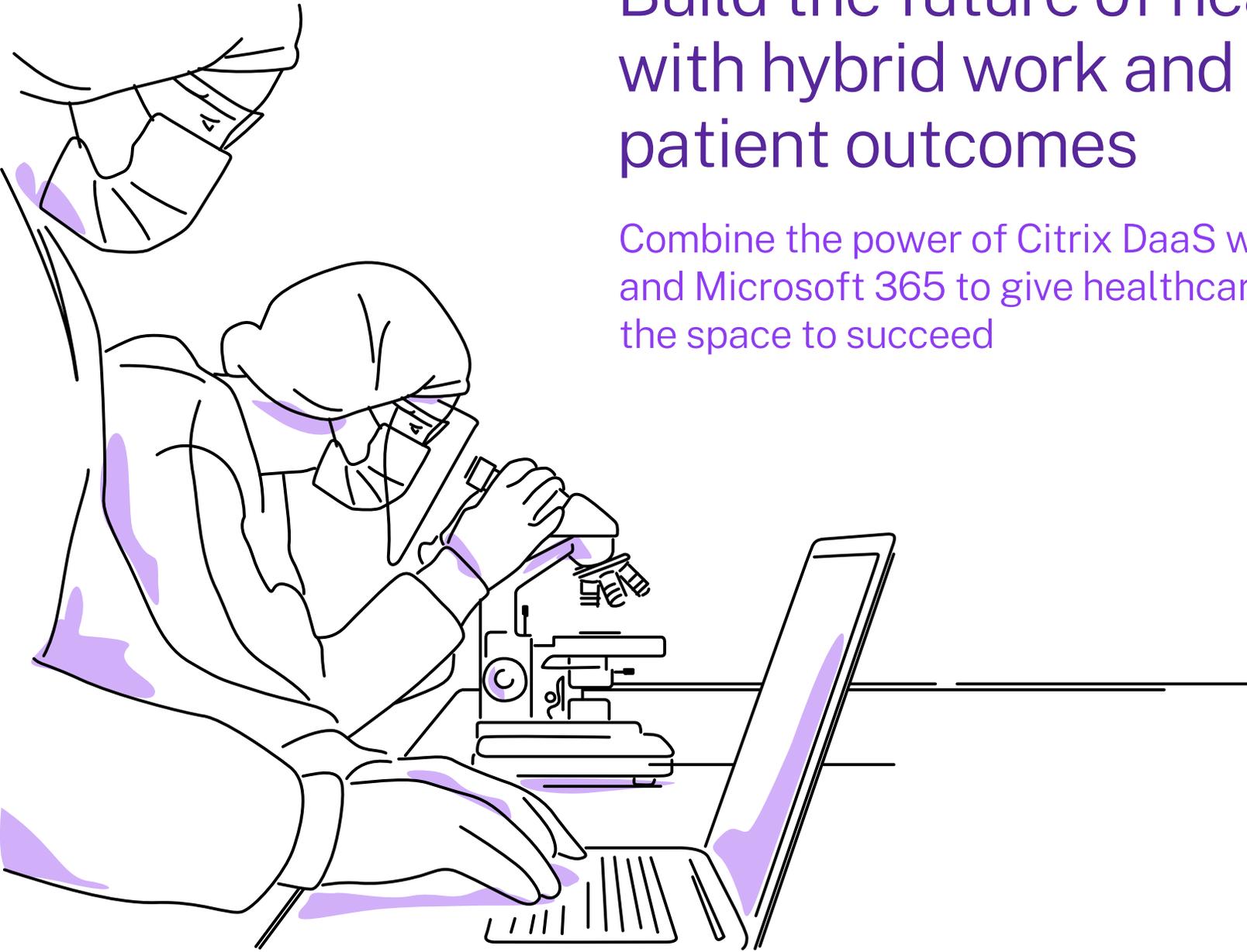


Build the future of healthcare with hybrid work and better patient outcomes

Combine the power of Citrix DaaS with Azure
and Microsoft 365 to give healthcare workers
the space to succeed



Navigate IT healthcare complexities of hybrid work

The last two years have transformed the healthcare industry. Healthcare organizations enabled remote workers, offered telemedicine services, and provided secure access to electronic health records (EHRs) and other data.

At the same time, demand for healthcare testing and services soared, while critical materials such as personal protective equipment (PPE) were in short supply. Biotechnology providers experienced once-in-a-lifetime breakthroughs, accelerating vaccine development with mRNA technology. Meanwhile, community healthcare providers struggled to triage and treat patients, with emergency conditions that stretched for weeks and months, and insurers experienced a surge in call center volumes and reimbursement demands.

