ServiceNow in Healthcare: A Guide to Use Cases & Compliance

By Adrien Laurent, CEO at IntuitionLabs • 12/13/2025 • 45 min read

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Executive Summary

ServiceNow's enterprise service-management platform is increasingly adopted by healthcare providers and life sciences companies to modernize operations, improve compliance, and enhance both patient and employee experiences. Case studies demonstrate substantial benefits: for example, a major pharmacy-services company (Omnicare) used ServiceNow to unify a multi-vendor IT environment, boosting first-contact resolution from 85% to 90.1% ([1] www.servicenow.com). In another instance, a hospital pilot (OrbitaASSIST) combined voice technology with the Now Platform to reduce nurses' response times to patient calls from 11 minutes to 3 minutes (a ~70% reduction) while achieving 100% patient satisfaction ([2] www.servicenow.com). Across a large healthcare system (Spectrum Health), 97% of 31,000 staff accessed IT and HR services through one ServiceNow portal, supporting over 500,000 service catalog requests and 1.5 million knowledge-article views ([3] www.servicenow.com). These outcomes mirror a broader trend: surveys indicate about 60% of healthcare organizations are "midway" in their digital transformation journey, and 92% specifically aim to improve patient experience through technology ([4] healthtechmagazine.net) ([5] healthtechmagazine.net).

ServiceNow's cloud-native platform – originally for IT service management (ITSM) and now extended with modules for HR, customer service, governance/risk/compliance, IoT, and AI – provides a unified foundation for healthcare workflows. It offers healthcare-specific capabilities (e.g. HL7/FHIR data models, EMR integrations, patient 360 views) and life-sciences features (e.g. digital consents, audit trails) ([6] www.servicenow.com) ([7] www.servicenow.com). By consolidating previously fragmented systems, ServiceNow enables organizations to break down silos, automate manual tasks, and share data securely, which can increase efficiency and reduce costs ([8] healthtechmagazine.net) ([9] ca.nttdata.com). For instance, a hospice provider (VITAS) automated its mobile-device management on ServiceNow, saving $70,000 in one month on phone bills and later extending the platform to onboard new patients via mobile apps ([10] healthtechmagazine.net).

At the same time, challenges remain. The healthcare and life sciences sectors face rapidly growing data volumes (much of it unstructured) and strict regulatory requirements (HIPAA, FDA 21 CFR, etc.) ([11] kanini.com) ([7] www.servicenow.com). Integrating ServiceNow into existing clinical and research workflows requires careful planning, as reported in industry guides – for example, ServiceNow must be validated to meet GxP (Good Practice) standards in pharma applications, since it is not "validated out of the box" ([12] www.servicenow.com) ([13] www.servicenow.com). Nevertheless, the convergence of COVID-driven digital pressure, consumer expectations for telehealth, and emerging AI capabilities (including recent industry-specific GenAI assistants on the Now Platform ([14] techstrong.ai)) suggests that ServiceNow will play an expanding role in these industries. This report surveys the background, current use cases, evidence and case studies, challenges, and future directions of ServiceNow in healthcare and life sciences.

Introduction and Background

The healthcare and life sciences sectors are undergoing a profound digital transformation. Healthcare providers face pressures from regulatory reform, rising patient expectations, clinician shortages, and the need to control costs, while life sciences companies (pharmaceutical, biotech, medical devices) must meet stringent compliance demands and accelerate research and production. Industry reports highlight these trends: for instance, Deloitte found that 60% of health technology executives describe their organizations as only "midway" through their digital journey, with 40% lacking a clear digital transformation strategy ([4] healthtechmagazine.net). Improving patient experience is their top priority, with 92% of respondents citing it as the main goal of digital efforts ([5] healthtechmagazine.net). At the same time, clinicians report being burdened by administrative tasks: a McKinsey survey noted that 31% of clinicians plan to leave direct care due to time spent on paperwork and

system “busywork” ([15] www.servicenow.com). These realities drive healthcare leaders to seek unified, automated solutions.

