

Google Chrome Enterprise Devices Boost Employee Experience And Productivity In The Healthcare Industry

Digital technology has reshaped how customers interact with their healthcare providers. Consumers have grown accustomed to the digital experiences offered by their favorite brands and service providers and now expect their healthcare providers to follow suit. Meanwhile, healthcare providers are struggling to stem rising costs, comply with new and changing regulations, and guarantee the security and privacy of their customer data.

By deploying Google Chrome Enterprise devices, healthcare organizations can offer customers a seamless digital experience while improving employee productivity and reducing the burden on the IT department. Organizations can deploy devices as customer-facing self-service kiosks, employee work stations, shared devices, and a variety of other healthcare-specific use cases.

Market Trends: Healthcare

According to Forrester Research, “Healthcare has entered the age of the customer, with patients shopping for coverage and care at an unprecedented rate.”¹ With more information available online, “healthcare’s customers are demanding more from their relationships across the healthcare ecosystem. And healthcare leaders have a growing awareness that patients and members have choices in insurance, care, and prescription drugs, all while margins continue to shrink.”² Increasing customer expectations, along with increased choice for consumers, are forcing healthcare organizations to rethink the customer experiences they offer and to make improvements to attract and retain patients.

These trends present a difficult challenge to healthcare providers. Organizations need to somehow cut operating costs while improving customer experience and ensuring the privacy and security of all customer data. Hope is not lost. According to Forrester, an important first step in achieving these desired outcomes is to “implement a cloud-based digital platform. Healthcare organizations need a digital platform to break down silos and quickly deploy connected digital experiences as customers’ demands change.”³

Digital experiences are proving to be an important factor for both workers and consumers in the healthcare industry. Healthcare organizations must invest in strategies that put the customer at the center of all business processes and free their employees to meet and exceed customer expectations at every touchpoint.

“Our doctors and nurses do not need to unnecessarily carry large hardware devices from room to room. They can now just log in with their credentials on our Google Chrome kiosks and quickly access and enter in patient data.”

Desktop architect, healthcare company



SUMMARY

Based on the commissioned studies, “The Total Economic Impact Of Google Chrome OS With G Suite”, “The Total Economic Impact Of Google Chrome Kiosks And Digital Signage,” “The Total Economic Impact Of Shared Google Chrome OS Devices,” and “The Total Economic Impact Of Google Chrome OS Devices For Knowledge Workers.”

METHODOLOGY

The objective of the TEI framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact of Chrome Enterprise devices, including interviews with Forrester analysts, Google stakeholders, a survey, and seven current Chrome device customers. Forrester constructed a financial model representative of the interviews using the TEI methodology.

COMPOSITE ORGANIZATION

This analysis uses a composite organization, based on the interviewees, to present the aggregate financial analysis.

RISK ADJUSTMENT

Forrester risk-adjusted the financial model based on issues and concerns of the interviewed organizations to account for uncertainties in benefit and cost estimates.

Forrester Total Economic Impact Of Google Chrome Enterprise Devices

Forrester Consulting conducted a Total Economic Impact™ (TEI) study to provide readers with a framework to evaluate the potential financial impact of using Google Chrome Enterprise devices for kiosks and digital signage, shared devices, and knowledge workers on their organizations. As part of this process, Forrester interviewed and surveyed users leveraging Google Chrome Enterprise devices for a variety of use cases.

By aggregating the results of the studies, Forrester is able to identify the key benefits that healthcare organizations can expect to realize through leveraging Google Chrome Enterprise devices both for patients and healthcare workers.



Productivity gains of 3 hours per week for each kiosk or shared device deployed.



Chrome Enterprise hardware savings average \$625 per deployed device.



There is a 75% reduction in IT time deploying, maintaining, and supporting Chrome Enterprise devices.

