

Healthcare's Journey to Achieving Success with Citrix

What to Do. What to Expect. How We'll Help.



Introduction

How does your healthcare organization get the most value from its Citrix solution?

It all starts with planning.

Successful planning leads to a smoother implementation process that can generate better results both right away and down the line. You'll see a faster uptake of the technology by your users—and you'll accelerate time-to-value on your investment.

This guide will walk you through the five recommended stages that lead to success, so that you know in advance what to expect. This includes what to expect from us.

Stage 1 Plan



Stage 2 Build



Stage 3 Rollout



Stage 4 Manage



Stage 5 Optimize



What will Citrix do to help you achieve success?

Provide comprehensive planning with step-by-step guidance, instructions, and resources to help you maximize the value of your Citrix Investment

Connect you with on-demand training, featuring content aligned to your lifecycle so your team can get up and running quickly

Deliver helpful tips and best practices to your inbox to help you stay on track

Provide in-product guides for just-in-time assistance

Provide access to our technical support team that is known for the fastest response times around, along with self-service web and live chat options



Stage 1 – Plan

In the Plan phase, you will re-align with your stakeholders (administrators, physicians, nurses, IT, etc.) and re-confirm the objectives you are trying to achieve and the success metrics that are meaningful to your organization. Are you aiming to improve healthcare workers' experiences, so that they can do their best work, from any location on any device? Are you focused on protecting your organization from emerging threats, so that protected health information (PHI) and apps are secure—no matter where the work is getting done? Or maybe you wish to accomplish all of this and more. If your stakeholders are on the same page about core goals, you'll be much better positioned to work together toward a successful implementation.

The steps:

- Get to know your Citrix technology.
- Build support from key stakeholders.
- Review and confirm the core organizational goals you want to achieve

Your key stakeholders:

- **Technology:** Cloud architect, networking and security administrator, end-user computing and mobility leaders, a member from your desktops team, and any key application owners

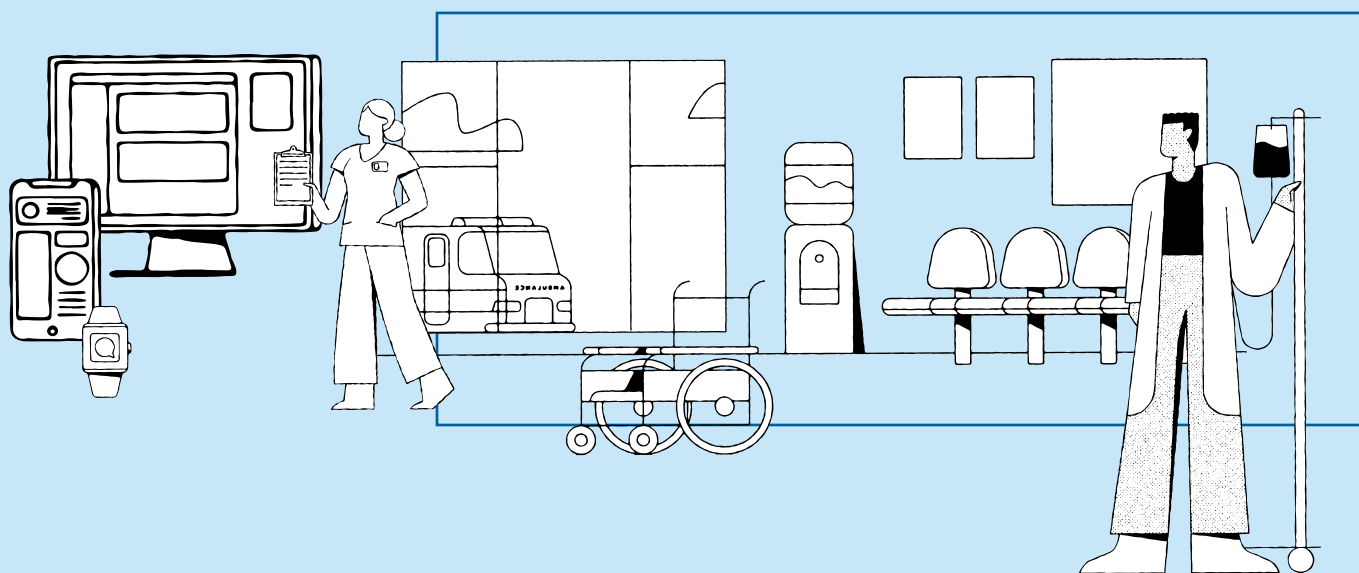
- **Business:** Corporate communications manager, HR leader, and key line-of-business champions
- Clinicians, nurses, frontline staff, related in-network auxiliary services (pharmacy, labs, etc.)