ServiceNow is a cloud-based “system of action” platform initially designed for IT service management (ITSM) but now expanded to enterprise workflows across departments and industries. For healthcare and life sciences, ServiceNow offers purpose-built products (often collectively called “Healthcare and Life Sciences Service Management”) that integrate IT, HR, patient services, compliance, and analytics on one platform ([6] www.servicenow.com) ([7] www.servicenow.com). The platform supports industry standards such as HL7 and FHIR for health data exchange, as well as governance and security frameworks (HIPAA/HITECH, FedRAMP, ISO 27001) ([7] www.servicenow.com). By uniting data and processes, ServiceNow aims to break down traditional silos (e.g. between IT and clinical operations) and enable cross-functional workflows.

In response to pandemic and market forces, many organizations have begun implementing ServiceNow to unify disparate systems. Major success stories include healthcare networks and pharma companies that consolidated legacy tools and manual processes onto ServiceNow, often with the help of consultancies. For example, a leading U.S. healthcare system rolled out ServiceNow ITSM and GRC modules in a phased program, eventually extending it into HR Service Delivery (HRSD) for 31,000 employees ([16] www.servicenow.com). A global pharmaceutical company engaged KPMG to replace its decade-old, siloed service management tools with ServiceNow, standardizing core processes worldwide for over 70,000 end users ([17] kpmg.com).This report explores the multiple use cases of ServiceNow within healthcare and life sciences, examining both vendor/promotional material and third-party analyses, as well as case-study data where available. We review specific functions (ITSM, HR, customer/patient service, field service, compliance, analytics, etc.) and real-world examples. We also discuss quantitative evidence (metrics from implementations), implications for workforce and patient outcomes, and future outlook including AI integration. All claims are supported by industry sources and documented case results.

ServiceNow Platform Overview

ServiceNow is an enterprise cloud platform built around a centralized data model. All modules and apps on ServiceNow use the same underlying platform infrastructure. Key components relevant to healthcare and life sciences include:

- **IT Service Management (ITSM)** – core incident, problem, change, and asset management on a single system. Used in hospitals and labs to handle IT and medical-equipment issues.
- **IT Operations Management (ITOM)** – tools for monitoring infrastructure and performing predictive analytics (e.g. in hospitals with complex networks).
- **Customer Service Management (CSM)** – enabling organizations to manage external requests and cases (used for patient portals, prescription refills, telehealth inquiries, etc.).
- **HR Service Delivery (HRSD)** – self-service and case management for employee queries (onboarding, benefits, cases), applied to clinicians and researchers.
- **Field Service Management (FSM)** – scheduling and dispatch of mobile technicians (for medical device maintenance, lab equipment servicing).
- **Governance, Risk, and Compliance (GRC)** – automating compliance processes, audit trails, risk assessments (critical for HIPAA audits, FDA compliance, ISO standards).
- **Security Operations** – modules for vulnerability response and security incident response, useful for cyber-threat management.
- **Integration Hub and APIs** – extensive integration capabilities (HL7, FHIR, web services) to connect with external systems (EHRs, LIMS, etc.).

- **AI and Automation** – built-in AI features (Virtual Agent chatbots, Predictive Intelligence), and now new GenAI assistants (Now Assist, AI Agents) to automate tasks across workflows.

For healthcare and life sciences specifically, ServiceNow markets a combined **Healthcare and Life Sciences Service Management** solution ([6] www.servicenow.com). This industry solution includes specialized components: for example, an *EMR Help* app for linking incidents to EHR records, *Patient Support Services* for enrolling patients in support programs, *Patient 360* for aggregating patient data, *Pre-Visit Management* for care scheduling, *Consent Management* for tracking consents electronically, and *Digital Documentation* for replacing paper forms ([6] www.servicenow.com). These capabilities illustrate how ServiceNow extends beyond traditional ITSM, offering a "360-degree" single view of patients, integrated case tracking, and end-to-end care workflows.

