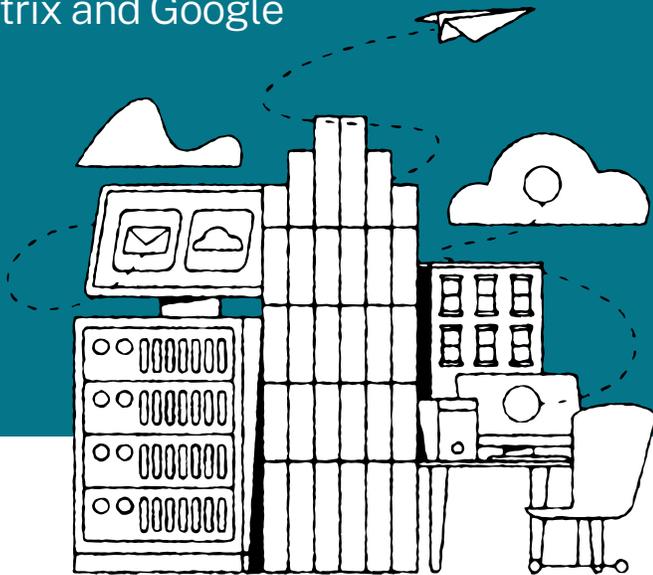


# Giving healthcare workforces the space to succeed with Citrix DaaS and ChromeOS

A perspective from Citrix and Google



**John Panagulias from Citrix and Richard Achée from Google joined up to discuss how Citrix and ChromeOS empower clinicians to do their best work, while streamlining critical operations. By so doing, healthcare organizations can deliver quality care and provide better outcomes.**

The healthcare industry has witnessed incredible transformation over the past two years. Healthcare organizations enabled hybrid work models and implemented telemedicine services at scale, all while grappling with a vast humanitarian crisis. Thus, it's not surprising that **100 percent of healthcare executives surveyed for the Accenture Digital Health Technology Vision 2021 said that the pandemic was the ultimate stress test for their organization.**<sup>1</sup> These transformations continue today, with 81 percent of these leaders saying that the pace of digital transformation at their organization is accelerating, as they respond to growing demand for services and other marketplace changes.

## Contributors:

John Panagulias, Citrix  
Richard Achée, Google



### John Panagulias

Director, Ecosystem  
and Technology  
Partner Programs

– Citrix

John is responsible for the growth and success of the Citrix Ready Partner Program. The program is designed to help technology companies of all types integrate, test, validate, and promote their solutions with Citrix DaaS and Citrix App Delivery and Security. Today, Citrix Ready is an industry-leading partner program that has grown exponentially over the last four years and has established strategic initiatives in the areas of cloud, security, and work.



### Richard Achée

Global Technology  
Partner Lead

– Chrome Enterprise

Richard works with enterprises who are developing solutions for Chrome. He helps partners build their future product roadmaps while harnessing Google's innovation in devices, machine learning, and cloud technology. Partners can also define their go-to-market strategy by leveraging Google's brand and ecosystem.

In his spare time, Richard leads the Google EDU Think Tank to foster a community of early adopter Google for Education customers in K-12. The think tank shares ideas, best practices, and practical lessons that participants can immediately bring back to their school districts.

**JOHN:** Richard, I'm excited to speak to you. When I think of using tech with healthcare, I immediately think of ChromeOS. So, I wanted to tap into you and see what's going on with ChromeOS these days.