Your core goals:

- **Better experience:** Stakeholders will be more invested in the technology when they understand how it improves employee experience by consolidating and simplifying hybrid workplace technology. Specifically, this means how Citrix enables employees to do their best work, from any location on any device.
- **Better security:** For some stakeholders, the primary concern will be security. Citrix protects business or patient data and apps no matter where the information resides, or where the work is getting done.

Tip for success:

- You don't have to wait to get started. Visit the [Success Center](#)—your go-to destination for tools, resources, support, and on-demand training. There you can access the Change Management Guide, as well as assets for engaging end users, and more.





Stage 2 – Build

In the Build phase, you will configure your new Citrix solution, test your set-up, and run a pilot program with your end users. Our build guides will give you a step-by-step roadmap to this crucial implementation stage. That way you can ensure you've set yourself up for a smooth roll-out, and safeguarded yourself against potential risks down the road. By engaging end users in a pilot program, you're able to proactively address any challenges that are likely to arise within your workforce. You also generate excitement and buy-in that can set the stage for broader adoption.

The steps:

- Identify and access your solution.
- Validate your readiness through deployment testing.
- Run a user pilot to capture feedback before broader release.

Your resources:

- The [Success Center](#) self-service tools that guide you through the build stage, including detailed product documentation and build guides.
- You can find additional support in the Citrix User Group Community, Citrix Discussions, and from Citrix Consulting Services.
- Access our technical support team when needed.

Tips for success:

- Access on-demand training included with your purchase to help you in building your Citrix solution.
- Once you've engaged a select group of end users in a pilot, take the learnings and apply them to the broader rollout. (You can even capture quotes or usage data to generate excitement among other employees.)

“The direct relationship we have built with Citrix has helped us to find the flexible solutions we need to offer an amazing operating environment. Because of Citrix, we can ensure our focus remains on our customers and the positive impact we bring to their lives.”

– Paul Herbert
Chief Information Officer
[Northcott](#)



Stage 3 – Rollout

In the Rollout phase, you'll share your new Citrix solution with the organization. After all, technology only benefits the company when people actually are using it. A well-planned, well-communicated roll-out primes your end users to jump in and make the most of the new technology. That takes clear communications and tools to ease the transition. We'll provide guidance to help you explain the value of the new solution and identify helpful resources that are easily shared across your teams.

Your steps:

- Share enablement materials with your IT, Operations, and Help Desk teams.
- Communicate the new solution to your organization using the tools Citrix provides.
- Go live.

Your resources:

- In the [Success Center](#), you'll find numerous resources to guide you through the rollout stage— a user readiness checklist, a sample rollout timeline, and tips to build a team of champions. We'll also provide tools you can use to raise awareness for the new solution -- templated email communications and facility flyers that can be customized.

Why this stage is so important:

- First impressions matter for long-term success.
- A successful roll-out will save IT lots of time down the road.

For healthcare organizations to get the most out of their Citrix solutions and ensure the security and control of business needs, it's important to first prepare healthcare professionals for the changes to come, and to empower them to have a voice in the decisions to be made.

