



Transforming Healthcare with Cloud-Hosted Data A Guide

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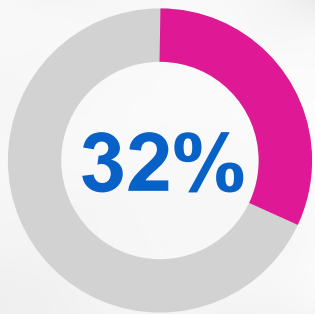


1. Healthcare is moving to the cloud

Healthcare is pivoting to cloud environments, driven by complex data-management needs and the need for connected, accessible, and collaborative environments. Attractions include the benefits of agility and security that cloud-hosted medical data brings, with the promise of better care continuity, and better satisfaction rates and experiences for patients and medical staff.

\$65 billion

Cloud market size by 2025



32% increase in cloud deployments over next 5 years

Attractions include the benefits of agility and security that cloud-hosted medical data brings.

2. Challenges to healthcare modernization



Legacy technology

Currently, healthcare runs more traditional, non-cloud-enabled data centers [than any other industry](#) (27% compared to 18% globally). But plans to increase cloud deployments by 32% over the next five years are growing as security, privacy, and compliance concerns are addressed by cloud services providers.

Support for healthcare institutions experiencing the obstacles that legacy technology can create is available. [Exeevo](#), for example, offers modern omnichannel capabilities to pharmaceutical companies to better communicate with healthcare providers (HCPs). Built on Microsoft Cloud for Healthcare, it's designed to overcome legacy tech challenges with easy integration with Microsoft Teams, and to quickly connect to the systems and tools HCPs already use. It's one integrated platform.



Security, privacy and compliance

Security-related disruptions cannot be tolerated in healthcare and Life Sciences businesses. This underlies the concerns of [58%](#) of healthcare survey respondents who describe security as a significant challenge. But today, platforms like Exeevo Omnipresence, built on Microsoft Cloud for Healthcare, assure enterprise-level security through access to the latest Microsoft technology. This strategic partnership ensures that your organization is secure, future-ready, and able to integrate emerging technologies into your business.

3. The value of cloud hosting for modernizing customer management strategies

Life sciences leaders are looking at new technologies to improve HCP and patient journeys, to provide the frictionless experience of other CX-focused industries. Companies that adopt a CXM platform benefit from a unified data model with omnichannel capabilities for Commercial CRM, Medical Affairs CRM, Customer Journeys, Events Management, and more.

Unified data

Cloud services allow data to be updated in real time, and health team members can have authorized, fast access to data to make contextual decisions. AI and machine learning capabilities help users manage immense amounts of data. Physicians can have comprehensive decision-making tools at their fingertips, with advanced analytics that create nuanced visualizations of the institutional landscape.

Seamless digital communication

Omnichannel platforms provide pharmaceutical companies with a 360-degree, analytics-enabled view of their customers. Communication with HCPs becomes personalized, relevant, coordinated, and value-driven.



4. Cloud-enabled communication meets HCP expectations

Engaging HCPs quickly and delivering personalized and relevant information, available anytime and anywhere, are rapidly becoming an expectation by all involved in healthcare. Unified communication platforms enable an omnichannel experience for patients, care providers and pharmaceutical companies by providing a digital platform for all phases of interaction and care delivery.

HCP expectations

- HCPs want personalized, relevant, live and or on-demand educational information, anytime, anywhere, on multiple channels and devices.
- HCPs are more interested in optimizing treatment for their patients than interacting with sales people. Pharma companies need to meet the HCP where they are — in-person or virtually — with value-driven and personalized information.



5. Exeevo Omnipresence – built on Microsoft Cloud for Healthcare

Exeevo Omnipresence is built on Microsoft Cloud for Healthcare architecture for easy integration and user experience familiarity. It's the only life sciences engagement platform that offers a seamless Microsoft Teams integration. As it's built on the Microsoft stack it quickly integrates into the systems and tools you already use to add and extend capabilities to your existing ecosystem.

- Allows all customer teams — sales, field teams, marketing, medical affairs, operations, customer service, training, and finance to experience one unified omnichannel journey. All teams and departments can view offline and online interactions across multiple channels to meet and personalize the needs at each HCP touchpoint.
- Reduces the need for multiple apps and platforms reducing spend, harmonizing data enterprise-wide to improve business insights. Its low code, no code backbone makes it quick and easy to deploy and scale. It integrates within your existing system and data architecture.



Today, many software producers
only develop for the cloud.