

# Aternity User Journey Intelligence for Healthcare IT

Proactively manage the digital journey to deliver a world-class experience for both patients and clinicians

## Comprehensive Digital Experience Management for Patient-Centric Healthcare

User Journey Intelligence provides detailed visibility and actionable insights into patient **and clinician** journeys across complex digital environments. This enables healthcare organizations to improve patient satisfaction and enhance clinical efficiency. The full-spectrum Digital Experience Management (DEM) covers both patients and clinicians, business outcomes, technical telemetry, clinician device performance, and cloud-native application services. It captures and stores every interaction and monitors enterprise applications within the healthcare ecosystem.

## Enhance Patient Care and Improve Outcomes with Digital Experience Insights

Healthcare organizations require actionable insights to understand how IT performance impacts patient care, treatment outcomes, and clinician workflows. This requires visibility into the entire digital experience—from navigating complex health portals and mobile apps to interactions with clinicians in hospitals, clinics, or via telehealth platforms. However, existing monitoring tools often lack the comprehensive capabilities to provide this level of detail.

User Journey Intelligence for Healthcare IT enables you to track the digital experience of every patient at each step of their journey, ensuring optimal care delivery and clinician efficiency.

**“Riverbed® Aternity was able to highlight where our real issues are. We are now able to work on the areas that need improving and have a real understanding of the end-user experience.”**

Jeffrey Wood,  
Deputy Director of ICT, The Princess Alexandra Hospital NHS Trust



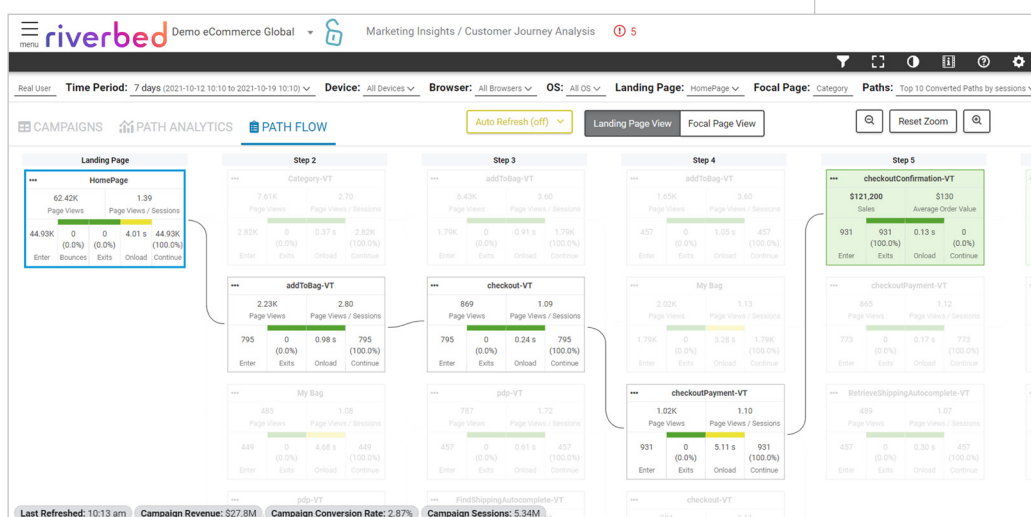
## Key Benefits:

- **Full-spectrum DEM for patient care management:** Gain a complete view of the digital experience across the healthcare landscape, providing contextualized insights into patient and clinician journeys.
- **Cross-functional visibility:** Understand the impact of digital experience on patient care, treatment outcomes, and clinical operations, with unified performance visibility across clinician devices and application services, including cloud-native environments.
- **Advanced data collection:** Leverage big data technology to capture and store every interaction without sampling, providing detailed insights for all types of applications.
- **Optimized clinician experience:** Measure clinician satisfaction with all critical applications, ensuring optimal performance for enhanced patient care.

## Deliver Exceptional Digital Experience for Patients and Clinicians

This solution unifies Digital Experience Management for patients interacting with healthcare services on websites and mobile apps, as well as clinicians delivering care through telehealth or in-person. With this comprehensive approach, healthcare IT can:

- **Track and improve the patient journey:** Follow every step patients take on health portals and apps, from booking appointments to accessing medical records.
- **Monitor clinician experience:** Ensure optimal performance of all business-critical applications used by clinicians in healthcare settings.
- **Guide patients through their digital healthcare journey:** Identify and optimize high-traffic pathways while reducing friction caused by broken links or technical issues.
- **Improve patient engagement:** Reduce the likelihood of patients abandoning online processes, such as appointment booking, with data-driven insights.



