
Virtual Care Clinical Content Buyer's Guide

Top considerations when
evaluating content for your
digital healthcare solutions.





Healthcare delivery is changing, driven by new technologies and rising patient expectations for more personalized, dynamic experiences. More patient-provider interactions reflect a hybrid service-delivery model where information is exchanged and consultation takes place in-person and across digital platforms.

Yet, even as digital healthcare solutions and applications expand, the primary goals remain constant: they should support high-quality care and deliver unique patient experiences that improve patient confidence, knowledge, and outcomes. Embedding evidence-based content and tools in technology solutions is critical to meeting expectations and ensuring today's tools deliver on the promise of virtual care delivery.

Evaluating and selecting healthcare technology and content are time-consuming, particularly with patient-focused solutions where the addressable audience is vast and diverse. Leaders in clinical organizations can make the right choice by exploring key questions designed to identify whether and how new platforms support clinical and strategic goals, and benefit patients.



1. Is the content trusted by clinicians and patients?

Informed patients are more confident in making decisions and more collaborative with clinical team members. Engaging, useful patient information delivers multiple benefits in terms of building strong patient-provider relationships and equipping patients with knowledge to take an active role in health management. Yet, it's costly

to hire clinical experts to author high-quality, consumer-friendly patient education and other content and to keep it current. Healthcare leaders need a reliable information partner to provide accurate, trusted content that reflects the breadth and depth of expertise they need.

Key questions to ask:

- ① Is the content available to your patients developed or reviewed by independent experts who are leaders in their field?
- ① Do clinicians participate in evaluating, developing, or refining content provided to patients?
- ① Is the content evidence-based?
- ① Does the developer of digital information platforms routinely request feedback from patients?
- ① How are practice- or protocol-enhancing updates or information about public health emergencies incorporated into patient content?



2. Is the content delivery flexible and customizable for easy integration into existing platforms and solutions?

As health technology companies look to meet the needs of busy clinicians, the most valuable solutions are those that easily integrate in existing platforms and reinforce the organization's vision for care delivery. Easy integration, customization, and flexibility are critically important in evaluating any tech-enabled-content solutions.

Digital healthcare information is rapidly moving toward a 'content as a service' environment, where clinicians

can easily identify, select, and compile the right content to offer patients at the right time in their care journey. Not only will this empower patients, but it can also drive better outcomes and increase the efficiency of care delivery. There should be a positive impact on the bottom line as well: health content should increase the value and capabilities of the technology solutions it enhances.

Key questions to ask:

- ① How easy is it to implement the solution? Is it 'plug and play'?
- ① How easily can the solution be integrated into current communication streams? Into EMR platforms?
- ① Does the solution reflect state-of-the-art design interfaces, avoiding the need for extensive training by users?
- ① Can users easily scan, compile, and deliver content to patients, or is intervention by the healthcare information technology (HIT) team needed?
- ① What level of developer support can the HIT team expect for troubleshooting and enhancing the solution?



3. Is the content solution dynamic enough to support ongoing engagement and personalized patient experiences?

Digital healthcare platforms may have stellar content, yet to make a difference in patients' lives that content must be presented in varied formats and multiple channels familiar to patients. Patients today expect personalized content, meaning a 'one size fits most' approach to patient education and engagement misses the mark and could actually harm the patient-provider relationship.

To select the right resources for patients – resources that inform, inspire, and instill confidence – digital healthcare platforms should allow clinicians to easily search for, retrieve, and curate relevant content based on patient-specific parameters. These filters begin with coded or clinical terms, but could extend to age, language, and preferred formats. Some patients are visual learners while

others absorb information best in text-based materials. In the US, over 20% of citizens speak a primary language other than English, making multilingual resources imperative. Further, achieving health equity extends to providing patient education resources that are sensitive to and inclusive of different patient communities.

Once content is carefully curated, it should be made available using familiar consumer technology platforms. That can include dedicated patient portals, downloadable apps, or staged on a clinician's website. The goal is to equip providers with cost-effective solutions that deliver a dynamic, digital experience to patients using trusted, evidence-based health content.

Key questions to ask:

- ❓ Does the platform include a browsable and searchable library of extensive content?
- ❓ How easily can curated content be shared with individual patients or more widely?
- ❓ Does the digital healthcare platform include patient resources in a variety of formats? How often are these evaluated and refreshed?
- ❓ How inclusive is the content provided to patients? Does it reflect the diversity of your patients' backgrounds and communities?
- ❓ What is the developer's strategy to expand and enhance the content?



Digital healthcare platforms can equip providers with new tools to deliver optimal patient care. The flexibility and dynamism of advanced digital healthcare solutions and platforms can improve care quality, reduce cost, and deliver more personalized patient experiences. When considering an investment in a digital healthcare platform, healthcare and healthcare information technology leaders can compare solutions to ensure they deliver the benefits for the organization, clinicians, and patients.

Wolters Kluwer Health can help you empower and engage patients with personalized digital experiences and content.