“We set up Boston Hope which was at the Boston Convention Center. Literally within 3-5 days, we had an operating hospital. And one of the reasons we were able to do that is we actually used Citrix over Raspberry Pis and really using VDI rather than putting devices out there.”

– Jim Noga
CIO
[Mass General Brigham](#)



Stage 4 – Manage

In the Manage phase, you'll monitor the performance of your Citrix solution—specifically, how people are using it. That means capturing qualitative data like feedback from users, and quantitative data like product use or security risks that were identified and mitigated. Every organization's usage is unique. By keeping a pulse on your users' experiences, you're able to steadily fine-tune your implementation so that the value of your investment keeps growing over time. We'll provide guides to help you monitor usage and capture actionable, real-time insights. You'll also receive alerts in-product to help guide you along. In this stage, you'll see how your users are leveraging Workspace, identify what features they prefer and what features they have not taken advantage of yet. Right from the start, your users' feedback will be your crucial resource for improving the build.

Your steps:

- Monitor end user active use to see how the solution is being utilized.
- Use key features to improve login times, optimize user experience, and automatically scale for usage peaks.

Depending on your Citrix solution, you can monitor usage and identify actionable insights that include answers to the following:

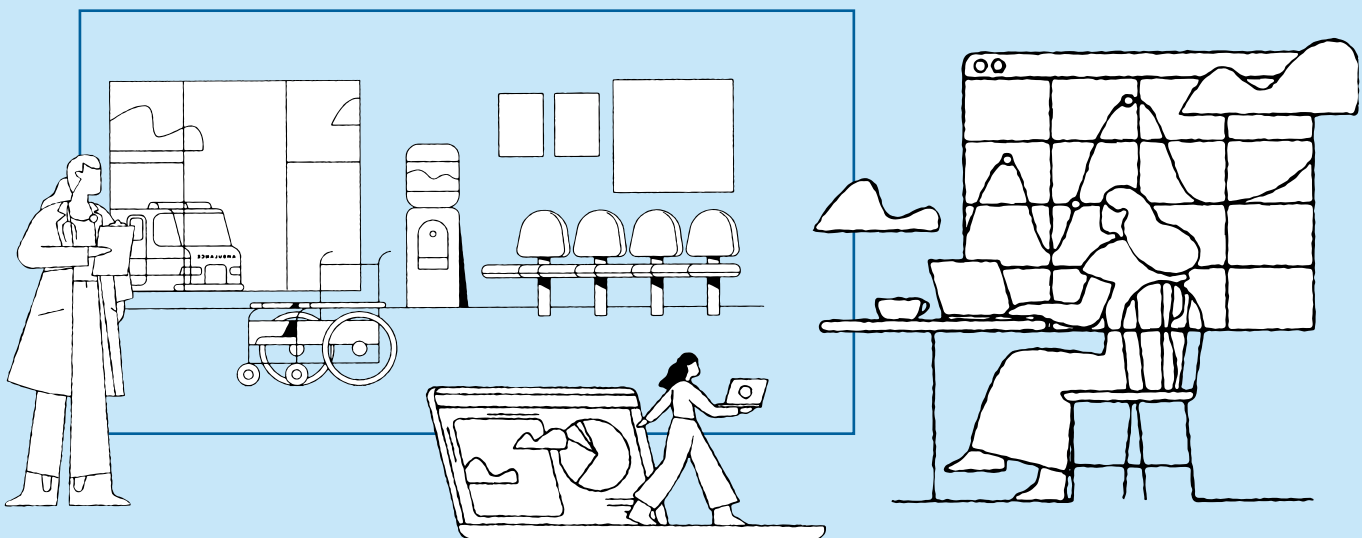
- Improvements in overall uptime
- Performance improvements on a per-user basis
- Risk assessment based on user behavior

You can also work with your internal teams to measure outcomes outside of what the product data provides:

- Reduction in help desk tickets/calls
- Time saved in employee on/off boarding
- Time and money saved on manual patching and updates

Your resources:

- In the [Success Center](#), we provide guides that will help you better understand how to monitor and improve your environment.
- Access on-demand training included with your purchase to help you in managing your Citrix solution.