**Figure 1:** Riverbed User Journey Intelligence enables you to track the digital experience of every user at each step of the journey across your site.

# Optimizing Business Outcomes and Enhancing Patient Care

With User Journey Intelligence, healthcare IT professionals can monitor digital experiences and associate them with key business metrics, allowing them to:

- **Increase patient engagement:** Optimize high-converting pathways for improved patient satisfaction and care delivery.
- **Justify technology improvements:** Pinpoint where poor digital experiences lead to patient drop-offs, justifying investments in IT infrastructure and application improvements.
- **Understand critical metrics:** Accurately calculate the impact of web performance on healthcare outcomes, from patient engagement to clinician productivity. Identify exactly how the digital experience impacts your patient's and clinician's ability and willingness to complete a healthcare activity.
- **Use data-driven anomaly detection:** Leverage automated alerts to address performance issues, ensuring consistent patient and clinician experiences.



“Aternity is helping us rethink how we do IT to become more transparent and responsive. In addition to looking at traditional IT metrics like application, server, and network performance, we also keep an eye on what matters most in healthcare organizations—the member and provider experience.”

Robert Dulak,  
Chief Information Officer for Lighthouse Guild

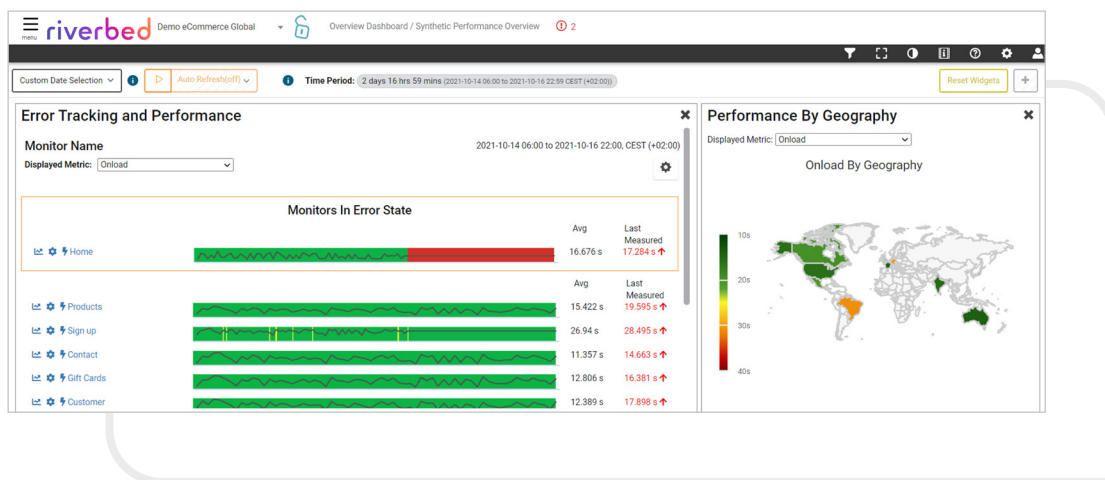


**Figure 2:** Riverbed enables you to associate user journeys and performance to revenue, conversion rate and abandonment rate to increase engagement and optimize business results.

# Automatically Detect and Resolve IT Issues

Utilize synthetic transaction monitoring and Real User Monitoring (RUM) to identify and resolve digital issues before they impact patients or clinicians:

- **Full-Fidelity Visibility:** Detect and address site availability, response times, and errors with a global monitoring network.
- **Optimize digital content:** Ensure critical content loads in an appropriate order, using performance waterfalls, web page filmstrips, and screenshots to guide improvements.
- **A UJI Industry First:** Identify the hidden files within your applications that impact the digital experience that fly under the radar of all other solutions.
- **Diagnose and auto-remediate user session issues:** Observe and record every user interaction with healthcare applications, allowing rapid identification and auto-remediation of problems impacting patient care.



**Figure 3:** Proactively detect performance and availability issues by running synthetic monitoring tests across our global node network or from within your site.



## Riverbed – Empower the Healthcare Experience

The Riverbed platform is the only solution that provides comprehensive telemetry from network to application to end-user, illuminating and then accelerating every interaction to ensure a seamless digital experience. With two leading solution areas—Unified Observability for holistic data and insights, and Acceleration for fast, agile, and secure connectivity—Riverbed empowers flawless digital experiences for patients and clinicians alike. Learn more at [riverbed.com](https://riverbed.com).