example, the MFP can be configured to launch the copy function and make a preconfigured number of copies automatically when media is detected in the automatic document feeder—without the user ever touching the user interface. The Auto Start feature can be used with the copy, email, fax, and scan functions or to initiate more complicated workflows using user-created One-Touch Apps. This feature can also be used in combination with the MFP's personalization feature, so each authenticated user can utilize actions specific to their needs or job function.

	HDD Protection	OS/BIOS Protection	Anti-Malware Protection	SIEM Integration
Xerox AltaLink & VersaLink Security Features	◆ Standard HDD Overwrite (3x and 7x) ◆ HDD removal service ◆ Disk overwrite provided at end of lease/life	◆ Software upgrade files and clone files are encrypted and digitally signed ◆ Trusted Boot on AltaLink devices ◆ U-Boot and TPM used for VersaLinks	◆ Firmware verification test ◆ McAfee whitelisting technology	◆ Security information sent from MFP to leading SIEM systems for processing/reporting

Xerox MFPs offer among the most complete security features in the industry.

Document Imaging Software

On the software front, the company offers a wide portfolio Xerox- and partner-developed MFP-resident ConnectKey apps suited to healthcare:

- Xerox Share Patient Information app (powered by Kno2)
- Xerox Connect for DocuSign,
- Xerox Connect for SignNow
- Connectors for various fax servers and services
- Xerox ID Checker
- Xerox Auto-Redaction
- Xerox Connect for Hyland OnBase
- Xerox Connect for RMail App (a HIPAA and GDPR compliant scan to encrypted email solution with proof of delivery)

The company offers several print management platforms and applications for suitable for healthcare customers. Its lead offering are the Xerox Workplace Print Management Solutions (Suite and Cloud) that provide:

- Authentication and access control
- Content security and print rules
- Mobile and pull print workflows
- Reporting and analytics

Other leading print management applications that Xerox and its dealer network sell and support include Equitrac, PCounter, SafeQ, PaperCut, and LRS Healthcare Solutions.

The Xerox Managed Print Services (MPS) offering uses comprehensive security, analytics, digitization and cloud technologies and software to help healthcare professionals deliver a better care experience across paper and digital platforms. The core MPS offering includes workplace assessments, device management, and print management to track and control costs. With Xerox MPS Advanced Analytics, healthcare organizations can:

- Understand the current health of the fleet (device availability, connectivity, service tickets) and address issues proactively
- Identify security risks and usage irregularities involving patient information
- Measure compliance against existing print, security or sustainability policies and implement changes as needed across multiple health facilities
- Drive productivity and reduce costs with the ability to identify usage trends, asset metrics, and opportunities for process improvements by user, account code or department.

DX Software & Services for Healthcare

For document and content management and workflow, the Xerox DocuShare family of products helps healthcare providers improve interactions with patients at every stage. Important documents can be captured, stored and shared across a hospital or an entire healthcare system directly from any Xerox MFP or desktop scanner. DocuShare also supports hospice and remote care work with secure access to hospital and patient-related documents on the go. The solutions aid in compliance with regulations like HIPAA and JCAHO by making it easy to share the most up-to-date versions of policies across the organization. Plus, complete audit trails provide in-depth records of who has accessed patient records and when. Notably, the platform integrates with back-office processes such as billing and coding so important data is in reach when needed.

The company also offers the unique Xerox Workflow Central Platform. This HIPPA-compliant cloud-based solution supports intelligent document processing (IDP) that takes the guesswork out of converting physical and digital files into usable formats. Workflow Central makes it easy to transform documents instantly from any device, including PCs, tablets, mobile devices and MFPs. Advanced processing includes redaction (to protect health patient information), translation and audio conversion (to facilitate patient communications), Microsoft Office conversion (to edit referral documents faster), among others.

The Xerox Health Records Automation (HRA) Services let healthcare providers declutter the way patient records are recovered, stored and accessed—with full security the whole way through. First, all records are scanned, indexed and validated during retrieval. Then, thanks to the Xerox Scan Request Manager tool, records are sorted before forwarding. All documents remain safely stored in EDRMS, which stays linked directly to HL7/FHIR for protection and easy retrieval. From there, HRA allows a single sign on to access electronic records, connecting patients and providers with necessary information that they can print when needed. Through an enhanced use of e-referrals, patients can easily request records which are then received by the Xerox Print Request Manager to be printed and delivered. Or organizations themselves can make bulk requests with a single click of a button.

