

CASE STUDY

**Managed services expertise
helps Northumbria Healthcare
NHS Foundation Trust improve
clinical efficiency and optimise
solution investments**



Northumbria Healthcare
NHS Foundation Trust

ORGANISATION SNAPSHOT

Northumbria Healthcare NHS Foundation Trust

LOCATION

North East England

HOSPITALS

10, plus other community settings and clinics

EMPLOYEES

11,000

CHALLENGES

- Required deep solution expertise to maximise full benefits of technology investments in technically diverse and complex environments
- Needed to expedite a smooth solution delivery to improve clinician efficiency
- Lacked a strategic partner to help overcome implementation challenges and support future needs

RESULTS

- Increased confidence with hands-on expertise to resolve any issues
- Improved proactive planning and execution of solution rollout
- Improved operational excellence, with a projected minimum of 70% reduction in clinician time accessing electronic data in ED
- Reduced costs in paper-heavy processes and storage to more sustainable data transformative processes, enabling greater data availability
- Reduced burden of IT service desk support calls and tickets

While Mark Holland isn't a doctor, he's laser-focused on patient care. That's because as head of technical architecture at Northumbria Healthcare NHS Foundation Trust, an important part of his, and his team's, job is to deliver digital strategies that support clinicians in providing the best possible care. To help make that happen, Holland has partnered with Imprivata, tapping into the expertise of Imprivata managed service offerings to ensure the health system receives the most value from their tech investments.

He and his team have been busy over the past few years advancing the organisation's digital transformation position. That includes an EHR initiative to continue their shift from a paper environment to a digital environment to improve cost-efficiencies, save storage space, provide real-time data access, and support sustainability goals. They've also been focused on reaping the enhanced security and privacy benefits of digital identity solutions including Imprivata FairWarning Patient Privacy Intelligence, the AI-driven patient privacy solution for healthcare.

Focus on digital identity benefits

One of their most ambitious and impactful digital identity initiatives has centred on the implementation of single sign-on capabilities. The organisation is streamlining workflows and enhancing efficiency through the adoption of Imprivata OneSign®. Providing secure, No Click Access, the solution saves valuable clinician time and removes login frustration as they repeatedly access applications and patient data.



“We had an ambitious timeline,” says Holland. “And given the great benefits of Imprivata OneSign, we wanted to expedite the project delivery so we could simplify workflows as soon as possible. We had the support mechanism and deep expertise from Imprivata to help us move quickly and minimise bumps in the road.”

That support included collaboration with an embedded team of Imprivata healthcare technology managed services experts who provided proactive, hands-on system administration and strategic guidance driven by best practices. This assistance was integral for both the initial implementation of Imprivata OneSign and its ongoing support, including additional integrations, upgrades, and migrations.

Implementation planning, assessment, and onboarding

Working closely with Imprivata project managers, solution architects, clinical workflow specialists, and implementation engineers, Holland and his staff looked to achieve an expedited, smooth transition to Imprivata OneSign with minimal disruption to workflows. It started with a clinical needs and solution assessment conducted by Imprivata clinical workflows specialists – practising doctors, nurses, and pharmacists, themselves – who engaged directly with Northumbria Healthcare clinicians. The valuable insights gained from this exchange on the nuances of their workflows led to the creation of a customised implementation plan. “That assessment gave us a clear understanding of where we were strong and

“As awareness grew, more and more clinicians reached out to us saying ‘We really, really want it – when is it coming to our department?’ That let us know the onboarding process and their look at the solution were building trust, driving buy-in, and making this a real win.”

– Mark Holland, Northumbria Healthcare head of technical architecture

where we needed improvement,” notes Holland. “The process also helped with the business case, as our clinicians started to see the significant time-savings impact and other benefits.”

Next came outreach and onboarding with thousands of clinicians in dozens of facility locations. “We had strong confidence in the technology and the Imprivata team supporting it, so we hit all of the key areas quickly,” Holland explains. That initially included a pilot in the wards of the health system’s emergency hospital, which he notes went smoothly. It also led to a projected 70% reduction in time accessing electronic data in ED, improving clinician productivity, satisfaction, and the patient experience. “The Imprivata team was very engaged and versatile in their rollout support. They jumped right in to help with our enrollment clinics and informational meetings for doctors, nurses, and other clinicians, showing them the simplicity and convenience of Imprivata OneSign badge-tap access.”

