

Blog	
<b>Title</b>	Healthcare Cloud Adoption: A Payer's Guide
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<b>Meta Description (155 char. or less)</b>	Learn how healthcare cloud adoption can benefit payer's big data needs of security, processing time, standardization, utilization, and recovery.
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Note: To show this article and to keep the anonymity of my previous client, the name of the client has been replaced with "This Company" throughout the article. The links will also be disabled (minus the jump linked index) but will represent where links would be present. This is to showcase the algorithmic use of interlinking for Google indexing. The article starts on the next page.

# Healthcare Cloud Adoption: A Payer's Guide



(Alt text: Health insurance agent touching a virtual screen of information to work towards healthcare cloud adoption for big data solutions.)

Source: Shutterstock

The current economic climate has put a lot of pressure on the healthcare industry to play catch up in the digital ecosystem. To encourage member satisfaction, data integrity, and interoperability, finding the best solutions to storing, handling, and processing data is a top priority. After all, a payer's productivity relies heavily on their digital architecture, and as a result, healthcare cloud adoption is gaining traction in the industry.

## The Industry Takes Steps Towards A Successful Healthcare Cloud Adoption Strategy

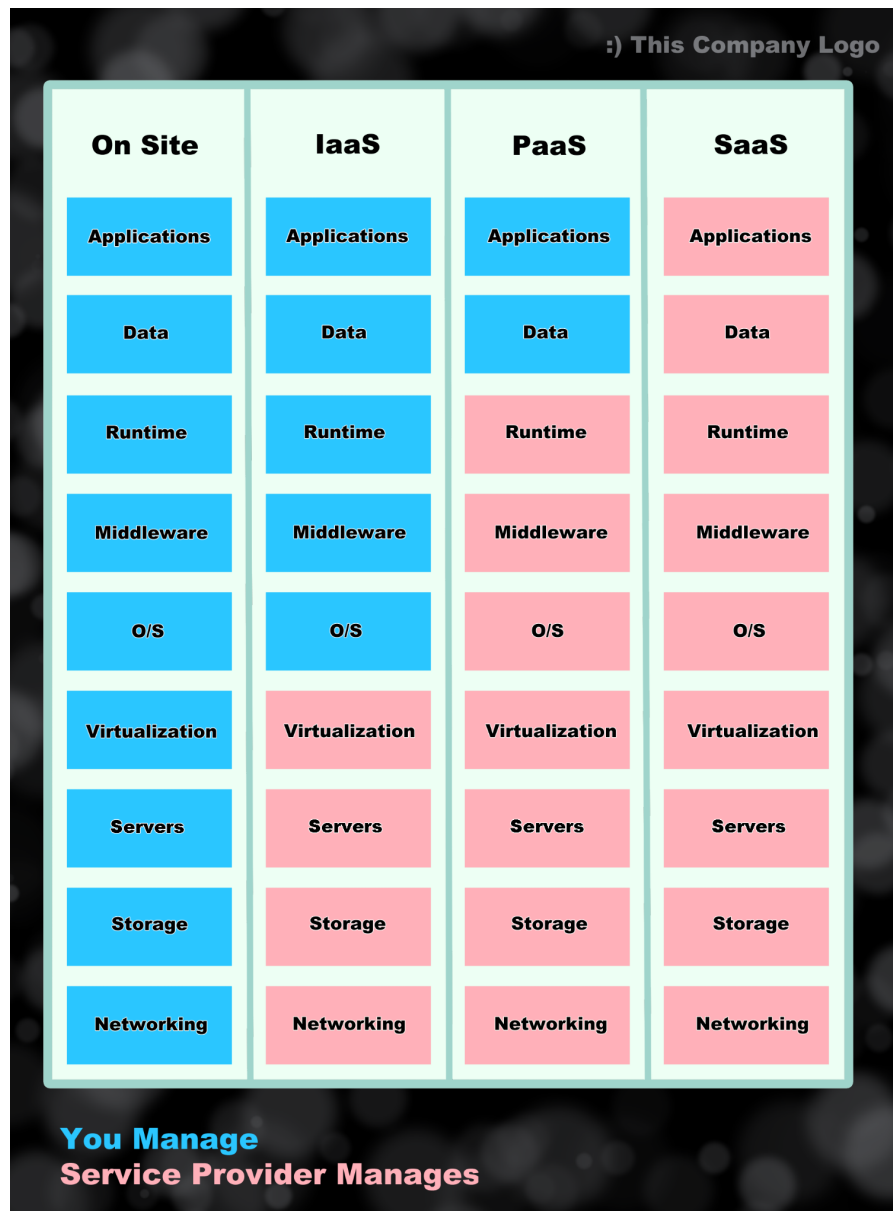
A strong system that encourages data integrity can promote interoperability. Payer's tech teams have seen the many advantages and disadvantages of numerous digital models, but healthcare cloud adoption seems to come out on top. Despite this, there are still many difficulties that go into healthcare cloud adoption and the success of navigating the cloud once fully implemented.

