

Healthy Telemedicine Begins With Modern Identity

Expert-Led IAM Modernization with
Accenture and ForgeRock



The global pandemic has forever changed how medical care is delivered. Prior to the pandemic, telemedicine adoption was low due to technical and policy barriers in addition to patients' preference for in-person visits. Yet, amid the pandemic such barriers have quickly cleared, transforming telemedicine into the lifeline for acute, chronic, primary, and specialty care delivery. To the surprise of many leaders, this unexpected reliance on telehealth resulted in improved care outcomes and changed patient preferences.

According to Accenture^{1,2}, patients embrace telemedicine at very high rates.

9 out of 10 patients report the quality of virtual care and communications was as good or better than before the pandemic.

74% of patients are now likely to use online chat or texting to provide check-in information before their appointment.

60% said they want to use technology more for communicating with healthcare providers and managing their conditions.

Further, Accenture³ found that overall trust in the healthcare system increased with digital health services.

60% of patients said their trust in healthcare providers has increased.

45% said their trust in pharmaceutical and medical device companies has increased.

With the pandemic's influence, patients' preference for a choice between telemedicine and in-person visits has emerged — necessitating support for a new hybrid model of care. From this, healthcare organizations such as providers, payers, retailers, life sciences, and others are taking stock of their digital health ecosystems to plan for the future of telehealth within an evolving landscape.

¹ <https://www.accenture.com/us-en/blogs/insight-driven-health/what-does-the-future-patient-experience-look-like>

² <https://newsroom.accenture.com/news/two-thirds-of-us-consumers-likely-to-switch-healthcare-providers-if-covid19-is-poorly-managed-accenture-report-reveals.htm>

³ https://www.accenture.com/_acnmedia/PDF-135/Accenture-COVID19-Patient-Treatment-Survey.pdf

Digital Identity: The Foundation of Telemedicine

Digital identity, consisting of identity and access management (IAM) and identity governance and administration (IGA) solutions, is the technical foundation of telemedicine. Together, the right IAM and IGA solutions provide healthcare organizations with the capability to deliver differentiated, personalized, and secure telehealth care at scale across any device. They also help healthcare organizations improve interoperability, security, consumer (member, patient) experience and retention, and compliance while reducing costs.

58% of healthcare consumers are likely to use telehealth or virtual visits for future healthcare needs.⁴

Unfortunately, most large healthcare organizations' home-grown and legacy identity solutions and environments struggle to meet today's telehealth requirements, such as offering a secure, personalized, and omnichannel user experience. Simply put, home grown and legacy IAM and IGA systems aren't able to keep pace with digital transformation and market demands.

With digital health ecosystems continuing to grow and telemedicine here to stay, healthcare IT leaders recognize the limitations of their current IAM and IGA systems and seek a solution that will not only support their telemedicine initiatives, but also improve interoperability, security, user experience, compliance, and operational efficiency. Without question, the wellbeing of their organizations' future rests on which identity solution they choose and how well they implement it.

As industry leaders in digital identity technology, strategy, and implementation for the healthcare industry, ForgeRock and Accenture help healthcare leaders accomplish their goals and position their organizations' for a healthy, prosperous future.

Accenture and ForgeRock helped a North American healthcare payer with over 20 million members strategize and implement their CIAM initiative. With Accenture and ForgeRock, the company increased member satisfaction and registrations, reduced risk by securing member identity credentials, established a stable environment that can scale, and obtained readiness for their Center for Medicare and Medicaid Services (CMS) interoperability requirements.



⁴ <https://www.accenture.com/us-en/insights/health/elevating-patient-experience-growth>

Achieve Organization-Wide Integration and Interoperability

One of the most pressing challenges healthcare organizations face is interoperability between the vast solutions and systems within their hybrid IT architectures and across organizational boundaries. This challenge is amplified by mergers and acquisitions, new regulations such as the 21st Century Cure's Act, and digital healthcare ecosystems.

Today's mandates and digital demands for interoperability necessitate integrating and sharing data from various solutions and platforms, such as telehealth platforms with electronic health record (EHR) systems. Yet, such integration is particularly difficult as the current state of healthcare IT comprises multiple identity, data, and system siloes, as well as innumerable manual processes.

To survive the post-pandemic digital revolution and support interoperability, healthcare IT leaders must address their siloed environments directly with a single

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identity platform that serves as a single source of truth for a single view of the user (internal and external) organization-wide.

With Accenture and ForgeRock, healthcare leaders can strategically leverage a single identity solution to clear obstacles caused by siloed environments, hybrid IT, and legacy IAM and IGA to quickly meet secure data-sharing requirements at scale.