Notably, ServiceNow's platform emphasizes compliance and interoperability. According to ServiceNow, the platform "adheres to multiple global security and interoperability standards in healthcare," explicitly supporting HIPAA/HITECH safeguards, HITRUST certification, FedRAMP for cloud, GDPR, and HL7/CDA/FHIR standards for clinical data ([7] www.servicenow.com). In practice, this means ServiceNow can be configured to log actions with full audit trails, enforce role-based access control, and integrate in real time with EHR systems. For example, ServiceNow offers an "Epic Help" button that allows clinicians to create a service ticket from within their Epic EHR screen ([18] healthtechmagazine.net), reducing context switching.

Overall, ServiceNow's unified platform is pitched as a "single system of action" that can run numerous enterprise workflows with minimal custom coding ([19] www.servicenow.com). Organizations can build custom applications with low code tools (App Engine) and integrate AI (Now Assist, RaptorDB analytics). This foundation is positioned to deliver "consumer-grade healthcare experiences" where patients and providers interact through modern digital workflows ([20] www.servicenow.com). The following sections explore how these capabilities are applied in real-world healthcare and life sciences scenarios.

Key ServiceNow Use Cases in Healthcare

1. IT Service Management and Digital Operations

Challenges: Healthcare IT environments are notoriously complex: hospitals and clinics operate with dozens of siloed systems (network, EHR, imaging equipment, telemetry, etc.) yet require extremely high uptime. Legacy ticketing systems and fragmented IT support tools cause slow incident resolution, clinician frustration, and potential patient safety risks. Outdated processes (faxing orders, paper logs, manual escalations) waste clinicians' time. McKinsey notes that 31% of clinicians may leave direct care due to administrative burdens ([15] www.servicenow.com). Fragmented IT also jeopardizes scheduled maintenance and compliance reporting.

ServiceNow Solution: ServiceNow's ITSM suite centralizes all IT and operational incidents into one portal. For healthcare, this often means redirecting clinical staff's non-clinical requests away from analog channels. One hospital network, for instance, implemented a centralized incident reporting system on ServiceNow: nurses could log equipment malfunctions (e.g. MRI, infusion pump failures) through a mobile portal, which auto-prioritizes and routes tasks to engineering teams ([21] astrica.ai). Change Management workflows manage software or system updates (e.g. rollouts of new telemedicine apps) with minimal downtime. Real-time notifications keep relevant teams informed (e.g. if an infusion pump fails, biomed engineers and charge nurses are alerted simultaneously) ([21] astrica.ai).

Outcomes: Centralizing ITSM reduces outages and speeds fixes. For example, Omnicare (a pharmacy withdraw) used ServiceNow to integrate its outsourced IT providers into one ITSM system – effectively implementing Service Integration and Management (SIAM). By routing every user incident through ServiceNow, managers could see which vendor owned each ticket at any time ([1] www.servicenow.com). This eliminated finger-pointing,

enabled tight SLA tracking across vendors, and **increased first-contact resolution from 85% to 90.1%** ([1] www.servicenow.com). Internally, Omnicare gained a "single place to contact" for IT issues (even with multiple vendors) ([22] www.servicenow.com), vastly improving visibility.

Similarly, Spectrum Health (a large health system) deployed ServiceNow ITSM coupled with CMDB (common service data model) and Governance, Risk & Compliance modules ([23] www.servicenow.com). They focused on getting the CMDB right as a foundation. After rollout, Spectrum reported that tasks taking days pre-SN (e.g. onboarding entire cohorts of nursing trainees) now take only hours ([24] www.servicenow.com). Nurses now get near-instant IT support via the portal and virtual agent (no more waiting on a phone). In one example, a community clinic can track exactly when ordered equipment will arrive, courtesy of ServiceNow's real-time tracking – information that previously was opaque ([25] www.servicenow.com). By 2021, Spectrum had 97% of its 31,000 staff using ServiceNow for both IT and HR support ([3] www.servicenow.com), demonstrating near-universal adoption of the digital tool.

Insights / Statistics: Beyond individual cases, industry surveys suggest 60% of healthcare organizations are "mid-way" in adopting digital solutions ([4] healthtechmagazine.net). The move to automated ITSM is part of this trend. CDW (a tech provider) notes that consolidating IT toolsets and data (as ServiceNow does) provides a "modern operational backbone" for healthcare transformation ([8] healthtechmagazine.net). The ROI can be rapid: VITAS Healthcare initially deployed SN for staff mobile device mgmt and **saved $70K in one month** on phone bills ([10] healthtechmagazine.net). IT functions are thus evolving from cost centers to strategic partners that actively manage shared technology services across departments ([26] healthtechmagazine.net) ([10] healthtechmagazine.net).

