

## Dignio's digital healthcare puts servitization at the heart of care provision

Connected care provider Dignio is utilising advanced services to drive digitisation and improve patient outcomes. The business has developed a cloud-based platform to improve access to healthcare, drive efficiency and help clinicians respond to ever-more complex demands. Its work with academics from Aston Business School's Advanced Services Group is helping refine its outcome-based business model and develop new pricing methodology that better address its customer's pain points.



### Recent projects...

Dignio's work with the Advanced Services Group is feeding into its work with healthcare clients around the world. Ongoing projects include:

- Mastercall Healthcare**  
Together with Mastercall, a social enterprise care provider to the NHS, Dignio is delivering a connected care platform to patients in Stockport. Funded by the Stockport City Council, the project brings several benefits including reductions in hospital admissions, ambulance call outs, and timely detection of deterioration. Dignio's solution is being used in patients' homes and residential care settings, to support individuals with long term conditions. Mastercall Healthcare run nine virtual wards underpinned by Dignio platform.
- Dudley CCG**  
Covid-19 Virtual Ward. Dignio's technology is used to monitor and support individuals who are well enough to stay at home to detect deterioration, silent hypoxia or any other complications which may require clinical review.

It is offered to patients with symptoms that can be managed in the community but which may require hospital admission on deterioration. Following a consultation with a health professional, patients download MyDignio on their own smartphone and are trained in the clinic on how to use the monitoring equipment and the app, before returning home.
- Salford Royal Hospital**  
Patients with heart failure use the Dignio solution to report their symptoms between clinic visits. Some patients use Bluetooth enabled integrated devices, whilst others use their own devices at home. At the same time they answer questions about their wellbeing and symptoms. Individuals are flagged up when needing attention and the care delivery from the cardiology team is streamlined using in-built communication tools to support them remotely as needed.

dignio

[www.dignio.com/en](http://www.dignio.com/en)



**European Union**  
European Regional  
Development Fund

Dignio's patient-centric integrated care platform was founded on the concept of using digital healthcare services to accommodate a seamless journey for individuals and care providers across increasingly complex care needs.

The company's digital platform allows individuals to become more engaged in their own health and encourages positive and preventative behaviour. Patients can use an app to record symptoms, measure vital observations using a medical devices and give clinicians real-time visibility of clinical status. It alerts clinicians when patients fail to take their medication, monitors and reports changes to health, and provides individual treatment plans accessible by phone or tablet.

For customers like the NHS, the platform allows for a more sustainable solution to healthcare provision, taking the strain from busy care facilities, driving efficiencies, and liberating clinicians from routine tasks. It allows care professionals to look after larger numbers of individuals, prioritising cases, and events for their attention.

Dignio also connects clinicians with patients by supporting bespoke virtual wards and clinics. The current pandemic has highlighted the importance of building resilience and supporting sustainability by giving people access to healthcare without needing to be physically present in a healthcare facility. Dignio customers have used the platform to remotely monitor and manage patients in various location such as own homes, supported living and residential settings.



## Servitized solutions

The healthcare landscape is changing, opening up new opportunities for digital innovators. In April 2022, budgets for a UK-wide network of Integrated Care Systems (ICSs) will be enshrined in law, concluding a year-long consultation and planning process to provide an integrated and sustainable, community health care system in the UK. Digitisation will prove key to that transition and Dignio recognised the need to further develop its outcome-based service solutions.

In 2021, the company began working with the Advanced Services Group. Its priority was to develop an advanced

services pricing and business model better aligned to addressing its customers' pain points.

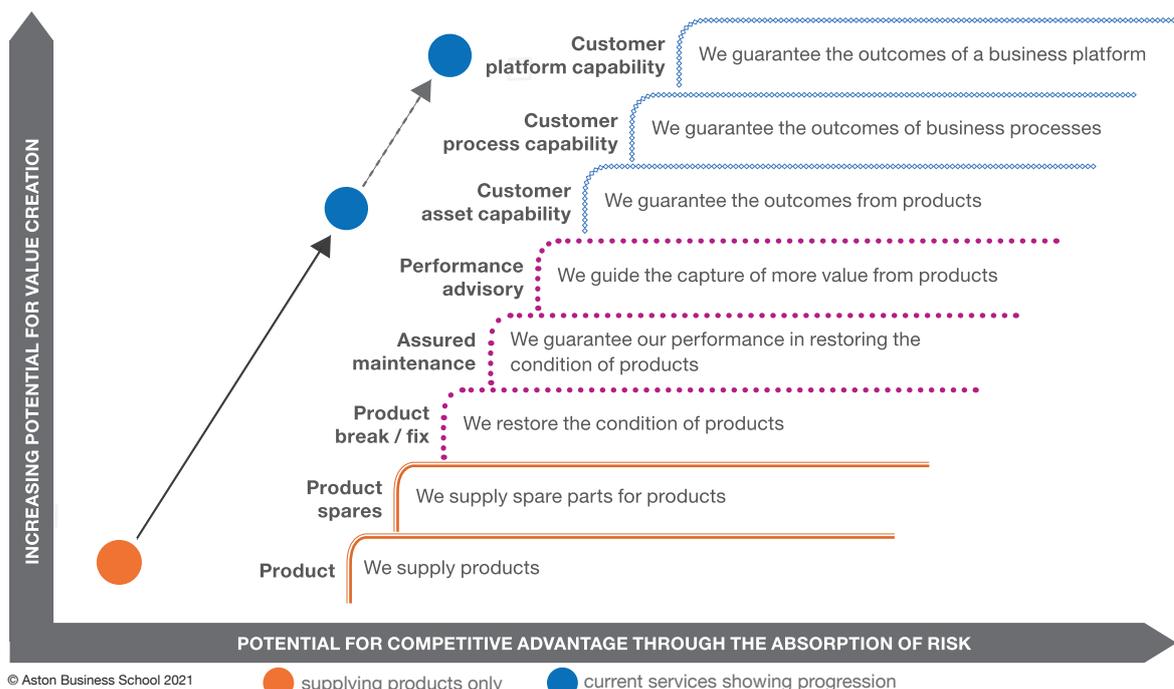
Dignio Managing Director Ewa Truchanowicz says: "The team at Aston are global leaders in servitization. We didn't want to turn to glitzy consultants to help take the business to the next stage but needed expert academic input and a fresh pair of eyes. We've completed workshops and received one-to-one support to develop pricing methodology and give customers a solution to help meet key healthcare challenges."



