

7 REASONS WHY THE HEALTHCARE INDUSTRY IS MIGRATING TO GOOGLE WORKSPACE



Table of contents

03 / Introduction

04 / Cost savings

06 / World-class cybersecurity

08 / HIPAA compliance

09 / Simplicity

10 / Total compatibility & mobility

11 / Collaboration

13 / Google's larger healthcare game plan



Introduction

Healthcare organizations resisted migrating to the cloud even as other industries eagerly embraced it. However, in recent years, industry leaders have abandoned the anti-cloud mindset as they have recognized the cybersecurity benefits, cost savings, and mobility capabilities of cloud computing.

Office productivity solutions are the only applications used by every single employee in the organization, from the front desk to the front-line providers and on up to the C-suite. Because these applications affect everyone's job productivity, they also impact patient care. It is critically important to select the right solution.

Increasingly, healthcare organizations of all sizes are discovering that Google Workspace is that solution. This ebook will examine why the healthcare industry is making the switch.

1. Cost savings

Modern healthcare organizations are being pressured to do more with less, and executives tend to view IT as a cost center, not a business driver. The hard cost savings of Google Workspace go a long way towards getting executive buy-in to make the switch.

Straightforward subscription pricing

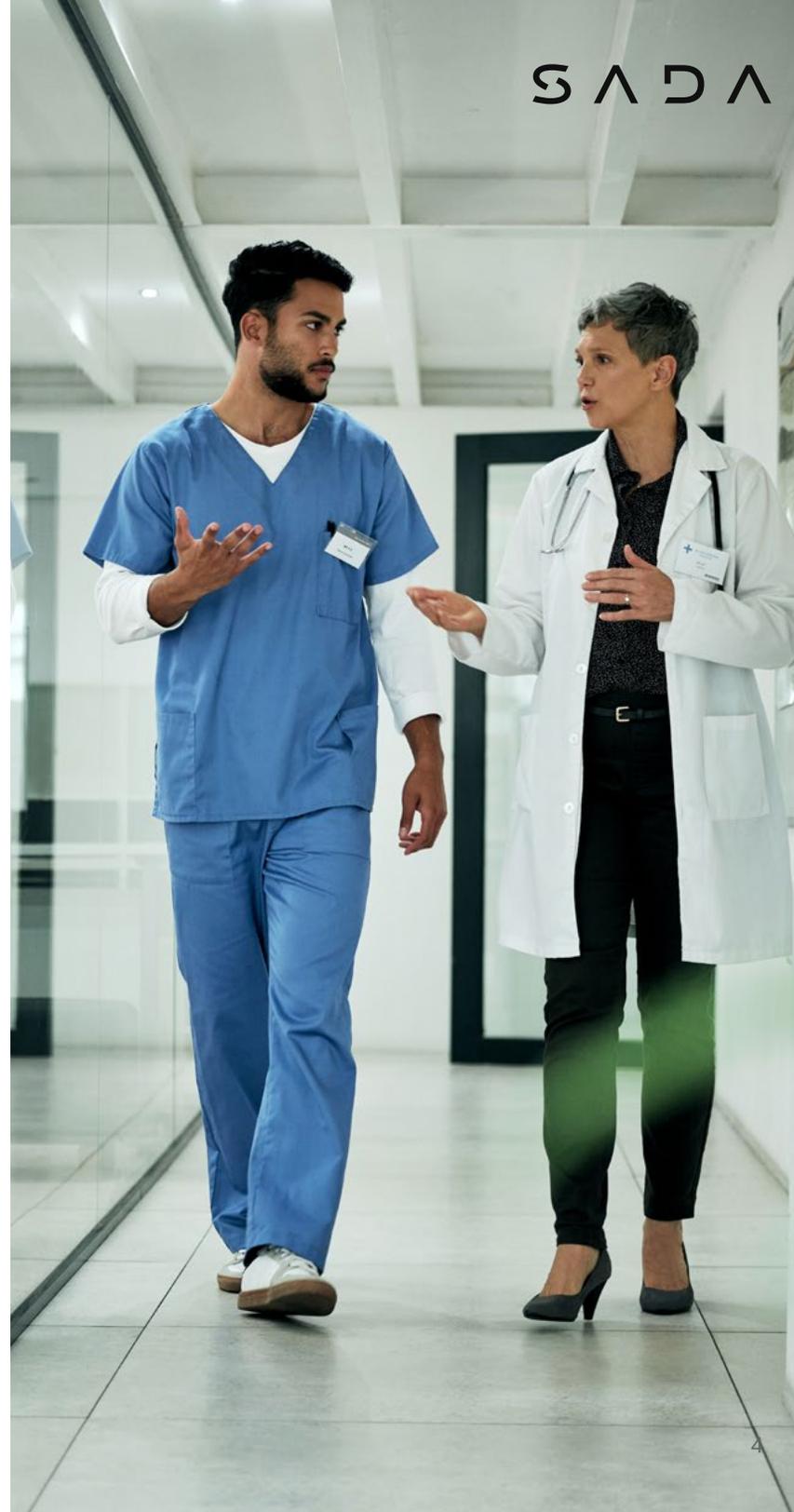
Google has always prided itself on making Google Workspace the most affordable option on the market with simple and straightforward subscriptions.

