



Transforming Healthcare Excellence at **SEHA with Oracle Fusion**





Abstract

In the ever-evolving healthcare industry, where patient expectations and operational demands are constantly increasing, digital transformation is a necessity. SEHA, a leading healthcare enterprise in the UAE, recognized the need to modernize its operations to deliver seamless patient experiences and improve efficiency. With a vision to lead the healthcare sector in innovation, SEHA partnered with Clover Infotech and Oracle Consulting Services (OCS) to implement the Oracle Fusion application suite. This case study explores how the deployment of Oracle CX, powered by Clover Infotech's proprietary framework Clover Presto™, revolutionized SEHA's customer engagement processes and set a new benchmark for healthcare excellence.

About SEHA

SEHA (Abu Dhabi Health Services Company) is one of **the largest integrated healthcare providers in the UAE**, managing an extensive network of hospitals and clinics. Serving millions of patients annually, SEHA is committed to delivering world-class healthcare services. SEHA plays a pivotal role in implementing the government's vision for a world-class healthcare infrastructure. The organization oversees a vast network that includes:

- 14 hospitals with over 3,385 beds
- 70 primary healthcare centers
- Specialized facilities like Sheikh Shakhbout Medical City

SEHA treats over five million outpatients annually and conducts more than 43,000 surgeries. SEHA is committed to innovation, integrating advanced diagnostic tools and emphasizing preventive care. By combining global best practices with local expertise, SEHA sets benchmarks for integrated healthcare delivery in the Middle East.





Business Challenges & Key Drivers For Transformation

As the largest healthcare provider in Abu Dhabi, SEHA's operations were complex and multifaceted. Its legacy systems were struggling to keep pace with the growing demands of the healthcare sector. Patient engagement was fragmented, with interactions scattered across multiple platforms. This led to inconsistencies in communication, affecting patient satisfaction and care coordination.

Scalability was a major issue. The existing systems were not designed to handle the rapid growth in patient volumes and data, leading to bottlenecks in processing and analysis. This limited SEHA's ability to expand services and respond to emerging healthcare needs.

Moreover, the **lack of integrated analytics** hindered SEHA's ability to gain actionable insights into patient behaviour and operational performance. Without real-time data, decision-making was often based on historical trends rather than current needs.

Lastly, **manual processes** across departments slowed down workflows, impacting productivity and operational efficiency. These challenges were not just operational hurdles; they directly affected patient outcomes and organizational growth.

Recognizing these pain points, **SEHA sought a comprehensive solution** that could centralize operations, enhance scalability, and provide actionable intelligence to drive better healthcare delivery.

Clover Infotech's Approach & Implementation Strategy

To address these challenges, SEHA turned to Clover Infotech, a trusted Oracle partner with over two decades of experience in implementing Oracle solutions for the healthcare industry. Collaborating with Oracle Consulting Services (OCS), Clover Infotech implemented the Oracle Fusion application suite which included Oracle CX, a cutting-edge customer experience platform.



What set this implementation apart was **Clover Infotech's proprietary framework, Clover Presto™**. Designed for rapid deployment, Clover Presto™ enabled SEHA to transition from legacy systems to Oracle Fusion in record time while minimizing disruption. The framework provided pre-defined templates and best practices tailored for healthcare organizations, ensuring a smooth and efficient rollout.

Clover Infotech's expertise extended beyond technical implementation. The team worked closely with SEHA's stakeholders to understand their unique requirements and customize the solution accordingly. This collaborative approach ensured that the technology **aligned perfectly with SEHA's strategic goals**.



Implementation Process

The implementation of Oracle Fusion at SEHA was a meticulously planned and executed process, designed to ensure a seamless transition from legacy systems to a modern, integrated platform. Clover Infotech, leveraging its proprietary framework Clover Presto™, collaborated closely with SEHA and Oracle Consulting Services (OCS) to deliver a solution tailored to SEHA's unique needs. The process was executed in three distinct phases:

Assessment and Planning

The journey began with an in-depth analysis of SEHA's existing systems and workflows. Clover Infotech conducted workshops with key stakeholders to identify pain points, define project objectives, and align the implementation plan with SEHA's strategic goals. Using Clover Presto™, a proprietary framework designed for accelerated deployment, a roadmap was created that emphasized rapid execution without compromising quality.

