What should you be looking for in an online portal

We're currently in the midst of peak technology disruption - everywhere you look, another industry is being advanced by technology and data, and the occupational health space is no exception.

In today's increasingly digital world, it makes sense that many companies are looking for occupational health providers who offer a digital solution to streamline their service for their clients. As a result, many providers have started to develop online portals, but it's important to realise that just because a provider offers an online program, doesn't mean it's right for your business.

Given this is a relatively new space in the occupational health world, it's helpful to know what you should be looking for from a business when it comes to their technology offering, so here's a quick rundown.

What are online portals?

Online portals are SaaS (Software as a Service)-based platforms that allow the customer to view, add and analyse all the occupational health data associated with their business.
Occupational health data files on your computer are transferred onto the online portal and turned into a database, effectively bringing the data to life and allowing it to be used in a number of ways.

The digital nature of the portal also allows businesses to better manage their range of occupational health services. Using the portal, businesses can log requests and referrals for services, track these services in real time and review the results and reports once the service has been completed.

This takes a big chunk of administrative time and energy out of the management of the business' occupational health services and creates efficiencies that in turn save time and money.

What features should you be looking for in an online portal?

When it comes to choosing an online portal for your business, there are a number of non-negotiables you should be looking for, to ensure you're getting the most bang for your buck.

SaaS platform

Many occupational health providers offer an online portal, which is nothing more than a web-based form, rather than a SaaS platform.

SaaS platforms utilise much more sophisticated technology and include software that's been custom built to allow users to access information on demand. This type of software has incredible smarts and logics built into it and is created with the users' key requirements in mind, making it a much more valuable tool.

These platforms also have teams of developers behind them that build and continuously improve on the system, based on user feedback, which means they are constantly evolving and improving.

Comprehensive database

It's important to ensure that the online portal you choose has a comprehensive database behind it. One of the key benefits of an online portal is that it allows all your data to be stored in the one place, so it's important that the portal can support as much occupational health information as you need.

Some less-sophisticated online systems only capture and store limited data fields, such as the details associated with the referral, whereas a comprehensive database will also capture and store more valuable data fields such as the health information associated with an assessment. For example, if the service is a pre-employment medical, the database should capture and store important health information such as blood pressure, audiometry data, spirometry data, drug test results etc.

This comprehensive database adds a level of business intelligence to your occupational health programs as it allows for detailed health monitoring of employees over time and ability to report on trends or changes in your employees' health, allowing you to take a more holistic view of your workforce.

Security

Storing sensitive company data in an online environment means that the security of the software is paramount.

For this reason, the online portal you choose must include restricted access user logins and your data should be hosted on a platform that's Australian-based, not offshore.

Not all online portals are created equal, which is why it's important to ask the right questions when you're shopping around for a digital solution for your occupational health services.

Make sure you only consider custom SaaS platforms and take note of database size and capabilities as well as the level of security the portal can offer.

KINNECT's market-leading online portal, CloudHealth, ticks all of these boxes and more, so get in touch for a free demonstration and to learn more about how the program can benefit your business.