Elimination of pricey third-party contracts

Many organizations have discovered that once they migrate to Google Workspace, they can stop paying third-party providers for services such as DLP and MDM because these features are included in their Google Workspace subscription. In the healthcare industry, which generates and stores enormous amounts of data, one of the biggest cost savings comes from being able to eliminate third-party cloud storage. The Google Workspace Enterprise plan includes unlimited storage unless an organization has fewer than five users.

Between lower subscription costs and the ability to eliminate third-party contracts, most organizations see an average of \$1 million in hard cost savings over a five-year period for every 3,000 users they move to Google Workspace.¹ Expect these types of price savings to get even better in the future as Google adds more features to Google Workspace, such as Google Voice service for enterprises (now generally available) that will take the place of expensive, difficult-to-maintain PBX systems.

¹ <https://sadasystems.com/customer-stories/google-hunterdon-healthcare>



Much lower maintenance costs

Because Google Workspace is entirely cloud-based and accessed through a web browser, internal IT staff will be freed up from many routine maintenance tasks, such as installing software on new devices and applying updates and patches.

Enable implementation of Chrome OS devices

Migrating to Google Workspace makes it possible for organizations to use Chrome OS devices. Chrome OS devices are less expensive and more secure than laptops, require less maintenance, and offer all of the functionality many front-line providers need.

2. World-class cybersecurity

Cyber attacks are increasing in frequency, sophistication, and cost, and healthcare facilities are a perennial target for hackers; the healthcare industry is the [number-one target for ransomware attacks](#). Data breaches and other attacks also pose significant threats, and the per-record cost of a healthcare data breach is the [highest of any industry](#), nearly three times the cross-industry average.

Google employs the same cybersecurity defenses and tools in Google Workspace as it does to secure its in-house systems and its other customer-facing products. Because Google's search engine and other services are under constant cyber attack, the company has unmatched insight into the real-time threat environment and has invested millions into cybersecurity. It even launched a cybersecurity subsidiary, Chronicle, which develops products that harness artificial intelligence and machine learning as weapons for today's dynamic threat environment.



A total of 4.4 million patient records were compromised in 117 health data breaches in the third quarter of 2018.²

² Protenus. (2018, May 3). 1.13M Patient Records Breached from January to March 2018 [Press release]. Retrieved from <https://www.protenus.com/press/press-release/113m-patient-records-breached-from-january-to-march-2018>

Since every organization's vulnerabilities and data environment are different, Google Workspace offers a range of security settings and tools that can be customized to fit every organization's needs using a single Admin console, including:

- **User authentication and authorization features:** such as two-step verification, Security Key, and single sign-on.
- **Data management and retention features:** including tools to enforce compliance and control what users can do with Drive files.
- **Email security features:** such as DLP for Gmail, TLS enforcement, and anti-phishing tools.
- **Endpoint security tools:** including mobile device management (MDM) and browser security.
- **Data recovery tools:** such as eDiscovery tools, security reports and audit logs.

3. HIPAA compliance

Google Workspace supports customers' compliance with the U.S. Health Insurance Portability and Accountability Act (HIPAA), and Google is willing to sign a [business associate amendment](#) with customers who wish to use Google Workspace to process or store protected health information (PHI). Google also provides a [Google Workspace and Cloud Identity HIPAA Implementation Guide](#) for employees who are responsible for HIPAA implementation and compliance that explains how to properly organize data within Google services to comply with HIPAA.



4. Simplicity

Many physicians and other front-line healthcare professionals feel that the digital transformation of healthcare has hindered instead of helped them. They like having information at their fingertips, but they need a system that is as simple as possible so that they can focus on caring for patients, not struggling to operate computers and other digital devices.

Healthcare organizations have discovered that not only is Google Workspace very simple to use, but most employees are already familiar with Google products; at a minimum, they've probably used Gmail and Google Search. Because of Google's prominence in the education sector, many younger workers have never used any other product but Google Workspace. In some cases, being able to say that an organization uses Google is a competitive advantage when recruiting talent.