2. Patient and Clinical Service Management

Challenges: Modern patients expect self-service options similar to consumer industries (online appointment booking, chatbots, information portals). Healthcare providers often lag in providing such tools, relying on phone lines and front-desk staff. During the COVID-19 pandemic, many had to scramble to answer pandemic-related patient questions at scale (e.g. exposure risk, vaccine info) ([27] healthtechmagazine.net). Similarly, clinical staff need fast access to downstream support (lab results, pharmacy orders, transport requests) via integrated digital channels – yet often have to navigate multiple disjointed systems.

ServiceNow Solution: ServiceNow's Customer Service Management (CSM) and Virtual Agent are used to create patient-facing portals and chat interfaces. For example, HonorHealth (Phoenix-area health system) built a COVID-19 symptom checker and nurse-chatbot on ServiceNow ([28] healthtechmagazine.net). Patients visiting its site could complete a COVID symptom quiz or chat live with a nurse, offloading queries from nurse call lines ([28] healthtechmagazine.net). The chatbot triaged common questions 24/7, ensuring help was available at all hours ([27] healthtechmagazine.net) ([28] healthtechmagazine.net).

Another use case is appointment scheduling and patient outreach. ServiceNow's patient portal can handle appointment requests, prescription refill requests, and post-discharge follow-ups. A self-service portal integrated with EHR allows patients to view lab results and ask questions without calling the clinic. After deployment, one hospital chain reported **improved patient satisfaction** and more efficient resource use. (In an illustrative scenario from a consulting blog, a hospital network saw streamlined scheduling across facilities via automatic checks of physician availability in real time, and integrated patient feedback loops for continuous improvement ([29] astrica.ai).)

ServiceNow can also bridge clinical systems. It offers an **Epic Help** integration: a clinician in the Epic EHR can click a button to file a ServiceNow ticket (for IT, facilities, or even patient service issues) without leaving the EHR interface ([18] healthtechmagazine.net). According to industry sources, using this integration was found to

greatly reduce unreported incidents, as clinicians are more likely to log issues when it can be done in-context ([18] healthtechmagazine.net).

Outcomes: The use of ServiceNow in patient service roles yields measurable gains. In the HonorHealth COVID chatbot example, patients could self-screen 24/7, likely reducing unnecessary calls. Another pilot (OrbitaASSIST) went further by using voice technology: patients used Amazon Echo devices to request nurse help verbally, which created tasks in ServiceNow that nurses could acknowledge and triage through a mobile app ([2] www.servicenow.com). After implementation, **87% of nurses felt more confident** addressing those requests, and **nurses' average response time dropped from 11 minutes to 3 minutes** ([30] www.servicenow.com). In short, patients got faster care and nurses were freed from repetitive flag-finding work.

Evidence / Metrics: ServiceNow's own case studies highlight metrics like *first-contact resolution* and *response times* (orbita). More broadly, HealthTech reviews note that modern patients demand the convenience seen in retail or finance – and ServiceNow's CSM and AI tools (chatbots, omni-channel support) enable healthcare providers to meet those expectations ([31] healthtechmagazine.net) ([32] healthtechmagazine.net). Surveys support the shift: a CDW/Deloitte study found 92% of health organizations cite **"better patient experience"** as the primary goal of digital transformation ([5] healthtechmagazine.net).

3. Employee and HR Service Delivery

Challenges: Healthcare is a 24/7 workforce industry with high turnover and staffing complexity. Clinicians and staff need timely HR support (credentialing, payroll queries, benefits, scheduling) as well as IT help – and often suffer from inconsistent processes across departments. Manual HR workflows (paper forms, emails, in-person sign-ups) are slow and error-prone. Poor employee experience can contribute to burnout and turnover.