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ForgeRock is the Identity Fabric Leader
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ForgeRock offers a unique type of IAM architecture that is capable of running, unifying, and securing all digital identities across hybrid IT and hybrid cloud. Purpose-built for hybrid IT and hybrid cloud, ForgeRock eliminates identity silos and duplicate identities and data across mixed environments. Importantly, with unique capabilities for hybrid IT architectures, you get:

- Flexibility and configurability to adapt to on-prem and cloud business processes.
- No impact to business-critical on-prem applications during [IAM modernization](#).
- Seamless coexistence and complete freedom to transition to the cloud without disruption.
- Full support for standards such as OAuth and (Fast Healthcare Interoperability Resources (FHIR).

ForgeRock also allows healthcare organizations to augment their disparate, legacy systems first and then coexist to later consolidate or retire solutions such as CA Single Sign-On (SiteMinder), Oracle, IBM, or homegrown systems.

With Accenture's strategy and implementation expertise and ForgeRock's differentiated technical capabilities, healthcare organizations can achieve the comprehensive integration and interoperability they desire. [Learn more about ForgeRock for hybrid IT.](#)

Mitigate Risk and Fraud with Zero Trust

In the world of identity theft and online fraud, patient data is a highly valuable prize. Stolen healthcare records can be used to carry out medical identity theft, insurance fraud, and other crimes. Because of this, the healthcare industry is the costliest and most attractive target for cybercriminals. According to the [ForgeRock 2021 Breach Report](#), for the third year in a row, healthcare was the biggest target in terms of the number of breaches, accounting for 34% of the total. It was also the most costly at \$474 per record.

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As healthcare security leaders are well aware, telemedicine adds risk to an IT environment already fraught with weaknesses. Legacy and home-built IAM and IGA aren't built for the security task at hand. For example, legacy IAM isn't able to easily detect malicious attempts with continuous authentication and authorization verifications as mandated by Zero Trust or CARTA (Continuous Adaptive Risk and Trust Assessment) security models. It's also unable to secure IoMT devices and data, nor map the relationships between a user and an IoMT thing to determine access rights.

To mitigate ever-increasing risk and fraud, healthcare IT and security leaders should immediately take stock of their legacy identity systems, disjointed hybrid IT environments, IoMT connected things, and manual processes. True protection from today's sophisticated cybercrime tactics requires an identity platform that can offer the most advanced security features and integrations for any identity, human or thing, without sacrificing user experience.

With Accenture and ForgeRock, healthcare organizations can meet the sophistication of cybercriminals at scale with future-minded security strategies, industry-leading features, third-party integrations, and full support for [Zero-Trust and CARTA](#) security models. Organizations

Gartner

ForgeRock is an Access Management Leader
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can also secure IoMT devices and data, which pose tremendous security risks. Additionally, they can solve access challenges caused by siloed environments by layering artificial intelligence (AI) and machine learning (ML) on top of their existing IGA solutions. This enables organizations to collect and analyze identity data such as accounts, roles, and entitlements to identify security access and risk blind spots.

Using ForgeRock's capabilities, Accenture can also help with the development and implementation of fraud detection and prevention strategies. For example, with ForgeRock organizations can continuously collect and interpret multiple signals about a user — their device, network, reputation, and known behaviors — and then make fine-grained access and authorization decisions for any high-stakes transaction. The ForgeRock platform also includes pre-integrated fraud technologies from ForgeRock Fraud and Risk Management partners. [Learn more about ForgeRock support for Zero Trust and CARTA.](#)

A major U.S. healthcare provider used ForgeRock's AI-driven identity analytics solution to identify 550,000 excess entitlements for 14.6 million assignments throughout the enterprise in under 3 hours.

Deliver An Integrated User Experience

Exceptional digital experiences for consumers (members, patients) have never been so important to the bottom line goals of healthcare payers, providers, retailers, and others. Telemedicine offers an opportunity to engage with consumers more timely and frequently in order to improve health outcomes, and foster trust and retention.



To support the seamless, omnichannel, and personalized telehealth experience consumers demand requires investing in a modern identity platform purpose-built to deliver an integrated experience. This one investment will determine market winners and losers. For example, according to Accenture for providers:

“Health systems are already under financial duress but delivering poor consumer experiences will only make it harder to regain their footing. Based on our analysis, for a \$5B health system, this difference between poor and strong performance could lead to a \$900M differential in net patient revenues over the next year.”⁶

The primary reason healthcare payers and providers struggle to deliver on the promise of an integrated, experience-centered telemedicine strategy is their disparate legacy and home grown identity systems and data silos. Legacy IAM was not built for today’s integrated, digital consumer use cases. They only offer a limited view of the consumer. Without a single view of the consumer, offering an integrated, personalized experience is nearly impossible — frustrating not only consumers, but the physicians that serve them. Legacy IAM solutions also don’t support experience-boosting authentication journeys built with capabilities such as progressive profiling, passwordless and usernameless authentication, or full support for social login via Facebook, Google, LinkedIn, and so on.