Across the industry, organizations had to rethink strategies and operations, service delivery, and payment models as regulations and processes changed in real-time. Hybrid work and cloud-first solutions emerged as the dominant model for meeting patient and caregiver expectations while maintaining regulatory compliance.

Microsoft CEO Satya Nadella described the new trends governing business. In our new digital world, ubiquitous computing will reign and trust will be built into solutions by design.¹ The key to accomplishing these goals is providing collaboration and innovation tools that enable your workforce to work from anywhere, anytime. As a healthcare organization, you can unlock potential for your people, organization, and customers as you build organizational agility, tenacity, and resiliency for what's next.



Citrix DaaS and Microsoft enable secure hybrid work

Citrix and Microsoft are better together, helping healthcare organizations and their people reach their full potential. Together, we deliver an exceptional experience by putting people, rather than devices, at the center of our powerful, integrated solution. **Citrix DaaS** enables clinicians and caregivers to work from anywhere, while providing them with a modern Windows desktop; **Microsoft 365** collaboration and productivity; and access to all the SaaS, web, and virtual apps they use. Our partnership with Microsoft also increases your flexibility, enabling you to deploy on **Microsoft Azure** to gain enterprise-class VDI and DaaS capabilities.

Enable hybrid work:



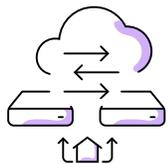
You gain a single, unified experience with Citrix DaaS and Microsoft 365. Clinicians benefit from streamlined access to productivity, communication, and collaboration apps.

Share and collaborate:



Citrix Content Collaboration and Microsoft OneDrive speed work cycles with a single sign-on, secure data access, and digital workflows that speed feedback and approvals.

Simplify VDI management:



Use Citrix DaaS and Azure to simplify Windows 11 management, increase elasticity, and host more DaaS sessions.

Scale to meet demand:



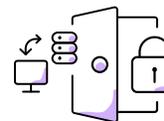
Citrix Application Delivery Controller (ADC) and Azure provide high-availability, scale, performance, and security for Azure Virtual Desktop, Windows 365, and Teams.

Deliver a great experience:



Citrix HDX optimizes Teams, providing flawless voice and video and delivering an exceptional experience with minimal latency. Clinicians can use Citrix DaaS Teams to launch telehealth sessions directly from EHRs.

Secure endpoints everywhere:

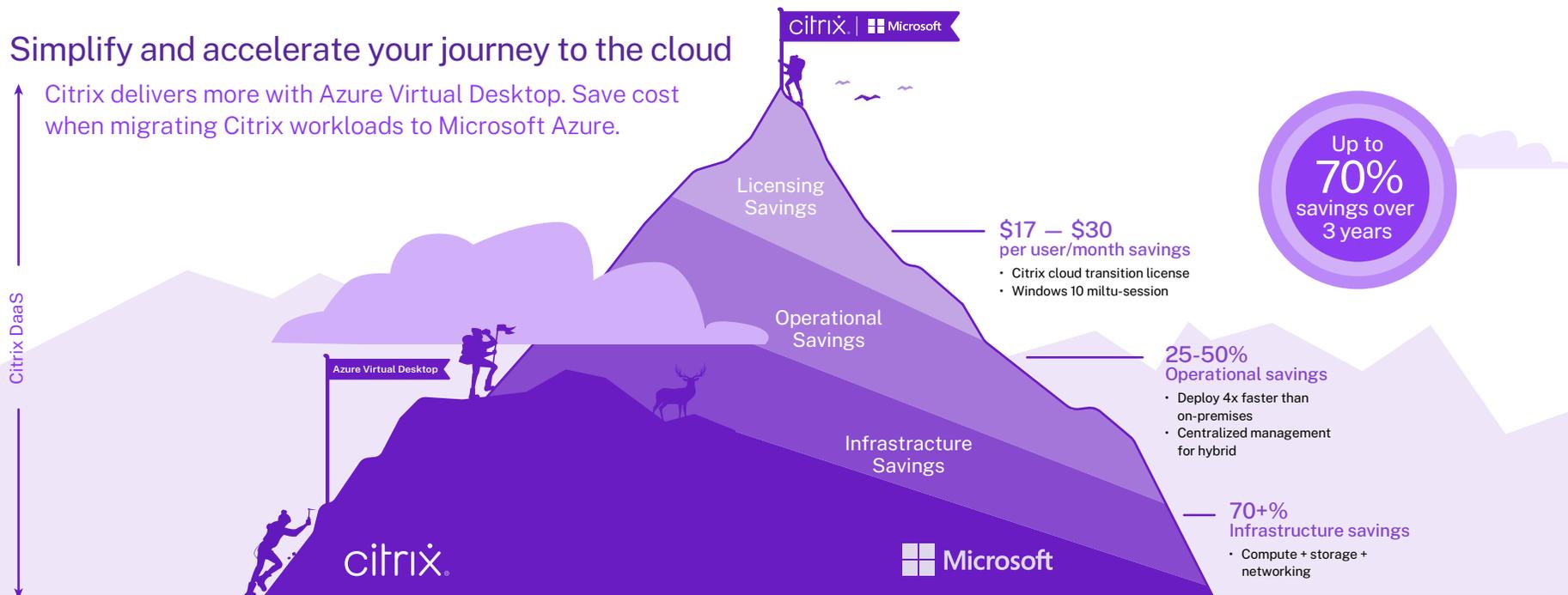


With Citrix Endpoint Management's native integration to Microsoft Endpoint Manager, you gain SSO to SaaS and web apps and dynamically launched isolated browsers to protect corporate networks accessing untrusted apps or websites.

Enabling your healthcare IT organization to scale with hybrid cloud

It's likely that your healthcare organization was among the 46 percent of businesses that increased their investment in their hybrid cloud infrastructure² to enable faster innovation and remote work models during the pandemic. Microsoft and Citrix provide joint tools to simplify and speed the transition to Citrix DaaS on Azure while still leveraging Azure Virtual Desktop investments. Citrix technology enables you to manage all your cloud investments in one place. It also simplifies capacity planning, allows for bursts, and controls costs.

IT can build the hybrid infrastructure that makes the best sense for your healthcare organization with Citrix and Microsoft. You will be able to fully support Windows 11 multi-session desktops, available only as part of Azure Virtual Desktop, while managing your on-premises infrastructure. Using one view enables you to migrate apps to the hybrid cloud faster as well as manage hybrid deployments more easily. Citrix admin tools provide rich capabilities, including image management, application layering, and advanced analytics.



Envisioning the future of work in our new digital reality

As the pace of business and technology change increases, healthcare organizations are shattering records everywhere. They're using connected devices to involve patients in their care journey; tapping big data and AI for population planning, drug trials, and precision medicine; and integrating with partners to

offer innovative services. As a result, IT is now forecasting far into the future: aligning investments and innovation to new trends so that healthcare organizations and their partners can tap the full potential of the new opportunities that arise.

So, what's next?

Healthcare IT leaders will develop hybrid infrastructures to support the development of digital business models, products and services, and experiences. Microsoft CEO Satya Nadella said that we will witness the rise of:



Ubiquitous and decentralized computing:

Advances in technology materials, semiconductors, and systems are fueling the fast-paced evolution of computing architectures, unleashing the exponential increase of compute capacity. In addition, healthcare organizations are pushing compute to the edge using the Microsoft Intelligent Cloud to deliver a better user experience and enable easier processing of vast data sets for analytics.



Ambient sovereign data and ambient intelligence:

Healthcare organizations will be able to tap multimodal streaming sensor data and digital platforms to develop rich, immersive experiences³ such as using virtual reality and augmented reality (VR/AR) to help patients manage chronic pain, treat their anxiety and depression, and navigate the world if they have sensory challenges. VR/AR can also be harnessed to train first responders and help surgeons practice new techniques.⁴



Empowered creators:

Anyone can become a creator with Citrix and Microsoft tools, streamlined data access, and predictive and analytical capabilities. Healthcare organizations can use Microsoft Mesh to enable clinicians and their teams see, share, and collaborate on persistent 3D content. As an example, 3D views enable surgeons to see through patients' anatomies, peering through skin and tissue as if they had x-ray vision, so that they can improve the precision of their diagnoses and procedures.⁵



Trust by design:

Trust will be built into solutions, simplifying the process of authenticating users, blocking threats, and evolving security to address the latest risks. Solution designers will adopt zero trust security architectural principles for new tools and use ethical principles to govern the design, development, and deployment of artificial intelligence-driven apps. This will enable healthcare organizations to harness customer data securely to customize digital products and services.