“ I knew [Imprivata] had a very strong reputation in the industry, and that their significant healthcare expertise and customer focus were real differentiators. And our experience proved that. Together, we’ve made a measurable difference by implementing a solution that improves security and efficiency, including saving clinicians time that’s better spent with patients. ”

– **Mark Holland**, Northumbria Healthcare head of technical architecture

The solution’s planning and outreach success clearly helped build momentum for anticipation and adoption among staff. “Participants got the message, and then they started spreading the word,” adds Holland. “As awareness grew, more and more clinicians reached out to us saying ‘We really, really want it – when is it coming to our department?’ That let us know the onboarding process and their look at the solution were building trust, driving buy-in, and making this a real win.”

Balanced expertise and confidence-building

The combination of Imprivata hands-on services, support, and strategic guidance has been a strong fit in helping Holland and his team realise the initiative’s goals. “That balance was exactly right for our needs, and they definitely met our expectations,” he says. “We had lots of regular touchpoints, and the rollout engagements were handled really well. In contrast, I’ve found many vendors don’t hit the right balance. From project start to implementation rollout and ongoing support, Imprivata has really excelled in comparison.”

Imprivata Managed Services offers ready-built, but tailored services for organisations of all shapes and sizes, so Holland and his team knew they could get the services they needed. For technology to work as intended, adoption is paramount, and gaining a trusted, strategic partner to ensure that went smoothly was critical for Northumbria Healthcare.

While Holland notes that typical challenges and hiccups occurred in the pilot stage, strong communication and fast issue resolution by the Imprivata team helped minimise issue calls and the burden on help desk staff. As he explains, “They quickly set things right, and that level of expertise, responsiveness, and capability became contagious. Their calmness in driving this large-scale rollout really made a difference, and it ticked off boxes in my mind when it comes to building confidence, including within our own team.”

In turn, the experience further reinforced confidence he already had in Imprivata as a trusted partner. “I knew they had a very strong reputation in the industry, and that their significant healthcare expertise and customer focus were real differentiators,” he emphasises.

“And our experience proved that. Together, we’ve made a measurable difference by implementing a solution that improves security and efficiency, including saving clinicians time that’s better spent with patients. When I hear feedback from senior clinicians telling me ‘This is great,’ I know we’ve been successful.”

James Niel, (principle OneSign Architect), updated throughout the roll-out, that the clinical team's approach to the new technology across location was very positive, and they very much welcomed IT making their jobs easier, and technology was actively being used to unburden a workflow. Once the understanding of the benefit was realised by the practicing ward staff, then the word of mouth enrollment uptake task was solved. The positive feedback was given, generally in passing, at many points through the project.

Lessons learnt: The art of listening

When asked about lessons learnt and best practises his peers might benefit from when facing similar challenges, Holland emphasises the importance of two-way listening. “Having a really strong relationship that becomes a true partnership based on trust is vital,” he notes. “For instance, the Imprivata team listened very

“ Given the great benefits of Imprivata OneSign, we wanted to expedite the project delivery so we could simplify workflows as soon as possible. We had the support mechanism and deep expertise from Imprivata to help us move quickly and minimise bumps in the road. ”

– **Mark Holland**, Northumbria Healthcare head of technical architecture



carefully to best understand the specific needs, goals, and challenges involved in our environment. They took the time to do that by collaborating closely with my team and engaging with clinicians on the frontline to fully uncover the particular issues at hand.”

On the flip side, he notes the equally important responsibility of a healthcare organisation to listen carefully to – and benefit from – the deep expertise of Imprivata. “They’ve been out there; they’ve done it before with many healthcare systems. It’s great insight, a great opportunity, and we made sure we soaked all of that up. Having the ability to learn and advance based on the experiences of others is invaluable.”

What’s next?

Given the success of the Imprivata OneSign rollout to date, the confidence he and his team have gained, and his ambitious wish list, Holland looks to engage in several additional digital identity initiatives. “We want to continue our momentum with single sign-on by extending the capability to medical devices so we can provide clinicians with even greater flexibility and convenience,” he says. “And we want to expand our virtual desktop access and incorporate multifactor authentication to provide similar benefits for clinicians. We’re really looking forward to the next phase in our journey to improve security and efficiency so we can continue to make a positive impact on the quality of patient care we deliver.”



Imprivata is the digital identity company for mission- and life-critical industries, redefining how organisations solve complex workflow, security, and compliance challenges with solutions that protect critical data and applications without workflow disruption. Its platform of interoperable identity, authentication, and access management solutions enables organisations in over 45 countries to fully manage and secure all enterprise and third-party digital identities by establishing trust between people, technology, and information.

For more information, please contact us at 1 781 674 2700
or visit us online at www.imprivata.com

Copyright © 2023 Imprivata, Inc. All rights reserved. Imprivata is a registered trademark of Imprivata, Inc. in the U.S. and other countries. All other trademarks are the property of their respective owners.