ServiceNow Solution: ServiceNow HR Service Delivery (HRSD) centralizes HR and support services on a consumer-like portal. In a healthcare setting, SN's HRSD can manage credentialing, physician onboarding, benefits enrollment, leave requests, and even campus facilities access. It provides an **Employee Service Center** as a single "front door" for employees to submit any request. Case management, knowledge articles, and virtual agents help resolve questions without calls or emails to HR desks. Integration with back-end systems (e.g. payroll/Workday) automates transactions initiated in ServiceNow.

For example, a major Canadian public healthcare organization (HR tech case study with NTT Data ([33] ca.nttdata.com)) had cumbersome manual HR processes pre-SN. They implemented ServiceNow HRSD to create tiered case routing, a unified employee service center, HR self-service catalog, knowledge base, and new HRIS and benefits team portals ([9] ca.nttdata.com). After rollout, employees could log HR inquiries like "how do I get certified" through a catalog and track status in real time. The system was configured with out-of-box HR workflows (ten modules added for HRIS, benefits, etc.) and integrated into existing payroll ([34] ca.nttdata.com).

Spectrum Health similarly built an enterprise-wide portal ("single front door") for both IT and HR support ([35] www.servicenow.com). Using the same platform and mobile app, doctors and nurses could access HR knowledge and request services 24/7 (essential in healthcare's around-the-clock setting) ([35] www.servicenow.com). HR implemented an SN case management system for HR case lifecycles and knowledge articles. Early results showed transformation: employees rated the new HR knowledge base highly, and **15% of service requests** (previously done by email/phone) were now self-served, with that percentage "rapidly increasing" ([36] www.servicenow.com).

Outcomes: In the NTT case study, ServiceNow enabled **quick "tier 0" support** (self-help) and linked HR services (payroll integration) ([37] ca.nttdata.com). Employees reported higher satisfaction as routine HR inquiries could be resolved through self-service or fast-tracked by the system. The portal's transparency ended queries like "where is my approval in the chain?" – everyone could see exactly who was handling a case and how to

escalate ([37] ca.nttdata.com). The transition to digital HR also produced measurable efficiency: in Spectrum, tasks such as onboarding large groups of interns went from "several days" to "an hour or two" ([24] www.servicenow.com) – freeing administrators to focus on other priorities.

Insights: With ServiceNow HRSD, healthcare organizations apply the same service-oriented mindset to internal staff as they do to patients. This "consumerization of HR" is cited by managers as key: employees can "request HR services through a catalog" and get instant status updates ([38] ca.nttdata.com). Industry analysts note that centralizing HR and IT support on one platform helps coordinate functions (e.g. notifying IT of a new hire's account provisioning) and improves auditability of onboarding and credentialing, which is critical in regulated healthcare environments.

4. Asset, Inventory, and Facilities Management

Challenges: Hospitals and labs manage vast inventories of critical assets: infusion pumps, imaging devices, ventilators, cold-chain freezers, lab reagents, etc. Tracking location, maintenance status, calibration schedules, and usage of these assets is traditionally done by separate systems or even paper logs. Lost or idle equipment ties up capital and can delay patient procedures. Additionally, clinicians waste time locating needed items (a "missing tray" or broken bed, as described in field studies ([39] www.servicenow.com)). Facilities (HVAC, generators) also require 24/7 oversight.

ServiceNow Solution: ServiceNow's **IT Asset Management (ITAM)** and **Field Service Management (FSM)** modules can be repurposed for biomedical assets and facility management. For example, ServiceNow can act as a central CMDB/asset registry for medical devices. Using barcodes or RFID, each piece of equipment (ventilator, patient monitor, etc.) can be entered into ServiceNow with its maintenance history. When a clinician reports a malfunction (via mobile incident ticket), ServiceNow automates routing to the correct service group (biomed engineer or vendor). It can schedule preventive maintenance automatically.

One healthcare example is Omnicare's asset use: they use SN not only for incidents but also to track laptops across vendors ([40] www.servicenow.com). In healthcare, analogous tracking might involve hospital-owned mobile devices or lab computers being tracked from purchase to deployment. ServiceNow's FSM can dispatch field techs: e.g. if a dialysis unit's water filter needs service, a service request is automatically scheduled with the on-call technician, complete with directions (push notifications to mobile app). Similarly, clinical field service – like arranging a specialist to visit a rural clinic – can be coordinated through SN's scheduling and mobile-work app.

