

Choosing Technology Wisely

Ideas to make Technology work for SHCOs

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Ecosystem and Constraints in SHCOs



Resource-constrained
but community-driven



Limited CAPEX and IT
manpower



Paper-based or Excel-
based workflows



Fragmented systems,
low digital literacy

Modular digitization can deliver efficiency and better patient experience.

Value Proposition of Digitization

Operational efficiency

Quicker registration, discharge.

Reduce patient wait time by 25% using a cloud-based queue management system.

Clinical safety

Fewer documentation errors.

Digital prescription systems reduce wrong medication incidents

Regulatory compliance

Easier NABH/NMC readiness.

Digitized records simplify NABH accreditation audits.

Patient engagement

Better follow-up and satisfaction.

SMS-based follow-up reminders in tier-2 cities improved repeat visits by 20%.

Digitization = Every minute saved × Every patient experience improved.



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CAPEX vs OPEX Dilemma

- **CAPEX Model:**
High upfront investment on servers and server rooms and software, hardware maintenance
Dedicated manpower required for maintenance
- **OPEX Model (Cloud/SaaS):**
Pay-as-you-go, minimal hardware, faster scalability
Easy entry and exit

Start OPEX-first. Prioritize modular cloud tools over large upfront buys.

Digital Flows to deliver Quick Value

Front Office : Appointment & Registration:

Tools: Web based CRM/SMS/Whatsapp

Billing: Cashless, integration:

Tools: Cloud billing / UPI POS

Pharmacy/Lab: Stock, results:

Tools: Integrated LIMS/Inventory

Patient Engagement: Feedback, follow-up:

Tools: CRM with SMS and Whatsapp Integration

Marketing: Health camps, campaigns

Tools: CRM-based capture & follow-up

Begin with 2-3 flows first, demonstrate success and scale horizontally



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Tips for Identifying Technology Partners & Tools

Start with the problem, not the product:

Identify 2–3 pain points before scouting tools.

Prefer healthcare-focused vendors:

Look for experience in small hospitals, not generic SaaS.

Ask for references:

Check similar-sized hospitals using the same vendor.

Consider local support:

Prefer partners with presence or support teams in your region.

Pay attention to data privacy and cyber-security

Hospital is the fiduciary of the data and accountable for breaches

Consider a Consulting partner

To Prioritize, define target state, help identify vendors, drive implementation and capability building



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NABH Digital Mitra Program

Purpose: Help SHCOs adopt digital tools aligned to NABH.

Support Provided:

- Digital readiness assessment
- Certified digital partners list
- Training and guidance

Align digital journey with NABH Digital Mitra framework.

Case Study – Kauvery Hospital: Camp Digitization via CRM

Challenge: Manual data entry and poor follow-up from community camps

Solution:

- CRM-enabled camp registration via tablets/QR
- Post-camp WhatsApp/SMS follow-up
- Tracking of patient till a check-in in Kauvery to track conversions

Results:

- 25% more follow up conversion
- 75% increase in data quality of leads
- Real-time ROI tracking

Key Lesson: Link digitization to a tangible goal – patient engagement.

Key Takeaways

- **Start small, show value, then scale**
- **Prefer OPEX models for flexibility**
- **Digitize visible workflows first to build confidence**
- **Leverage NABH Digital Mitra for structure and compliance**
- **Anchor all tech to outcomes: efficiency, compliance, or revenue**