5. Total compatibility & mobility

It is typical for healthcare organizations to support a wide variety of operating systems and hardware, and many have BYOD policies. Mobility is critical for physicians, nurses, and other front-line providers who must be able to quickly access and input patient data wherever they are providing care, whether it's in a doctor's office, a hospital room, a long-term facility, a community clinic, or a patient's home.

Part of Google Workspace's simplicity is its total compatibility with any system or device. It doesn't matter whether employees are using PCs, Macs, Linux machines, Chromebooks, desktops, or mobile devices. Regardless of OS or device type, Google Workspace will look, feel, and function exactly the same. Google's mobile app interfaces are simple, clean, and load very quickly.

Google Workspace is also compatible with Microsoft Office. Google Workspace users can use Google Workspace applications to open Microsoft files, and they can save files in Microsoft formats.



Mobile devices can help reduce paperwork time by 60% and increase patient time by 29%.³

³ Walker, Susan M. (2017, Aug 31). Medical Informatics and Telemedicine How Digital Technology is Transforming Healthcare and Telemedicine [abstract]. J Health Med Informat. Retrieved from <https://www.omicsonline.org/conference-proceedings/2157-7420-C1-019-012.pdf>

6. Collaboration

The healthcare culture is steeped in collaboration because patient care is a collaborative effort. Patients are treated by care teams that include primary and specialty physicians, nurses and nursing assistants, lab technicians, pharmacists, and a multitude of other professionals, all located in different facilities. The collaborative possibilities of the cloud are one of the biggest reasons the industry decided to embrace it.

Most office productivity applications weren't designed for the cloud; they were designed for on-prem desktops. Collaborative functions were added only fairly recently, as an afterthought. In contrast, Google Workspace was designed to take maximum advantage of the collaborative aspects of the cloud, and collaboration tools have been baked into it since Day 1. All files stored in Drive are automatically updated in real-time, so whenever a user opens a file in a Google Workspace application, they see the most recent version.



Here are just a few of the ways healthcare facilities are using Google Workspace's collaboration tools to improve efficiency and patient care.

Streamline back-office administrative functions

In addition to improving patient care, hospital administrators are using Google Workspace to improve back-office functions and eliminate an enormous amount of paperwork.

- Digitize patient registration, consent forms, and feedback requests; job applications, employee time off requests, and other HR paperwork; supply orders; and all other standard paper forms with Forms, and automatically export form data to a Sheets spreadsheet.
- Use a combination of Drive, Team Drive, Hangouts Meet, and Sites to onboard new employees and provide continuing education and other training to current employees regardless of their shift or work location.
- Create, store, and centralize important internal documents for easy access by employees.
- Use Sheets to update and track organizational metrics such as available beds, nurses on duty, and patient wait times.
- Quickly and easily automate other back-office processes with the new App Maker, Google's low-code platform, which uses a drag-and-drop, WYSIWYG interface to enable even non-technical employees to design and build apps.

Enhance the patient experience

Modern patients see themselves less as patients and more as consumers of healthcare, and they are demanding the same level of service from healthcare organizations that they would get from any other business. This is forcing healthcare facilities to rethink their business models and put their patients at the center of their digital transformation efforts.