Another offering is Xerox Capture & Content Services (C&CS), which leverage powerful Xerox-developed AI and machine learning (ML) so that healthcare customers can automatically capture and validate information from any medium (whether paper or digital), and any source (whether scanned in, or captured digital-native) to feed important data directly into their information systems.

C&CS address data and document management requirements throughout the business process to effectively capture information, then transform and process the data with workflow automation capabilities that leverage Xerox IP including AI, ML, natural language processing (NLP) and, where required, Robotic Process Automation (RPA). Use cases in healthcare include:

- *Document Classification:* categorize content and take action for better business results
- *Similarity and Matching:* Validate documents and photos against master references to support fraud detection
- *Data Extraction:* intelligently extract data from paper and digital documents
- *Semantic Analysis:* utilize NLP to sort and prioritize documents based on their significance and context

Xerox also offers a full array of custom managed document services (MDS) that include the ability to:

- Capture information systematically from multiple sources
- Transform documents and data to feed business processes
- Process information by automating repetitive tasks and integration with appropriate EHR, ERP, CRM and third-party systems
- Manage the storage, retrieval and retention of documents
- Deliver information securely at point of need

Use cases include patient on-boarding, staff recruitment, health records management, AP/invoice processing, digitizing the mailroom, and much more.

Data archiving is essential to patient care. Secure document access via Xerox Digital Vault provides both the healthcare organization and its patients instant access to stored data and fixed documents. Leveraging Quadient technology, the offering provides next-generation secure document access on an "as a service basis" to manage long term storage of patient documents and protect against data breach, plus advanced document archiving and retrieval capabilities with real-time indexing, compression, storage, and data retrieval of fixed documents.

Xerox Campaigns on Demand (CoD) Services help healthcare organizations deliver personalized, variable content in their patient's preferred formats and channels (both physical and digital). For example, caregivers can prevent re-admission by managing discharge and post discharge communications. The service provides single integrated workflows not only for personalized prints but also for personalized emails, text messages, videos, and micro-sites. The platform provides real-time analytics reporting on text, audio and email responses, and web-link visits.

Xerox Managed IT Services Suitable for Healthcare
For small-sized healthcare customers, Xerox Robotic Process Automation Service is delivered through the company's IT Services portfolio. Utilizing proprietary IP from the Xerox software "bots" catalog, Xerox reps work together with the customer to select workflows to automate based on business value and expected ROI. Once configured, the service automates and runs processes using bots as a service.

Via Xerox IT Services, the company also delivers more traditional managed IT services (MITS), from IT planning and technical support to hardware provisioning to security to disaster recovery. Xerox MITS offerings include:

- IT hardware and software provisioning and warranty services
- IT product support services and national (US-based) Help Desk services
- Professional IT engineering services
- IT infrastructure management services
- Dedicated Virtual CIO option
- Security assessments and implementation
- Security monitoring and vulnerability management
- Data security services
- Cloud assessments and implementations
- Cloud migration & backup

Augmented Reality and R&D

In addition to all these products and services, Xerox has other unique strengths that enhance its position as a leading provider of healthcare solutions.

For example, CareAR (a Xerox company) delivers immersive augmented reality (AR) Service Experience Management (SXM) solutions that sustainably drive game-changing operational efficiencies and service experiences for healthcare organizations. CareAR's SXM platform solutions span reactive, proactive, and self-solve capabilities based on CareAR Instruct and CareAR Assist applications. These immersive solutions engage service employees and customers with visual guidance tailored for every interaction.

For support organizations, the offerings increase remote solve rates, speed time to resolve support issues, and enhance regulatory compliance for use cases such as medical device inspection. For IT departments, the platform solves pain points such as high-tech support cost for medical devices and short supply of skilled technicians and IT resources for preventative maintenance and repairs.

On the research and development front, Xerox maintains a close relationship with renowned tech incubator Palo Alto Research Center (PARC), which is now part of SRI International, a nonprofit research institute. Xerox entered into a preferred research agreement in which SRI will provide contracted research and development services to Xerox and its clients. The frees up resources for Xerox to focus internal teams on delivering new innovations around its core print, DX, and IT service offerings.

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Jamie Bsales is an award-winning technology analyst who has been covering the high-tech industry for more than 20 years. In his role as Principal Analyst for office workflow solutions, Jamie is responsible for Keypoint Intelligence's coverage of document imaging software, document workflow, device security and other related areas in the document solutions realm. This includes analysis on the future of work and hybrid models. Jamie conducts ongoing work with software companies, dealers/channel providers, manufacturers as well as the end user community.

Comments or Questions?
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