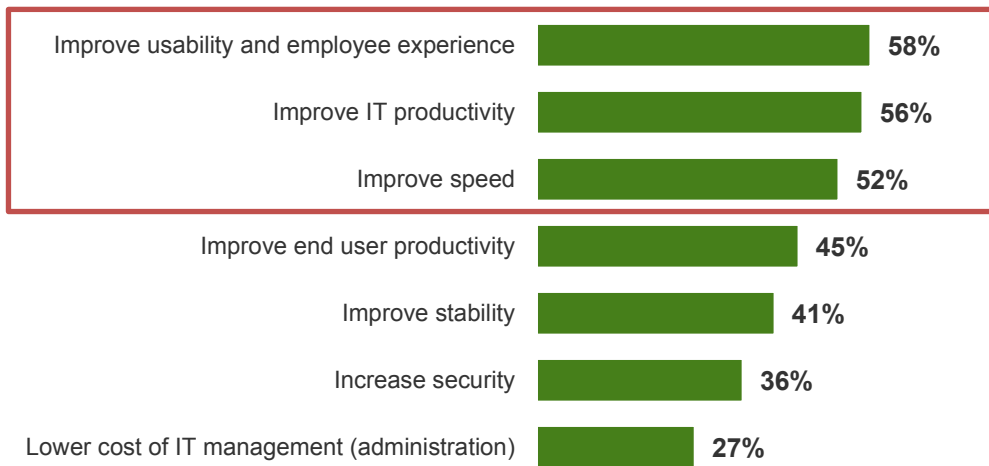
The Chrome Device Customer Journey

For this study, Forrester surveyed 236 organizations across industries and conducted seven interviews with Google Chrome device customers. Interviewed customers include the following:

INDUSTRY	NUMBER OF EMPLOYEES	NUMBER OF USERS	ANNUAL REVENUE
Healthcare	3,000	3,000	Private
Retail	60,000	15,000	\$20 billion
Manufacturing	50,000	30,000	\$7 billion
Retail	200,000	35,000	\$15 billion
Manufacturing	80,000	70,000	\$30 billion
HR consulting	4,000	4,000	Private
Research	1,400	40	Private

Key Investment Drivers

“What drove your organization to move to Chrome Enterprise devices?”



Base: 73 healthcare industry Google Chrome device users

Source: A commissioned study conducted by Forrester Consulting on behalf of Google, February 2018



Key assumptions

50,000 employees

450 Chrome kiosk and digital signage devices deployed

1,500 shared Chrome Enterprise devices deployed

Composite Organization

Based on the survey and interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected, covered in greater detail in the full studies. The composite organization has the following characteristics and is based on interviews with organizations in the healthcare industry among others:

Description of composite: The composite organization has 50,000 total employees and has deployed 450 Chrome kiosks and digital signage. Fifteen thousand employees use a shared device in their day-to-day work activities, with an average of 10 employees per shared device (1,500 Chrome Enterprise devices).

The composite organization deployed Chrome Enterprise devices to improve customer/patient experience and reduce hardware, software, and IT resource costs.

Deployment characteristics: The composite organization’s customers and employees can leverage Chrome Enterprise devices as a simple platform across various use cases from accessing personal or patient information, conducting transactions, and doing other back-end functions at scale. These devices are secured, can easily be deployed without a heavy burden on IT teams, and are connected to the corporate network.

Chrome Enterprise Devices Drive Sales, Improve Productivity, And Cut Costs For Healthcare Organizations

Interviewed and surveyed organizations cited similar drivers in their choices to implement Google Chrome Enterprise devices: improve usability and employee experience, improve IT productivity, and improve speed, which in turn improves customer experience and drives end user productivity. These organizations sought a solution that could deliver on all of these needs while aiding in their ongoing major business transformation initiatives. By deploying Chrome Enterprise devices in a

“We’re able to deploy Chrome Enterprise devices very quickly. With the PCs that we had before, we needed a few hours to build the desktop software and then another several hours with the migration tool. Chrome Enterprise devices, you basically start it up, and you’re good to go.”

Desktop architect, healthcare company



variety of use cases, interviewed and surveyed organizations found a solution that delivered on their key drivers with the added benefit of realizing significant cost savings when compared to legacy solutions. Chrome-powered devices were deployed in both patient-facing and health worker-facing use cases, and organizations realized benefits from both. As patient-facing devices, Chrome-powered kiosk and digital signage gave patients and health workers the freedom and flexibility to access the information that they needed, when and where they needed it, while the cloud-native technology reduced the burden on IT support teams. By deploying Chrome Enterprise devices to their health workers, organizations were able to deliver a hassle-free technology solution that offered less downtime and greater security than legacy solutions.

The benefit impact experienced by the composite organization is based on the past and current experiences of the survey respondents and seven interviewees.