## The Different Types of Cloud Computing and Their Challenges

There are many steps that go into creating a healthcare cloud adoption strategy, and not all steps are linear. It's essential to understand the overall advantages of each service model to ensure your information technology structure is being used to [encourage member satisfaction](#), employee necessities, and company growth.

There are different types of cloud computing to consider when implementing healthcare cloud adoption. Depending on the intended purposes and [use of data](#), each service model can provide additional benefits but also come with some downfalls.

Determining which model best fits your framework will be based on your needs. The three main types of cloud computing are infrastructure-as-a-service (IaaS), platform-as-a-service (PaaS), and software-as-a-service (SaaS).



(Alt Text: The difference in management services for service models in healthcare cloud adoption)

Source: Custom Graphic Created By Bailey Weiss

### 1. Infrastructure-as-a-Service (IaaS)

Infrastructure-as-a-Service (IaaS) is a service model driven to [provide certain areas of cloud computing as needed](#). This model provides cloud computing infrastructure and programs to businesses on-demand or by individualized purchases to be utilized. Users will access IaaS resources and platforms through a wide area network (WAN).

### 2. Platform-as-a-Service (PaaS)

Platform-as-a-Service (PaaS), a cloud application service, is a service model that provides a complete cloud platform over the Internet by hosting hardware, software, and infrastructure. PaaS can be purchased via subscription or per-use basis. This service model allows organizations to access applications without in-house IT infrastructure. Instead, users will access PaaS resources and services through a web browser or graphical user interface (GUI).

### 3. Software-as-a-Service (SaaS)

Software-as-a-Service (SaaS) is a service model that delivers services via the Internet. Therefore, users do not have to install software and applications onto their local computers to access the services. This service model can provide services to multiple computers at once, whereas traditional software can only be used on the user's local computer. SaaS is accessed through a web browser or desktop application where users can log in to access the service.

The three service models are not mutually exclusive. There can be much overlap between the various service models, but not every model will optimize the workload most efficiently for your business. Organizations may implement multiple service models for different needs.

## Challenges of Implementing and Using Cloud Computing

Despite the type of cloud computing service you integrate into your business model, there will be several benefits, including scalability, resiliency, interoperability, collaboration, and more. However, there will also be many challenges when implementing and utilizing cloud computing. This can include:

1. Implementing and maintaining cloud computing may require a change in internal workflow processes.
2. Service providers are the source of reliability for company productivity.
3. Costs may add up, and it's difficult to switch to a cheaper option once implemented.
4. Rewriting application architecture to benefit industry growth is difficult.

5. Lack of cloud security visibility can result in multi-cloud issues.

The [largest risk to cloud computing](#), which also creates a lot of the challenges mentioned above, is human negligence. However, an experienced consulting team can help negate these challenges. Consultants can help your team determine which service model(s) is most beneficial to your organization's specific needs, integrate new services into your existing infrastructure while avoiding risk, and plan a strategy for continuing to evolve the infrastructure alongside the demands of the healthcare industry.

## Get The Expert Consulting You Need With This Company

The healthcare industry is known for big data. To [assess member claims and appeals](#), guide members to a more inclusive healthcare experience, and work with highly confidential information, payers need to effectively build IT infrastructure that supports high security, special policies, and data recovery. Healthcare cloud adoption and workflow strategies can help payers keep or improve data integrity.

Talk to a consultant at [This Company](#) before implementing healthcare cloud adoption solutions to ensure a smooth transition and that you can get the most out of your cloud services. We at This Company combine technology and industry depth with a get-it-done culture to enable resiliency, efficiency, and innovation. Whether you are trying to improve customer satisfaction, data strategies, security, or other technological issues, This Company can help.

[Contact us today](#) to learn more about the benefits of healthcare cloud adoption, our Technology Integration Services, and how we can help your business thrive.