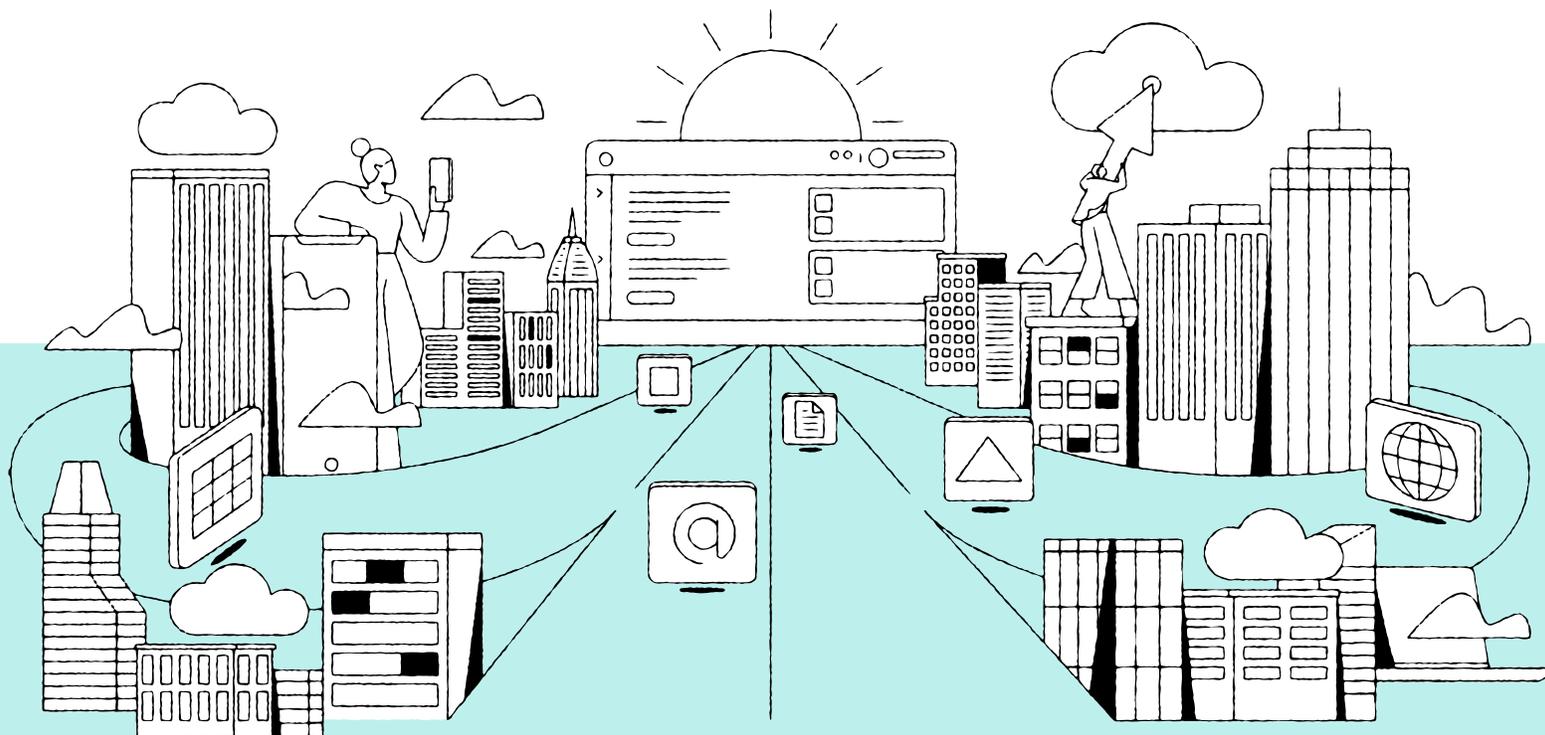
**RICHARD:** Thanks for asking. As you know, we've been working with Citrix in this space all the way back in 2011. In fact, Citrix was the first enterprise app available on a ChromeOS device.

Healthcare has always been one of the top industries for us, and we've evolved together. When people are refreshing devices, they look at ChromeOS plus Citrix. Historically, healthcare organizations often began refreshing their technology in training rooms and the back office. However, with remote work, these organizations shifted their focus almost overnight to care-givers and clinicians. As a result, ChromeOS and Citrix solutions have enabled teams to continue their operations remotely. We have also opened up new use cases together. And it's pretty exciting what we're seeing.

**JOHN:** If I'm a clinician, I want to have easy access to my workspace and all of my medical apps, including Epic, Cerner, and patient medical records. If I get a new ChromeOS device, what does that setup look like? What do I have to do?

**RICHARD:** Well, that's the good news. Many of our healthcare customers are already using Citrix. When we go to talk to these customers, they're typically deploying ChromeOS devices with Citrix. So, the Citrix Workspace app can be pre-installed with the management console, streamlining deployment and enabling healthcare organizations to equip users at scale.

In addition, Citrix is integrated with the Chrome Enterprise management console. IT can set up all their policies and all the apps to be deployed. Then those policies automatically get pushed to devices after IT enrolls them. And so think about the experience, no matter what the use case is: The doctor, the nurse, or other staff will get their ChromeOS device, open it up, and they'll have all the apps there powered by Citrix DaaS solutions. That could include any app — Windows, Linux, custom-built — and industry standard EHRs like Epic or Cerner. They could be custom-built apps and web apps. So, for example, if staff are using Google Meet or Zoom, Google apps, or Google Workspace, all of those apps can be accessed with Citrix DaaS.



**JOHN:** Right. So when the clinician gets the ChromeOS device, they open it up, log in, and then have access to everything they need, within Citrix DaaS. And security is obviously dominant here because nothing actually physically resides on the device itself. But one thing that keeps blowing me away is the speed with which I'm up and running with ChromeOS device.

**RICHARD:** Within five seconds users automatically get right into Citrix DaaS. The other thing that's super-fast about it is that they don't need to go to a help desk and wait for eight hours for their device to be re-imaged. Typically, if users break a device, it could be a weeklong lag time before they get their corporate device in their hands.

And then with remote work, help desk support became even more challenging to obtain. Contrast that with ChromeOS devices, where users could literally take them off the shelf and get their devices enrolled in a minute. Then users can immediately log in and get all their apps automatically pushed out to them within seconds. We saw a tremendous spike in adoption of our devices with Citrix with hybrid work. That's because many of these clinicians and staff did not have work devices at home. Then, all of a sudden, entire organizations went to remote work. They didn't have any time to prepare. And so these healthcare systems were just sending out ChromeOS devices, with the policies already set up, using zero-touch enrollment. Clinicians could get their devices and immediately get access to everything they need with no help desk intervention at all.