- › **Leveraging Chrome Enterprise devices in healthcare improves employee productivity and increases employee and customer satisfaction.** Enabling patients to fill out forms and seek reliable information in a secure environment via a Chrome kiosk has improved the patient experience while reducing the workload on healthcare and IT professionals. Additionally, by leveraging Chrome Enterprise devices, healthcare providers no longer need to carry their devices from room to room during shifts and can spend their time focusing on patients rather than worrying about connectivity or device issues. These benefits combine for 3 hours in employee productivity gains per deployed device each week. The composite organization realized \$3.8M in productivity gains from the 150 internal Chrome kiosks and 1,500 shared Chrome enterprise devices. Interviewed organizations noted their employees saw improved productivity from easier collaboration, easy device logins, and access and portability of their data from one device to another.
- › **Shared Chrome Enterprise devices reduce hardware and software license costs.** Interviewed organizations noted that Chrome Enterprise devices are significantly cheaper than comparable and legacy devices and that Google offers cheaper annual licensing fees. Annual licensing fees for Google Enterprise devices are \$50 cheaper per year compared to legacy plans. Organizations also experienced an average of \$625 in hardware savings per device when compared to legacy devices.
- › **Google devices significantly reduce the burden on IT management and services while delivering greater reliability and security.** With Chrome Enterprise devices, IT teams spend much less time on deployment, device management, remediation of issues, re-imaging devices, and managing security updates. The cloud-native quality of Chrome Enterprise devices simplifies deployment and maintenance, ensuring that devices are always up to date with the latest security and performance updates. Deployment and ongoing maintenance time have been reduced by 75%, giving IT professionals more time to focus on high-impact work. The composite organization realized \$1.5M in IT resource savings related to the 450 kiosks and 1,500 shared devices when compared to legacy solutions. In addition to the reduced maintenance time, organizations that leverage Chrome Enterprise devices with G Suite reported an increase in device security leading to a 20% reduction in data breaches and incidents, saving \$1.6M over three years.
- › **Investing in Google Chrome Enterprise devices yields a positive ROI.** Ninety percent of healthcare industry survey respondents reported that the benefits created by the investment in Chrome Enterprise devices outweigh the costs.

Unquantified benefits. The interviewed and surveyed organizations experienced the following benefits, which are not quantified in the studies:

- › IT resources can redeploy time from reactive technical tasks to more value-added, strategic initiatives.



90% of surveyed healthcare organizations noted a positive ROI from implementing.

“Using Chrome Enterprise devices has resulted in a dramatic improvement in protecting sensitive information. Security is built in, and lateral attacks have been eliminated. Chrome Enterprise devices have dramatically reduced our exposure.”

Desktop architect, healthcare



86% of surveyed healthcare organizations plan to add additional Chrome Enterprise devices in the next year.

- › Organizations can reduce data and security breaches and related costs. Survey respondents noted decreases in the number of security incidents as well as a significant reduction in the cost of a data breach.
- › Chrome Enterprise has built-in reporting that streamlines compliance and audit processes. Google maintains and adheres to many industry security standards. As such, this ensures organizations stay compliant while reducing the effort needed for internal and external audits.

Chrome Device Costs Include Hardware And Software Licenses, Implementation, And Maintenance

The composite organization experienced three categories of cost associated with the Chrome device investment. For a detailed breakdown of the costs associated with each type of Chrome device, please reference the relevant full Forrester case study.

- › **Implementation, training, and configuration costs.** Depending on the use case, interviewed and surveyed organizations leveraged between six and 12 FTEs for five to six months to fully implement and configure their Google Chrome Enterprise devices.
- › **Google Chrome hardware and Chrome Enterprise licensing costs.** Device costs can range from \$300 per device for kiosks and digital signage to \$700 for higher-end knowledge worker devices. Software licensing costs were consistent at \$50 per device per year.
- › **Support and maintenance costs.** All interviewed organizations experienced a significant decrease in the cost of device-related IT support and maintenance when compared to legacy solutions. Chrome Enterprise devices do, however, require some level of ongoing support and maintenance.

For more information, you can download the full Chrome Enterprise devices TEI studies here:

- › [The Total Economic Impact™ Of Google Chrome OS With GSuite](#)
- › [The Total Economic Impact™ Of Google Chrome Kiosks And Digital Signage](#)
- › [The Total Economic Impact™ Of Google Chrome OS Devices For Knowledge Workers](#)
- › [The Total Economic Impact™ Of Shared Google Chrome OS Devices](#)

Disclosures

The reader should be aware of the following:

- › The study is commissioned by Google and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- › Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Google Chrome Enterprise devices.
- › Google reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.
- › Google provided the customer names for the interviews but did not participate in the interviews.

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ABOUT TEI

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility. <https://go.forrester.com/consulting/content-marketing-consulting/>

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Endnotes

- ¹ Source: "Virtual Care Enables The Digital Health Imperative," Forrester Research, Inc., February 12, 2018.
- ² Source: "Predictions 2018: Digital Will Disrupt Siloed Healthcare Systems," Forrester Research, Inc., November 10, 2017.
- ³ Source: "The Amazon Effect Is Primed To Disrupt Healthcare," Forrester Research, Inc., April 11, 2018.