Deployment

The deployment phase involved configuring Oracle CX to meet SEHA's specific requirements. This included:

- Unifying patient interactions across all touchpoints into a centralized platform.
- Migrating data from legacy systems using automated tools within Clover Presto™, ensuring data integrity and minimizing downtime.
- Seamlessly integrating Oracle CX with other Oracle Fusion modules such as Financials and Supply Chain Management to create a unified ecosystem.

Clover Presto™ played a critical role here by automating several deployment tasks, such as data mapping and system configuration. This not only accelerated the timeline but also reduced the risk of human error during migration. Additionally, Clover Infotech incorporated advanced analytics capabilities into Oracle CX, enabling SEHA to generate actionable insights from patient data in real time.

A unique aspect of this phase was the focus on scalability. The system was designed to handle future growth in patient volumes and data without requiring significant reconfiguration, ensuring that SEHA could continue expanding its services seamlessly.

Training and Support

Recognizing that technology adoption is as much about people as it is about systems, Clover Infotech conducted extensive training sessions for SEHA's staff. These sessions were tailored to different user groups—administrators, clinicians, and IT teams—to ensure that everyone understood how to use the new system effectively.

Post-go-live support was another critical component of this phase. A dedicated team was established to address any issues promptly, ensuring minimal disruption to SEHA's operations. Regular feedback loops were implemented to gather insights from users and make iterative improvements where necessary.

The Value

The implementation of Oracle CX has delivered transformative results for SEHA. This digital transformation has not only enhanced operational efficiency but also significantly improved patient experiences across all touchpoints.

Enhanced Patient Engagement

- **Centralized Patient Interaction Management:** Oracle CX unified all patient interactions into a single platform, ensuring consistent and timely communication. This streamlined approach improved response times and enhanced patient satisfaction by providing a seamless experience across all touchpoints.
- **Personalized Care:** With real-time insights into patient behaviour and preferences, SEHA was able to tailor its services to meet individual needs more effectively. This personalized approach led to higher patient satisfaction rates and improved health outcomes.

Operational Efficiency Gains

- **Automated Workflows:** Manual processes were replaced with automated workflows, significantly reducing administrative overheads. This allowed staff to focus on core healthcare activities, improving productivity and operational efficiency.
- **Scalability for Growth:** The new system was designed to handle future expansions in patient volume without compromising performance. This scalability ensured that SEHA could continue to grow and expand its services without the need for major system overhauls.

Data-Driven Decision Making

- **Real-Time Analytics:** Oracle CX provided actionable insights into patient behaviour and operational performance. These real-time analytics enabled SEHA to make informed decisions about service delivery and operational improvements.
- **Improved Resource Allocation:** With better insights into operational performance, SEHA was able to optimize resource allocation across departments. This led to more efficient use of resources and improved cost management.

Quantifiable Benefits

- Streamlined processes resulted in a **22% reduction in operational costs**, contributing directly to organizational profitability.
- By automating workflows, SEHA achieved a **35% increase in productivity**, allowing staff to focus on high-value tasks.

A senior executive at SEHA noted,

“The partnership with Clover Infotech has been instrumental in our digital transformation journey. Oracle CX has not only streamlined our operations but also empowered us to deliver superior patient experiences.”

Conclusion

The success of this project underscores Clover Infotech’s expertise in driving digital transformation in the healthcare sector. By leveraging Clover Presto™, Clover Infotech not only ensured a seamless transition but also delivered measurable business outcomes that have set SEHA apart as a leader in healthcare innovation.

Are you ready to transform your organization?

[*transform@cloverinfotech.ae*](mailto:transform@cloverinfotech.ae)

Write to us today to learn how our proprietary framework Clover Presto™ can help you to achieve your digital transformation goals efficiently and effectively.



Why Choose Clover Infotech for Oracle Fusion Implementations?



Proven Expertise

10+ years of experience in Oracle Fusion implementation



Industry Experience

Experience in digital transformation for healthcare.



Accelerated Deployment

Clover Presto™ ensures faster go-live timelines.



End-to-End Support

From consulting, implementation to post-go-live assistance.



Tailored Solutions

aligning with the unique needs of the healthcare industry.



Towards Global **Transformation**



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