**JOHN:** This harkens me back to pre-pandemic when most healthcare organizations were on-premises. People were just getting off the elevators when they showed up to work and taking ChromeOS devices out of the rack. They logged in and authenticated. And at the end of the day, they just dropped them back in the rack for charging and were good to go.

But it's a whole new twist with the pandemic of sending out new ChromeOS devices to clinicians and other employees and having them up and running in minutes.

**RICHARD:** And that's still the reality, unfortunately, for a lot of organizations that weren't ready for that sort of rapid shift.

ChromeOS was just in the right place at the right time to solve a critical need. It's also so happens that 2020 was a really tough time for a lot of IT organizations in terms of security.

**JOHN:** I've got ChromeOS devices all over the place here, but the data and the apps don't actually reside on them. So if they're lost, my risk factor is not what it used to be.

**RICHARD:** That's exactly right. In highly regulated industries like healthcare and financial services, IT used to have a policy where you simply could not have devices outside of the physical building. You could not leave work and work from home at all. Because everything was locked down, IT simply could not trust external devices. If they got out in the wild, users could lose their devices, which created huge security risks.

However, with ChromeOS devices, that is not an issue at all. Users can simply swap out their ChromeOS devices for a new one, and IT can decommission the lost devices with a couple of clicks. So it just makes it really easy for IT to maintain very tight security. It also opens up opportunities to change the way people work without compromising their security posture. In fact, it improves security significantly.



**JOHN:** I remember media headlines when a company made the nightly news because somebody left a laptop on a train or plane, which caused a huge security breach. But as you said, with ChromeOS and Citrix on these devices, there's no risk of that falling into malicious hands because the data is not physically on the device itself.

I remember going into a doctor's office one time. The doctor said, "Hey, let's take a look at your latest charts and he opened up a ChromeOS device. I'm like, "What the heck are you doing on a ChromeOS device here?" Because he was using my personal medical data. But the doctor had the ability to launch that virtual desktop through a Citrix session and run those vGPUs in from the data center. It didn't matter where the doctor was located. The versatility of that ChromeOS device and the power it gave to healthcare staff was unbelievable.

**RICHARD:** Yeah. And the fact that we've been working with Citrix for so long is that now we have a very mature solution. We've had over a decade to optimize it. So, that's one of the reasons it's viable and that the performance is so good. Also, ChromeOS devices went from being a low-cost education device to being a premium device that is at the top of the market and everything in between.

In addition, the form factors have become much more burstable. You mentioned the doctor pulling out a ChromeOS device. It actually could be a Chromebox, which is just like a desktop device or it could be an all-in-one Chromebase with a touchscreen. So, we've made it a lot easier to meet customers where they are.

**JOHN:** And marry that up with Citrix DaaS. I have devices now that I can fold over as well as touch and adjust the screen. And they're just so seamless, secure, and easy to use. It's just it amazes me how much ChromeOS devices have evolved from the time when Citrix was the first enterprise app available through Google Play.

**RICHARD:** Healthcare customers have been relying on Citrix for decades for exactly the reasons you described. Nothing sits on devices, and all the apps go through Citrix, which is a great way to avoid any data leakage. The device still matters though. And I think we saw that last year. While remote work gained a lot of press for changing the way people work, it didn't get rid of the security issues most people face with traditional devices.

Ransomware attacks skyrocketed in 2020, over 150 percent, according to *Harvard Business Review*. So, while people are shifting to remote work, it's creating a security nightmare for a lot of organizations.

**ChromeOS devices have never had a ransomware attack. And that is a very strong claim to make because those ransomware attacks are occurring everywhere else.**

And they're extremely costly. They cost companies on average \$750K per attack. And the total cost estimated for this year is \$20 billion. This is affecting infrastructure, oil, food, transportation, and healthcare of course. Healthcare is highly sensitive to these sorts of attacks because of the sensitive and confidential information they manage about patients and their accounts.

Then you combine that with Citrix, and customers have already trusted Citrix to provide their virtualization solutions for years. It's not just about virtual apps and desktops. It's also about SaaS applications. One thing we're starting to see is the adoption of Citrix Secure Private Access and Citrix Secure Internet Access. These security solutions work with ChromeOS devices and there are a lot of new capabilities here are customers are excited about. They are part of the entire Citrix and ChromeOS solution.

So, Citrix DaaS solutions really cover all of your apps with the same sort of security that you have had in Citrix for a very long time, combined with natively secure ChromeOS. So, that's one of the main reasons we're seeing this massive uptick in adoption: Organizations trust Citrix and ChromeOS to keep their data secure.

## Secure and simplify how healthcare work gets done

Citrix and Google are helping organizations equip workforces and accelerate the digitization of their business models. Only Citrix and Google provide clinicians with a secure, easy-to-use digital work experience that provides them with fast logins, seamless access to patient data, and applications or desktops of any type to be productive each and every day.



<sup>1</sup> "Leaders Wanted: Change Experts at a Moment of Truth," Accenture Digital Health Technology Vision 2021