

American Medical Association Improves Collaboration in the Medical Community

Driving Better Patient Outcomes

CASE STUDY

Challenge

The American Medical Association (AMA), who promotes the art and science of medicine through their 230,000 members, needed to replace their existing Microsoft® SharePoint 2007 extranet site. Both content and data were difficult to find, the sites were inaccessible on mobile devices and collaboration adoption was extremely low. These challenges were compounded by varying document formats, different versions of Microsoft® Office on individual member machines, and the basic way that physicians work on initiatives managed by the AMA.

The AMA needed to create a new collaboration platform that was engaging, with improved collaboration capabilities, which could be accessed from virtually anywhere, from any device or platform.

Solution

Hitachi Consulting created a new web portal, AMA Connection, which fundamentally transforms how physicians collaborate with the AMA and establishes a collaborative foundation for future applications.

The new solution is based on Microsoft® SharePoint 2013, utilizing an HTML5-based responsive design approach. The combination of SharePoint with a modern interactive framework allows the AMA to present SharePoint's functional advantages across devices, operating systems and locations.

The solution also leverages Microsoft® Office Web Applications to provide a browser-based facility to view, manipulate and collaborate on document-based content. This approach eliminates the need for local software and removed the dependency on specific versions of the Office client.

Hitachi Consulting also helped ensure the solution's long-term success by focusing on content "findability" and a positive user experience. The solution's overall information architecture was improved using a combination of individual interviews and card sorting exercises. The improved information architecture enables a highly personalized experience that only displays content relevant to the user. Based on user login credentials, the site shows the individual's project sites, events and upcoming tasks.



“We were thrilled with the strategic approach the Hitachi team used in delivering this complex solution within the specified timeframe. Hitachi’s team has delighted us in delivering a creative design and quality solution. We can’t wait to get this product out to our physicians.”

Mayur Shah

AMA Program Manager
 Microsoft Technologies
 SharePoint 2013, SQL Server 2012,
 Windows 2012 and Microsoft Office
 Web Apps





Positive Impact

The solution developed by Hitachi will dramatically improve collaboration between the AMA and their members, increasing the number of active collaborators from 1,000 users on 30 sites to an expected 100,000 users on over 100 sites.

- Responsive design increases physician engagement by enabling collaboration from anywhere, on any device or platform
- Personalized data delivery enhances the user experience and productivity through improved findability
- Office Web Apps facilitate increased collaboration, driving data accuracy by creating transparency and responsibility within the physician community, improving medical industry standards and patient outcomes
- Increased engagement and improved user experience will increase the AMA's member retention rate

Hitachi Consulting

14643 Dallas Parkway
Suite 800, Dallas, TX 75254 USA
www.hitachiconsulting.com

Ph +1 214 665 7000
Fx +1 214 665 7010

Hitachi Consulting is the digital solutions and management consulting business of Hitachi, Ltd., a global technology and social innovation leader. Hitachi Consulting is a catalyst for positive business change, propelling organizations to accelerate disruptive innovation and drive digital transformation. We help our clients innovate faster, develop new revenue streams, and respond to global dynamics with insight and agility. We collaborate with clients to create solutions that help maximize operational efficiency and deliver measurable, sustainable business results.

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