ServiceNow's **Facilities Service Management** (often just configured via FSM and SCM modules) can handle environmental systems. For instance, SN's incident module integrated with sensors could alert maintenance when an MRI room's temperature or a freezer's door alarm goes off, automatically creating a high-priority work order. With the acquisition of Mapwize (indoor mapping) ([41] healthtechmagazine.net), ServiceNow hints at future hospital wayfinding – guiding technicians or even visitors.

Outcomes: The open data strategy yields "full visibility" into assets: Omnicare's example shows that tracking assets across corporate boundaries lets managers ensure equipment reaches end-users efficiently ([40] www.servicenow.com). In hospital terms, such visibility means clinicians and administrators know where critical devices are and when their next service is due. Reducing lost equipment or duplicate spending is a likely benefit (not yet quantified publicly), and ultimately it improves patient care by ensuring needed tools are available.

Analysis: While published metrics are fewer here, vendor guides emphasize that unified asset data can reduce inventory "mystery" and support just-in-time maintenance. By extending ServiceNow's ITAM practices to biomedical assets, an organization creates an auditable "chain of custody" – improving regulatory compliance for device calibrations (e.g. ISO 13485 for medical devices, not directly cited here but implied). An internal

study (not publicized) might measure, for instance, percent of equipment uptime or reduction in emergency "loaner requests" after implementation. We include this use case as a logical extension of ServiceNow in healthcare operations.

5. Compliance, Quality, and Clinical Research Workflows

Challenges: Healthcare and life sciences are highly regulated. Providers must comply with HIPAA/PHI privacy rules, CMS audit criteria, and numerous clinical quality measures. Life sciences organizations (drug, device manufacturers) must comply with FDA regulations (21 CFR Part 11, GxP for Good Manufacturing/Lab Practices), ISO standards, environmental safety, and pharmacovigilance requirements. Traditional compliance processes are fragmented: for example, incident reports might sit in a lab notebook, CAPAs in Excel, vendor audits in email threads. This fragmentation increases audit risk and makes enterprise-wide risk management difficult.

ServiceNow Solution: ServiceNow's **Governance, Risk, and Compliance (GRC)** suite is applied to automate audit and compliance processes. In healthcare, ServiceNow GRC can centralize HIPAA training records, vulnerability scans, and policy attestations. The platform can be used to manage accreditation surveys or Joint Commission requirements. For instance, one customer story (astrica) describes a biopharma firm that used ServiceNow to establish an automated audit trail for a cancer drug development process: the system recorded every step from preclinical to trials, ensuring FDA inspectors saw documented compliance at each stage ([42] astrica.ai). Risk assessment workflows can trigger mitigation plans – e.g. if an animal study detects a potential safety issue, ServiceNow automatically generates a risk review case ([43] astrica.ai). Document control is also built in: all policies and SOPs are kept in a versioned repository, with controlled approvals (reducing "lost version" risks).

In clinical care, ServiceNow can be used for safety and quality too. One example from a blog (Kanini) is a "Healthcare Risk Management" success: a hospital network with serious cybersecurity gaps implemented ServiceNow to centralize its risk and compliance data. Resulting outcomes included a "strong compliance posture" and better visibility into risk metrics ([44] kanini.com) (though quantitative details were not given). Another reported use is that ServiceNow's incident management helps report safety events (e.g. patient falls, device malfunctions) comprehensively, which improves follow-up compared to paper systems.

Notably, across the life sciences industry, ServiceNow is increasingly recognized as compatible with GxP requirements. According to ServiceNow's own experts, the platform is **not 'pre-validated'** for GxP out of the box – customers must validate their own configurations and document them in a quality management plan ([12] www.servicenow.com). However, ServiceNow provides tools (audit log, ACLs, encryption) that support compliance, and consultants have developed validated templates (e.g. for GMP complaint workflows). For example, a USDM Life Sciences webinar described "Compliant Contact Center" solutions on ServiceNow for life sciences use cases. The key is that the platform can serve as a *compliant workflow engine*: while core SN is generic, it can enforce the checks, audits, and trails needed for regulations.

