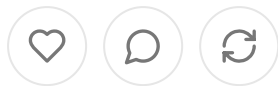


# Building a Digital Health Business by Integrating Legacy Point Solutions in a Unified Platform: A Strategic Approach for Entrepreneurs

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The digital health landscape has evolved considerably in the past decade. From the early days of electronic health records (EHRs) to the more recent advancements in telemedicine, artificial intelligence (AI), and patient engagement technologies, the sector has seen rapid transformation. However, despite these advancements, healthcare organizations continue to rely on a complex web of legacy point solutions that often operate in silos, resulting in inefficiencies, fragmented patient experience, and missed opportunities for data-driven improvements in care.

For entrepreneurs in digital health, there is a compelling business opportunity to build a new venture that addresses these challenges by integrating existing legacy software solutions into a cohesive, unified platform. This approach not only solves real-world healthcare problems but also offers startups a viable pathway to scale by reselling mature software platforms and adding significant value through integration with other third-party solutions. In this essay, we will explore how entrepreneurs can take advantage of this market opportunity, build a successful digital health business, and deliver value through a comprehensive integrated solution.

## Understanding the Problem: Legacy Point Solutions in Healthcare

Before diving into the solution, it is essential to understand the current state of the digital health ecosystem. Healthcare organizations—ranging from hospitals and

clinics to private practices and insurers—rely on a wide variety of software systems including:

- **Electronic Health Records (EHRs):** Systems that store patient information and medical histories.
- **Practice Management Systems (PMS):** Software for scheduling, billing, and administrative tasks.
- **Medical Billing and Coding Software:** Platforms that handle claims processing and insurance reimbursement.
- **Telehealth Platforms:** Systems that enable virtual consultations and remote monitoring.
- **Clinical Decision Support Systems (CDSS):** Tools that assist healthcare professionals in making data-driven decisions.

While these software systems serve critical functions, they are often disparate, not designed to communicate with one another, and difficult to integrate into a seamless workflow. Healthcare organizations face significant operational inefficiencies as they manage multiple systems that require manual data entry, lead to siloed data, and create a fragmented experience for both providers and patients.

This is where startups have the opportunity to create value—by developing integrated platforms that bring these disparate legacy point solutions together in a unified system that offers interoperability, seamless data flow, and a streamlined user experience.

## **A Business Model: Reselling and Integrating Legacy Platforms**

Startups can leverage existing, mature software platforms by reselling them in combination with other third-party solutions under a single contract, providing a comprehensive integrated platform. This model offers a distinct advantage in terms of scalability, since the foundational software systems are already proven and trusted.

the market. The key is to add value through integration, customization, and optimization to address the specific needs of healthcare organizations.

## **Key Steps for Entrepreneurs:**

### **Identify Mature, Established Software Platforms**

The first step is to identify robust, widely used legacy software systems in the healthcare sector. Many of these systems have been around for years and have become industry standards—examples include Epic Systems (EHR), Cerner, Allscripts, and McKesson. These systems are integral to healthcare operations, and while they serve a critical function, they often lack modern features like cloud-based functionality, interoperability with newer platforms, or the flexibility required for specific use cases.

By establishing partnerships with these mature software vendors or reselling their solutions, your startup can benefit from their existing customer base and credibility. Many of these companies may be open to collaborations with innovative startups to offer additional services, integrations, or enhancements.

### **Develop or Resell Complementary Solutions**

Once the core software platforms are selected, the next step is to identify complementary solutions that can enhance the core offerings. For example, a healthcare provider may need a telemedicine solution to integrate with their EHR system or a patient engagement tool that connects with both EHRs and mobile health apps. Startups can partner with third-party developers or create their own technology to build integrations that add value.

- **Patient Engagement Tools:** Integrate communication tools like SMS, email, and mobile app-based notifications to increase patient engagement and adherence to treatment plans.
- **Data Analytics and Reporting:** Develop or integrate advanced analytics tools that aggregate data from different systems to provide actionable insights on patient care, operational efficiencies, and financial performance.