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## Services Staircase



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## Supporting healthcare transition

According to the United Nations, by 2050, one in six people in the world will be over the age of 65 – up from one in 11 in 2019. Healthcare services like the NHS are under immense pressure to meet increasingly complex health needs within budget. The challenge calls for new and disruptive service-led solutions from digital innovators who can drive connectivity and improve patient outcomes. Only by partnering with private sector service providers, can our health services remain fit-for-purpose.

The NHS is funded by the taxpayer and it must do better at holding suppliers to account for the benefit of patients, clinicians, and value for money. Our services will help transform how healthcare is delivered and evaluated.

Supporting hospitals, GPs and other care providers with digital tools that optimise performance and help eliminate waste, will play an important role in future proofing provision.

Healthcare has lagged behind other sectors in embracing the digital revolution. Yet Dignio's customers are starting to embrace the value of digital tools in helping them meet the challenges ahead, be it remotely monitoring patient health, promoting personalised care, or using automation to reducing staff workload. As evidence is gathered about the positive outcomes of digitised provision, the way it promotes patient independence and facilitate integrated care, the transition is starting to gather pace.

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*The pandemic has shone a light on how vulnerable services like the NHS are to sudden spikes in demand and surges in hospitalisation.*

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## Value proposition

Dignio’s Connected Care platform has been adapted for use across a range of settings as well as in research and clinical trials is already delivering impressive results. For healthcare providers it has led to a 47% cost reduction per patient per month, 42% fewer doctor appointments and a 32% drop in hospitalisations.

The priority now is for Dignio to work with the Advanced Services Group on clarifying its value proposition and creating an outcome-based pricing model which addresses the needs of its customers.

Ewa says: “Our current hybrid model involves a software subscription service based upon the number of end users, in addition to charges for set up, training, and the purchasing compatible hardware and equipment. We’re working to simplify that because it causes customers complications in accessing different pots and budgets. We want to charge one monthly fee for access to all our service solutions. It means their costs are more predictable and the whole offer is easier to understand.”

Dignio is moving towards an advanced services model of outcome-based pricing. It is working with procurement professionals to change their mindsets and move away from one-off product transactions to long-term service provision

which are judged on their added value. Purchasing services rather than products focuses minds on quality and outcomes. Much more attention is then paid to accountability and monitoring lifecycle performance.

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For Dignio, the new pricing model helps increase revenues, clarify its messaging, and make it easier for buyers to budget and compare costs. The service package reduces risk for the customer by covering equipment management and maintenance, whilst simplifying the procurement process.

It doesn’t come without its challenges and Dignio still has work to do in helping customers change their mindsets to be more adept at comparing different digital solutions and judging each not on price but outcomes and lifetime cost. The Advanced Services team at Aston is working with the business to not only develop its advanced services but frame its narrative and communicate its true value to the customer.

## The Advanced Services Group

The Advanced Services Group (ASG) is a centre of excellence specialising in research into servitization theory and practice, as well as advanced service business models and the application to the manufacturing sector. Delivered through education and training programmes, the Group’s research enables global manufacturers, small and medium-sized manufacturers and technology innovators to transform their business models based on services-led strategies. Underpinning ASGs research lie three critical questions: What is servitization and why is it necessary?

What are the organisational structures, processes and technologies critical to success? How can a manufacturer transform to compete through services?

ASG translates its research findings into a series of practical frameworks, interactive tools, worksheet exercises and business games through which businesses are able to transform their business models and enhance their business performance. These tools take the company through road-mapping their business; benchmarking, identifying customer pains and gains, understanding their customer value proposition framework and storytelling. These enable the ASG to convey its findings to businesses in a clear and impactful way.