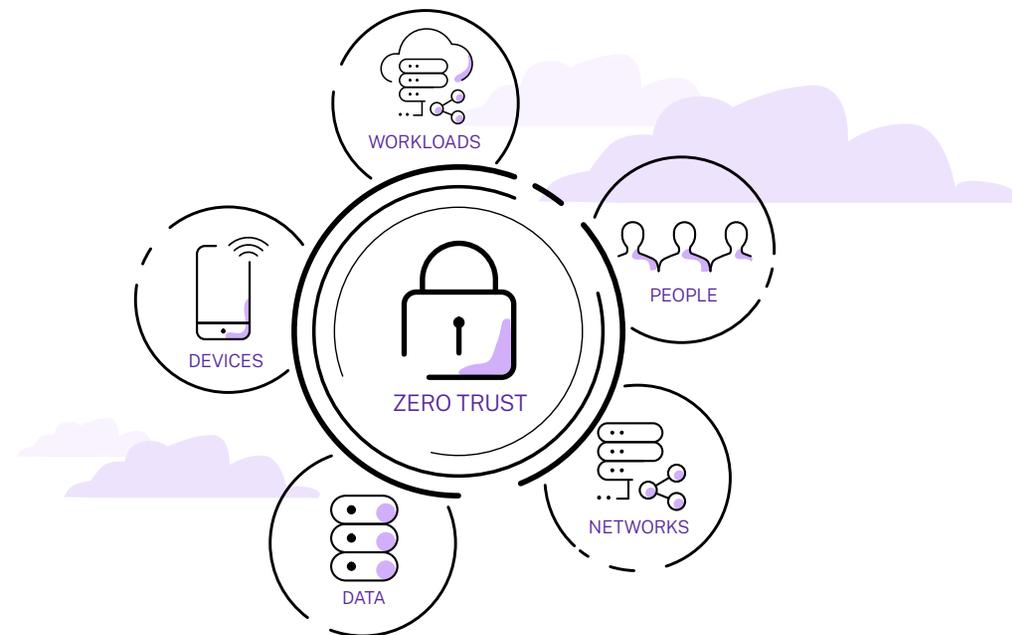
Managing security with a zero trust architecture

Security risks and threats are growing, challenging healthcare organizations' ability to keep pace. IT organizations have witnessed a rise in phishing, social engineering, ransomware attacks, and fraud attempts, among other threats. Healthcare organizations want to share vital information with partners, such as payers, while also keeping intellectual property secure from unauthorized access.

Healthcare is the seventh highest industry for cyberattacks, experiencing 6.6 percent of all attacks. The top three threats were ransomware (28 percent), server compromise (18 percent), and business email compromise (BEC) (18 percent).⁶

Instead of blocking and tackling each threat, organizations are increasingly adopting a zero trust model, which is based on the principle “**never trust; always verify.**” This includes explicitly and continuously validating identities, devices, and communication between micro-services to immediately detect and prevent unauthorized access attempts and enforcing least-privileged access principles. By doing so, IT can proactively reduce their organizations' attack surface.

Citrix and Microsoft help IT teams realize their goal of developing zero trust architectures. **Citrix Secure Private Access** and **Azure Active Directory (AD)** provide contextual access management while Azure AD maintains an up-to-date user and device inventory. Citrix Endpoint Management isolates and protects apps and content across devices and user sessions. Single sign-ons to SaaS and web apps protect the user experience, while integrated security policies and isolated browser sessions for untrusted apps and websites further enhance network security. Finally, **Citrix Secure Internet Access, Citrix Gateway, and Citrix Analytics for Security** provide a unified, cloud-delivered security stack with secure remote access and proactive protection.



Streamline collaboration and workflows across devices

Doctors, nurses, and support staff use mobile phones, tablets, and desktops as they move between patient rooms and facilities, while other users work from home. As a consequence, your IT organization wants to strengthen endpoint management without harming productivity.

Citrix Content Collaboration enables internal-external groups to securely access, sync, and share data including PHI from nearly any file repository including **OneDrive** on any device. At the device level, **Citrix Endpoint Manager**, and **Microsoft Unified Endpoint Management (UEM)** offers the widest range of app support and policies, triggering automated actions based on how, when, and where users access apps and data. Busy clinicians and caregivers just work better when they can access everything that they need in one place.

To ensure everyone receives a consistent, high-fidelity collaboration experience, the **Citrix Optimization for Teams** delivers the performance of a local installation and the security and management efficiency of a virtual app. **Citrix Application Delivery Controller (ADC)** optimizes the entire experience, enabling more efficient user and network access and faster backend server response times and content downloads.



Operationalizing hybrid work models in healthcare

Citrix and Microsoft technology and our connected roadmap drive continuous innovation for the world's organizations. Together, we help healthcare organizations rethink their business and IT strategies, simplify remote work and collaboration, effectively navigate business-critical disruptions, and spur innovation and business growth.