- **Clinical Decision Support:** Enhance EHR systems with AI-powered decision support tools to assist healthcare providers in clinical decision-making.
- **Telemedicine and Remote Monitoring:** Integrate telehealth platforms with existing EHR and practice management systems to provide seamless virtual consultations and continuous patient monitoring.

## **Build Interoperability Between Systems**

The most significant value your startup can offer is ensuring seamless interoperability between the legacy systems. This can be achieved by creating integration layers, such as Application Programming Interfaces (APIs), that enable communication and data exchange between disparate platforms. Modern integration technologies, such as FHIR (Fast Healthcare Interoperability Resources) and HL7 standards, are already well-established in healthcare IT. By utilizing these standards, your platform can bridge the gap between legacy systems and newer technologies, enabling the smooth flow of data across different platforms.

Moreover, you can provide value-added features such as:

- **Single Sign-On (SSO):** Ensuring that users can access all integrated solutions through a unified login interface.
- **Centralized Dashboards:** Offering healthcare providers a holistic view of patient data from all connected platforms, which aids in clinical decision-making.
- **Data Normalization:** Handling discrepancies in data formats and structures to create consistency across integrated systems.

## **Offer a Single Contract for the Entire Solution**

One of the primary challenges faced by healthcare organizations is managing multiple vendor relationships and contracts for the various software solutions they use. By bundling the resold platforms into a single contract, your startup can simplify the purchasing process for customers. This not only improves the customer experience but also creates efficiencies for your business by consolidating billing, support, and account management.

# Revenue Models and Scaling the Business

The integration model offers a variety of potential revenue streams for digital health startups:

- **Subscription Fees:** Charge healthcare organizations a recurring subscription for access to the integrated platform. This could be based on the number of patient volume, or tiered pricing based on the level of integration.
- **Implementation and Customization Fees:** Charge for the initial setup, customization, and integration of the platform with existing systems. Many healthcare organizations are willing to invest in tailored solutions that meet specific needs.
- **Ongoing Support and Maintenance:** Provide ongoing technical support, training, and updates as part of a service contract.
- **Revenue Sharing with Software Vendors:** If you're reselling other software platforms, negotiate revenue-sharing agreements with the third-party vendors to get a percentage of the sales.

Scaling the business will require continuous monitoring of market demands and technology trends. Entrepreneurs should focus on:

- **Building a Strong Sales and Marketing Pipeline:** Startups should leverage digital marketing strategies, industry events, and partnerships to raise awareness about the integrated platform.
- **Expanding Partnerships:** As the platform grows, entrepreneurs can explore additional software integrations, expanding into new healthcare verticals such as home health, long-term care, and insurance.
- **Fostering a Community:** Building a strong community of healthcare providers, developers, and users who can offer feedback and drive adoption is crucial to the success of the platform.

# Challenges and Considerations

While integrating legacy systems into a unified platform presents significant opportunities, entrepreneurs should be mindful of several challenges:

- **Data Privacy and Security:** Healthcare data is highly sensitive and regulated laws such as HIPAA in the U.S. Ensuring robust data encryption, compliance security protocols is critical.
- **Vendor Relationship Management:** When reselling third-party software, managing relationships with multiple vendors can be complex. Clear agreements regarding pricing, support, and service levels are essential.
- **Change Management:** Healthcare providers are often resistant to change, especially when it comes to adopting new technologies. Entrepreneurs should invest in training, onboarding, and customer success programs to ensure smooth transitions.

## Conclusion

The integration of legacy point software solutions into a single, unified platform represents an exciting opportunity for entrepreneurs in the digital health sector. By reselling mature software solutions, adding value through seamless integrations, providing a cohesive platform, startups can address real pain points in healthcare organizations while creating scalable, profitable businesses.

Success in this venture requires a deep understanding of both the technology and the healthcare industry, a strong focus on interoperability and data flow, and a commitment to delivering value that improves operational efficiency, enhances patient care, and ultimately transforms the way healthcare is delivered. By strategically aligning existing solutions, fostering partnerships, and offering a single contract for an integrated platform, entrepreneurs can position themselves at the forefront of the digital health revolution.

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