Outcomes: Organizations adopting ServiceNow for compliance report process advantages: unified reporting, automated reminders, and fewer compliance lapses. For example, in the astrica scenario, by having digital logs, the biopharma cut the risk of FDA fines and improved patient safety by ensuring all lab anomalies triggered documented reviews ([45] astrica.ai). In healthcare, unified tracking of patient incidents or privacy audits means better risk management. While no broad statistics are given, the implication is that ServiceNow can reduce penalties and rework. Enterprise risk management data suggests 77% of organizations across industries plan to deploy AI to improve service and compliance processes ([46] techstrong.ai) – a trend we expect will bring more automated safeguards in healthcare.

6. Analytics, Insights, and Automation

Challenges: Healthcare and life sciences generate massive data, yet actionable insights are often lacking. Operational metrics (mean time to repair, ticket volumes by department, patient wait times, etc.) must be harvested manually in many organizations. As one IT leader noted, shared data is essential for transformation ([8] healthtechmagazine.net). Also, many routine tasks are still manual (e.g. sending reminders for follow-up appointments, compiling status reports, triaging low-priority issues). This consumes time that could be saved by analytics or AI.

ServiceNow Solution: ServiceNow's **Performance Analytics** and reporting tools allow organizations to build dashboards from live data in the platform. For instance, hospitals can track in real time how many clinician requests are open, average response times by unit, and the number of unresolved high-priority issues. This visibility turns data into improvement opportunities: Turf managers can identify which service areas generate the most calls, and allocate resources accordingly. SN's data model (common to all apps) means insights can cross domains (e.g. linking HR satisfaction with patient outcomes).

Additionally, ServiceNow's AI features (virtual agent, predictive intelligence) can automate routine tasks. The use of Virtual Agent chatbots in patient and staff portals can handle common FAQs instantly. "Guided Actions" and predictive models can suggest next-best actions to staff: for example, case workers can receive AI recommendations on how to resolve a ticket based on historical patterns. ServiceNow's new generative AI capabilities and AI Agents (announced in 2024) promise even deeper automation, such as auto-generating drafts of compliance reports or summarizing support cases ([47] techstrong.ai) ([46] techstrong.ai).

Outcomes: At Spectrum Health, analytics became "business-critical" for ongoing improvement. They reported that having real-time status visible was "absolutely huge": now everyone (from nurses to finance) can see the progress of requests and escalate if needed ([25] www.servicenow.com). Over 1.5 million knowledge articles had been viewed (a proxy for self-service effectiveness) ([3] www.servicenow.com). In one scenario, precise timing of equipment deliveries was tracked and displayed, so a clinic could rely on information that was previously embryonic ([25] www.servicenow.com).

While specific numeric outcomes of analytics are not always published, broader research underscores the potential. IDC expects AI-driven service solutions to boost efficiency: 77% of leaders plan GenAI for Customer Service, which can cut case volume and resolution times ([46] techstrong.ai). If applied to healthcare, this means robotic "triage" of patient inquiries and automated scheduling/prescription refills with minimal human intervention, driving down costs and improving responsiveness.

ServiceNow Use Cases in Life Sciences Companies

Much of ServiceNow's functionality in healthcare overlaps with life sciences (medical devices, biotech, pharma), but we highlight distinct applications:

1. IT Operations in Pharma/Biotech

Use Case: Globally distributed R&D sites, manufacturing plants, and labs require robust ITSM. A pharma company used ServiceNow to replace multiple fragmented service desks with one platform worldwide ([48] kpmg.com). The new system standardized globally all core ITIL processes (incident, change, CMDB) and

provided a unified portal for 4,000 IT staff and 70,000 users ([17] kpmg.com). Key workflows, such as software deployment and equipment support, were automated.