Stage 5 – Optimize

Now it's time to make sure you're getting the most out of your Citrix solution. During optimization, you'll pause and look back on what you've achieved and measure your progress against the goals you set for yourself. You will ask what's working just right, and what could be better. You'll explore new use cases for your team and plan for next steps. We'll offer guidelines to measure the value you have achieved so far. We will provide strategies to further maximize value. And we'll regularly communicate new features so you can get the most out of your Citrix technology.

Your steps:

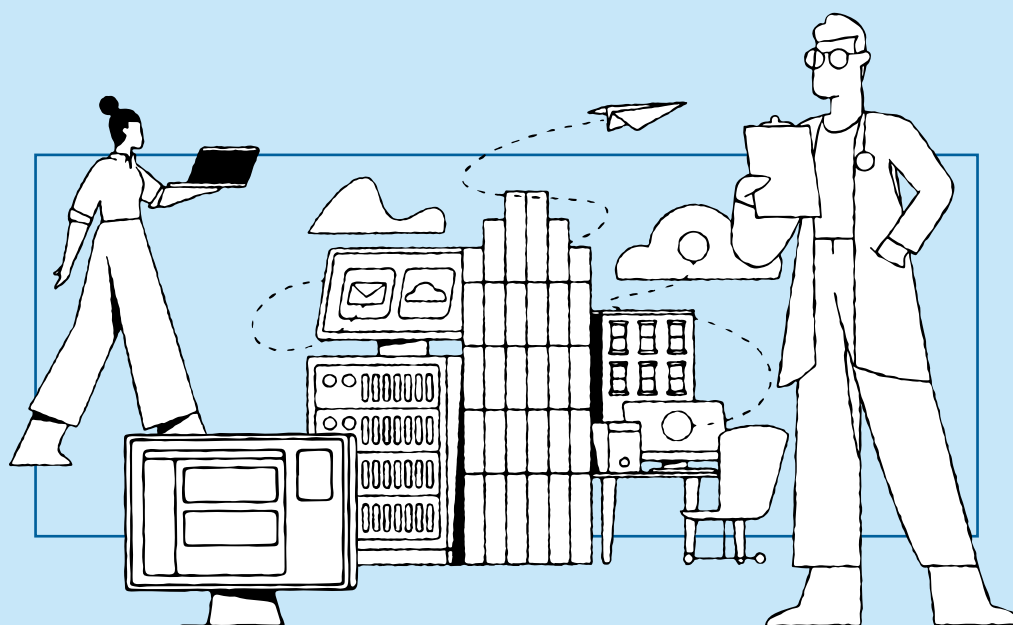
- Resurface the priorities you set with your team and evaluate them against results so far. This is the perfect time to identify opportunities to maximize your end users' experiences while balancing security considerations.
- Discuss value with leadership and across LOBs.
- Explore features and benefits you haven't fully tapped into yet.
- Keep up with what's new by accessing new posts on the Citrix blog and reviewing emails and in-product announcements.

Your resources:

- In the [Success Center](#), we'll provide resources and checklists to help assess your outcomes so far and learn new strategies to maximize value.
- Access on-demand training included with your purchase to help you in optimizing your Citrix solution.

Questions to ask at the optimize stage:

- What requires attention? Are there new features we can roll out to users?
- What is exceeding expectations and could be replicated across other user groups?
- How can we further improve the performance or security of the environment? Is there anything else we can automate?
- What product capabilities have we not yet fully implemented?
- Now that we've come this far... what do we want to achieve next?



Ready to find out more?

[Schedule a 1:1 expert-led demo today.](#)

Related helpful resources:

[How to Measure Success: Key metrics to track for immediate and long-term business results](#)

[Success Readiness Checklist](#)

[Change Management Kit](#)



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