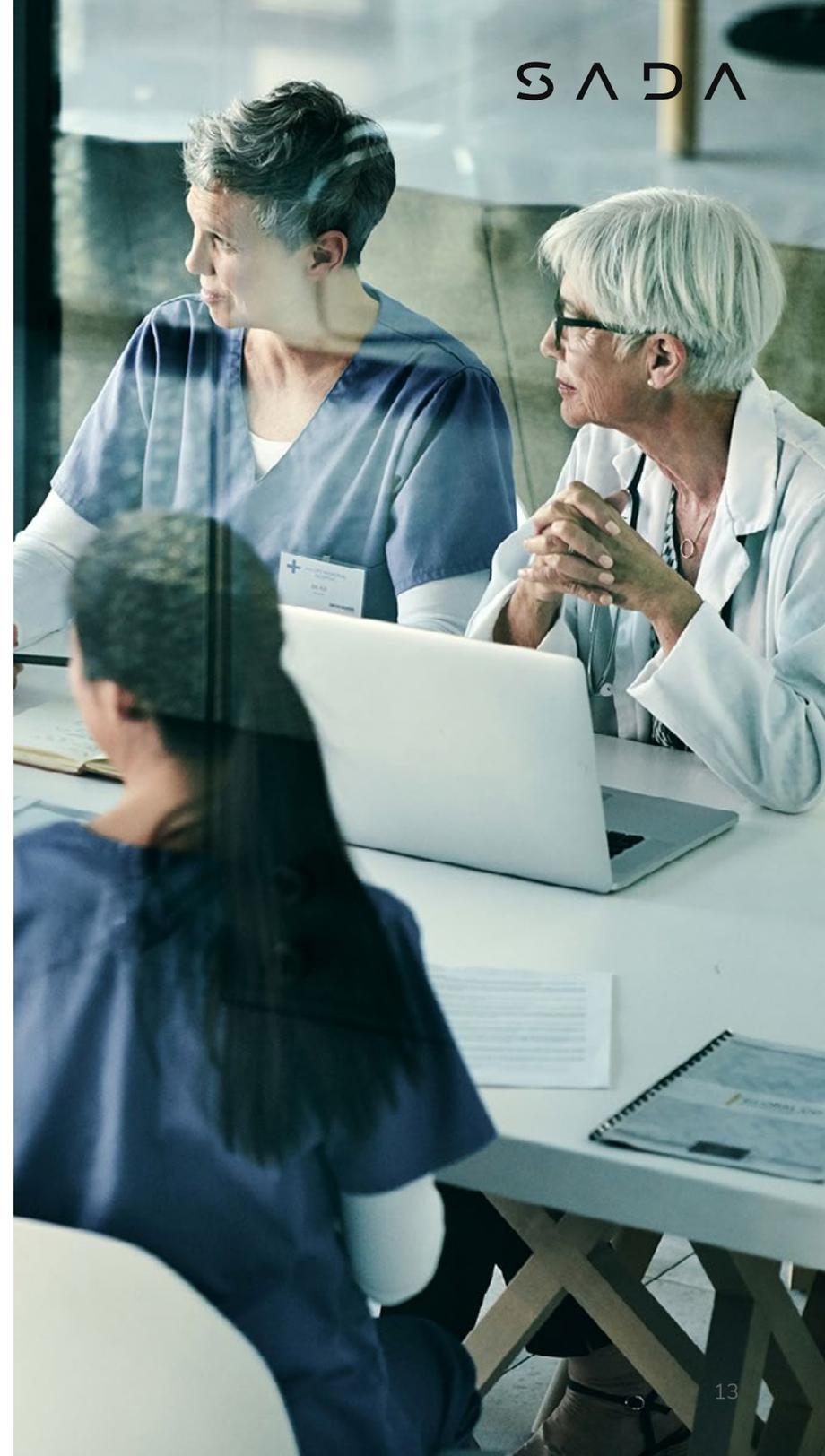
In addition to digitizing and automating back-office functions, which lets patients spend less time filling out forms and sitting in waiting areas, healthcare facilities are using Google Workspace to help patients stay organized and enable telemedicine and other mobile care options.

- Use the Calendar app to schedule and remind patients of appointments.
- Use Drive to share test results, appointment notes, and other records with patients.
- Use Google Meet to conduct telemedicine appointments and allow hospitalized patients to communicate with friends and family.

7. Google's larger healthcare game plan

Google is making an aggressive push into the healthcare space and is committed to using technology, especially AI and ML, to solve the biggest problems plaguing the industry. Recent projects include a Cloud Healthcare API to make it easier to use machine learning algorithms with healthcare data sets and an EHR predictive analytics tool to help physicians provide better care to their patients.

Healthcare organizations that adopt Google Workspace are positioned to take advantage of Google's ongoing research and development in this area.





About SADA

At SADA, we climb every mountain, clear every hurdle, and turn the improbable into possible – over and over again. Simply put, we propel your organization forward.

It's not enough to migrate to the cloud, it's about what you do once you're there. Accelerating application development. Advancing productivity and collaboration. Using your data as a competitive edge. When it comes to Google Cloud, we're not an add-on, we're a must-have, driving the business performance of our clients with its power.

Beyond our expertise and experience, what sets us apart is our people. It's the spirit that carried us from scrappy origins as one of the Google Cloud launch partners to an award-winning global partner year after year. With a client list that spans healthcare, financial services, media and entertainment, retail, manufacturing, public sector and digital natives – we simply get the job done, every step of the way.

Your challenges are ours. We're ready. Let's go.

“We love working with SADA, and we love Google Cloud. Google Workspace is really impacting how people work together, how we share information, and how we approach productivity.”

Chris Voigt
CTO, Privia Health

“With Google Workspace and SADA's services, CHA has transformed how our staff and caregivers work, providing collaborative tools to better patient care.”

James LaPlante
Sr. Director, Technology &
Biomedical Services,
Cambridge Health Alliance

“Having a good tech advisory partner like SADA helps offset what we have to manage and monitor. It's a great extension for our company. That's what a good partner should be. It makes our lives easier.”

Gregg Church
President, 4medica

**A few of
our clients**