Citrix DaaS allows you to use your entitlements for **Azure Virtual Desktop** to deliver a secure digital workspace on any device, enabling more seamless growth. Citrix and Microsoft help you simplify Azure migrations and gain new capabilities, while decreasing costs.

Since business demand is always changing, IT can scale up or down to meet burst or seasonal growth with the sustained scale afforded by Citrix ADC. That enables you to continue operating in any condition while avoiding productivity issues due to latency or application glitches.

With growth and innovation comes potential risk. Citrix and Microsoft unified endpoint management and mobile application management help IT keep endpoints under control, including personal devices. Zero trust policies continually verify access, rapidly identifying any anomalies. **Citrix Analytics** enables IT to review user activity across applications, content, and networking. IT organizations can tap machine learning to identify suspicious behavior and enable automated responses.

Microsoft Security Graph API and Citrix provide a unified threat intelligence view across their hybrid cloud environment. Security administrators can use these insights to mitigate risk on an ongoing basis.



Citrix and Microsoft help healthcare organizations sustain tech intensity

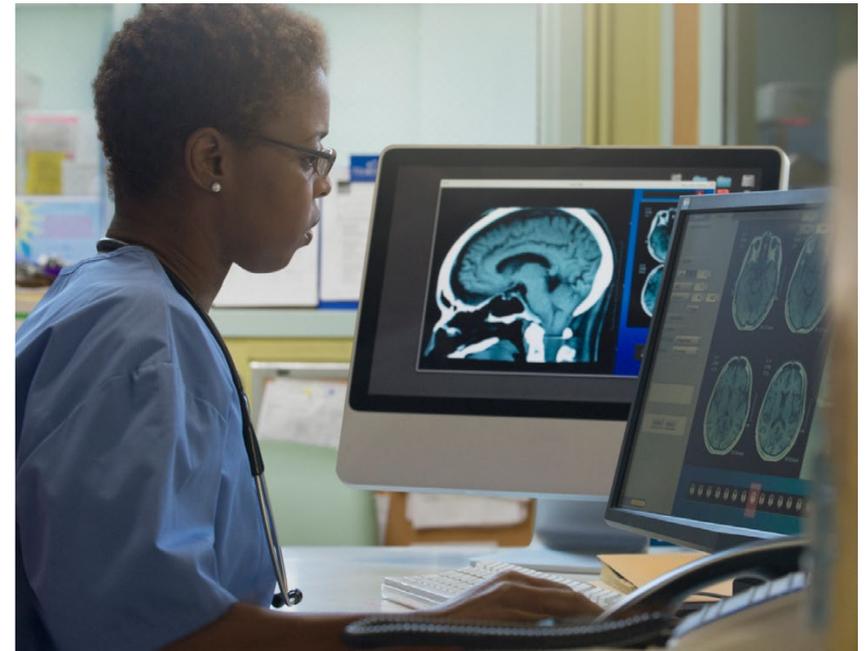
When you deploy **Citrix DaaS** with **Microsoft**, you get the modern desktop, digital workflows, and secure access you need to maximize worker engagement and productivity, unlocking new potential for your healthcare organization.

Our digital workspace solutions enable your users to do their very best work. And our platform brings the user experience, IT flexibility, and security together to foster innovation, resilience, and business continuity — all while removing the limits of geography, devices, networks, and even clouds to deliver a comprehensive, trusted DaaS solution.

Citrix and Microsoft offer your healthcare organization the opportunity to harness the scale, simplicity, and economics of cloud services to deliver high-performing digital workspace solutions. IT is empowered to do more with simple processes and centralized visibility and control. Finally, Citrix DaaS allows you to capitalize on existing investments, enable new user scenarios, and transition additional workloads to Microsoft Azure, easily driving business growth while meeting your cost objectives.

Evolve your hybrid work strategy today.

- ▶ [Learn more](#)
- ▶ [Read customer stories](#)
- ▶ [Talk to an expert](#)





Sources

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- 2 "Study Shows Hybrid Cloud Steps Up to Meet Business Needs Amidst COVID-19," news release, PR Newswire, November 18, 2020
- 3 "Platform for Situated Intelligence," Microsoft, webpage, undated
- 4 Michael Reddy, "Digital Transformation in Healthcare in 2021: 7 Key Trends," infographic, Digital Authority Partners, January 4, 2021 and Kayla Matthews,
- 5 "18 Healthcare Augmented Reality and Virtual Reality Companies to Watch," article, HIT Consultant, June 29, 2020
- 6 IBM X-Force Threat Intelligence Index, 2021, pages 34-36.