

DIGITAL ASSET MANAGEMENT AT CHILDREN'S HOSPITALS USE CASE

Streamlining Digital Asset Management at a Leading Children's Hospital
A Use Case on the Implementation of 4ALLPORTAL and CyanGate

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Overview

The children's hospital faced challenges in managing its digital assets. This included difficulty in finding content, tagging assets with the right metadata, establishing permissions, and tracking patient data. These challenges slowed down the team in their daily work, made processes more complex, and increased the risk of compliance issues due to privacy and data regulations.

Challenges

The hospital experienced several pain points in managing its digital assets, including:

- Difficulty in finding content across the organization
- Difficulty in tagging content with the right metadata due to repetitive data entry for patient and staff information
- Challenges in establishing permissions for assets due to patient confidentiality
- Limited visibility of asset metadata due to regulations on personally identifiable information (PII) Difficulty in searching for assets using complex criteria
- Lack of automation for staff and patient data entries
- Difficulty in tracking patients through their lifetime of various diagnoses and assigning metadata to assets
- Difficulty in tracking release and HIPAA forms against people and assets.

Solution: Digital Asset Management Implementation

To address these pain points, CyanGate performed a detailed analysis to model the data structures in 4ALLPORTAL. The data structures were complex, and the team had to define patient, staff, event, and asset as different modules, each with complex metadata referencing other modules.



Rules were put in place to limit access to certain metadata based on user access levels. Data could then easily be loaded into the system without a large migration effort. Staff was trained by CyanGate experts, and additional layouts were configured to streamline metadata views and data entry for faster and easier use. Data was synced from directory systems within the hospital. Automation was put in place to track patients' diagnoses over their lifetime to track patients' conditions, making reporting and maintenance of records seamless.

Challenges of Handling PII

Handling PII in DAM systems can be challenging, but the strong security and data modeling capabilities of 4ALLPORTAL helped address these concerns with ease. The system's data structures and rules ensured that users with different access levels only had access to the metadata they needed, and the system's detailed usage reports provided visibility into the handling of PII.

Results

As a result of the implementation, the system became easier to maintain and more flexible with the structured data model. Users were able to associate patient data with the assets, reducing the need for repetitive data entry. Additional optimizations were made to streamline the use of assets in other systems by adding content transformation presets. Detailed usage reports were generated to provide analytics on the use of the assets and the system, enabling continued improvements.

Marketing and fund-raising operations were streamlined as patient information, permissions on the use of the content, and HIPAA compliance rules were enforced automatically by the system. Patients acting as ambassadors to the hospital were tracked more accurately and efficiently.



Further enhancements were considered to integrate the system with additional systems such as Salesforce (CRM), Epic (Hospital ERP), Workfront (Project Management), Workday (HR System), and Drupal.

Use Cases

There are several typical use cases for Digital Asset Management (DAM) in the hospital setting. Increasing efficiencies and productivity by streamlining the management and distribution of various digital assets, such as medical images, videos, documents, and research data is a one. This also helps with the compliance challenges associated with managing PII and similar data.

Another use case is in managing and distributing educational videos and documents. Hospitals, especially teaching hospitals, often need to share instructional materials with staff and patients, and other hospital systems. A DAM system makes it easy to organize, distribute, and track the usage of these materials to increase efficiencies and ensure compliance regulations are met for sensitive documents and data.

If you're facing similar challenges in managing your digital assets and want to learn more about how 4ALLPORTAL and CyanGate can help, please visit our website at www.cyangate.com. Our team of experts is ready to help you implement a DAM system that will streamline your workflow and improve your organization's digital asset management.