ForgeRock’s CIAM solution includes the most cutting-edge capabilities to support a frictionless, secure experience across the digital consumer journey.

Accenture and ForgeRock provide a unique solution on the market. With a single consumer identity and access management (CIAM) platform and an expert-led implementation strategy, healthcare organizations can modernize their legacy IAM solutions and integrate siloed systems across their entire hybrid IT architecture. They can unify people, services, IoT things, and their relationships, into a single view of consumers and feed that data into their telehealth platforms. They can also build and customize authentication journeys with a low-code/no-code interface. All of these capabilities enable healthcare organizations to deliver an exceptional consumer experience across the digital journey, reduce churn, and improve omnichannel revenue and long-term profitability. [Learn more about ForgeRock CIAM.](#)

⁶ <https://www.accenture.com/us-en/insights/health/elevating-patient-experience-growth>

Gain Trust and Compliance With Privacy and Consent

To create differentiated telehealth care requires the collection and integration of consumer (member, patient) data from multiple sources, such as electronic medical records (EMR), billing systems, and IoMT devices. However, how healthcare organizations handle that data and enable their consumers to control and share it is mandated by multiple regulations, such as the 21st Century Cure’s Act, HIPAA, GDPR, and CCPA. According to these mandates, healthcare organizations must provide consumers with transparency on how their data is collected and used. They must also give consumers the ability to dictate what data is collected, how it is shared, and if they would like it erased. Additionally, the Cure’s Act mandates that healthcare organizations allow patients to access, share, and manage their healthcare data in the same manner they do their financial data.

73% of consumers are willing to share more personal information if brands are transparent about how it is used.⁷

Privacy and consent matters to consumers. It reinforces a strong relationship between an organization and its consumers. According to Accenture, 69% of consumers would not do business with a brand if their data usage was invasive. However, 73% of consumers are willing to share more personal information if brands are transparent about how it is used.⁸

To satisfy consumers’ telehealth demands and comply with regulations, healthcare organizations must have a 360 degree view of consumer data, how it’s used, how it’s shared, and how it’s secured. They must also enable consumers to manage their own profile and privacy settings.

Unfortunately, disparate systems within a complex hybrid IT architecture makes it difficult to provide a 360 degree view of customer data and how it’s used. Without a single source of truth for identity, giving consumers the ability

to control their data and complying with regulations is extremely difficult. What’s needed is an identity platform that offers a complete, up-to-date picture of consumer data.

Accenture and ForgeRock help healthcare organizations gain a single view of the consumer through a connector framework that brings together data from different interfaces, systems, and data stores. This helps healthcare organizations manage data across all systems within their hybrid IT architecture, no matter what supported technology those systems are based on.



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ForgeRock is the Identity API Platform Leader

[Read the KuppingerCole Report](#)

ForgeRock also includes a [Profile and Privacy Management Dashboard](#) built with mechanisms based on the [UMA 2.0 standard](#). The dashboard helps build consumer trust by giving users the power to control their personal information, security, and privacy preferences. The dashboard also addresses many other requirements related to regulations, including giving users the ability to save their profile data locally and the right to erasure.

Lastly, to address the Cure’s Act, healthcare organizations can leverage ForgeRock’s industry-leading identity API platform to allow consumers to share their data directly with third-parties through shared services apps and APIs. [Learn more about ForgeRock’s support for Privacy and Consent.](#)

^{7,8} <https://newsroom.accenture.com/news/new-global-research-from-accenture-interactive-urges-cmos-to-put-people-before-data-collection-to-deliver-a-better-digital-advertising-experience.htm>

Get Started with a Conversation

Healthy, vibrant telemedicine begins with modern IAM and IGA. Contact Accenture and ForgeRock to learn how to get started with risk-free, expert-led identity modernization today.

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 449,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

About ForgeRock

ForgeRock®, the leader in digital identity, delivers modern and comprehensive identity and access management solutions for consumers, employees and things to simply and safely access the connected world. Using ForgeRock, more than a thousand global customer organizations orchestrate, manage, and secure the complete lifecycle of identities from dynamic access controls, governance, APIs, and storing authoritative data – consumable in any cloud or hybrid environment. The company is privately held and headquartered in San Francisco, California, with offices around the world. For more information and free downloads, visit www.forgerock.com or follow ForgeRock on social media: Facebook [ForgeRock](#) | Twitter [@ForgeRock](#) | LinkedIn [ForgeRock](#).