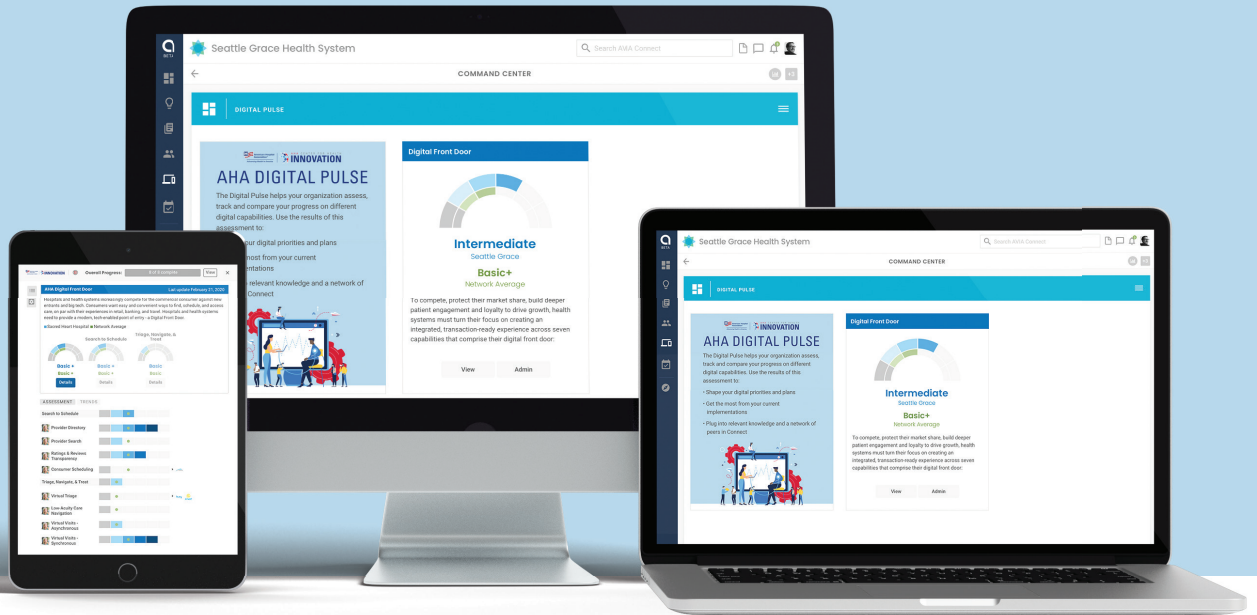


FREE for AHA members

AHA DIGITAL PULSE



Your patients have gone digital, have you? Find out how your hospital's digital capabilities compare to your peers, and what you can do to accelerate your performance.

AHA Digital Pulse is a new online assessment tool designed by the AHA in partnership with the digital innovation network AVIA, to support our hospital members as they navigate the digital health solutions landscape. It is FREE as an AHA member benefit.

AHA Digital Pulse will allow you to:

- **Assess** your organization's digital capabilities in relation to those of other hospital peers
- **Generate** a baseline and benchmark data to prioritize digital investments
- **Review** future technology opportunities
- **Build** out your investment road map

Covid-19

The COVID-19 pandemic requires healthcare providers to respond to a dynamic healthcare crisis swiftly, efficiently, and safely. The capabilities addressed in this Pulse were reported by AVIA to be the most critical including:

- » **Screening & Triage**
- » **Virtual Visits**
- » **Remote Monitoring for Surveillance & Containment**
- » **Adapting care for non-COVID patients**
- » **Call Center Management**
- » **Capacity Planning & Preparedness**
- » **Remote Work & Teleconferencing**
- » **Mitigating Supply Shortages**
- » **Critical Asset Tracking & Management**
- » **Patient & Community Communication**
- » **Patient Education**
- » **Addressing Social Needs**

The Digital Front Door

As patients increasingly use digital tools to make health care decisions, hospitals and health systems are escalating efforts to incorporate digital tools into their consumer engagement strategy. This Digital Pulse Assessment will guide your team through an evaluation of how effectively your organization has established a Digital Front Door for your patients. The assessment, which should be completed by staff from digital strategy, marketing and IT areas, will allow you to evaluate your capabilities including:

- » **Provider Search**
- » **Provider Directory**
- » **Ratings & Reviews Transparency**
- » **Consumer Scheduling**
- » **Virtual Triage**
- » **Virtual Visit – Asynchronous**
- » **Virtual Visit – Synchronous**
- » **Low-Acuity Care Navigation**

How to Learn More

To learn more about how you can access this valuable free benefit, visit aha.org/digitalpulse



AHA and AVIA

The AHA has formed a strategic alliance with digital health consultant AVIA to help our members accelerate digital transformation. The alliance will allow AHA members to access an exclusive and customized forum in AVIA Connect, a digital innovation platform that provides personalized digital insights and peer-to-peer collaboration to accelerate digital strategies. Learn more at aha.org.



About AVIA

AVIA is the leading partner for digital health insights, strategic guidance, and consulting services. Members of the AVIA Innovator Network solve pressing challenges with digital solutions that deliver outsized financial and clinical results. AVIA provides strategic focus, unique market intelligence, and proven resources that accelerate digital transformation throughout healthcare. Learn more at aviahealthinnovation.com.