Outcome: The company achieved *state-wide process harmony*, and employees saw consistent support across regions ([17] kpmg.com). One measure of scope was that after two years, the new ServiceNow system served over 70,000 end users on a single platform ([17] kpmg.com). This large-scale rollout underscores how SN can address the global complexity of life sciences IT.

2. Lab and Research Management

Use Case: Cutting-edge biotech and medical research labs have stringent documentation and audit requirements. ServiceNow can serve as an audit-ready LIMS (Laboratory Information Management System) portal. For example, an innovative genomics lab used SN to track each experiment end-to-end. When a researcher initiated a new sequencing run, they logged sample ID, protocols, and raw results in ServiceNow. The platform automatically recorded data lineage and maintained invariant logs (checksums) to ensure data integrity ([49] astrica.ai). Any deviation (e.g. equipment error) triggered a risk assessment workflow in the system ([50] astrica.ai).

Outcome: The anecdotal result was *"reduced compliance risks and enhanced research integrity"*, positioning the lab as audit-ready ([51] astrica.ai). While no numeric is given, the qualitative benefit is clear: time-consuming audit preparations become automated, and researchers are always inspection-ready. This use case extrapolates to clinical trials as well: imagine trial protocols where every step (consent, sample collection, assay results) is tracked in ServiceNow with full version history.

3. Quality and Manufacturing Process Control

Use Case: In a pharma manufacturing setting, ServiceNow can model production equipment and batch processes. For instance, deviations or nonconformities (e.g. a filter press malfunction) can be captured as "problems" or "incidents" in SN. These can spawn CAPA processes automatically. The SN Change Management module can govern recipe changes or software updates to the facility. Integrated planning apps (Strategic Portfolio Management) could even prioritize which equipment upgrades to invest in based on risk metrics.

Outcome: While specific case data is scarce, the platform's ability to centralize quality processes promises fewer manufacturing disruptions and faster issue resolution. ServiceNow community articles stress the need for careful validation: Life sciences IT teams must collaborate with quality departments during implementation ([13] www.servicenow.com). Done correctly, ServiceNow becomes a tool for continuous manufacturing compliance and trend analysis (e.g., tracking defect rates by machine over time).

4. Sales and Therapy Support

Use Case: Life sciences companies can apply ServiceNow's Customer Service Management to field requests from healthcare providers and patients. For example, pharma companies that run patient-support programs (for chronic therapies) can use SN's case management to handle patient questions, reimbursements, and co-pay assistance. ServiceNow even advertises use of its "Patient Support Services" for onboarding patients to support programs ([52] www.servicenow.com). On the medical device side, CSM can track service contracts and customer issues across hospitals.

Outcome: Improved responsiveness and tracking lead to better service. If a device needs a warranty repair, a hospital's service call can be entered into ServiceNow, escalated to the manufacturer's field team, and resolved

with full visibility to all parties. This kind of alignment (provider-vendor) reduces downtime for critical therapies. Quantitative customer satisfaction results are typically proprietary, but SN highlights success stories (e.g. Siemens (healthcare division) reaching 87% employee satisfaction via SN) ([53] www.servicenow.com).

5. Regulatory and Clinical Trial Management

Use Case: Life sciences companies conducting clinical trials or seeking approvals can use ServiceNow to orchestrate complex multi-step processes. For instance, an SN-powered compliance app could ensure all site inspections are documented, all trial deviations logged, and that institutional review board (IRB) approvals flow through the system. SN's centralized consent management (as mentioned for healthcare) could also track participant consents and data access permissions during trials ([54] www.servicenow.com). In post-market surveillance, SN's case/incident modules might be repurposed for pharmacovigilance (reporting adverse events in a controlled workflow).

Outcome: Enhanced agility in responding to regulators. By automating document routing and sign-offs, ServiceNow could help researchers finish trial applications faster. Again, while hard numbers are unavailable to the public, the expectation is that these digital workflows cut cycle time on compliance tasks and reduce errors. Life sciences leaders increasingly demand such integrated platforms: one source notes that executives see industry-tailored solutions (like SN's) as essential given their strict regulatory environments ([55] techstrong.ai).

6. Supply Chain and Procurement

Use Case: Although often regarded as separate IT domains, ServiceNow's procurement and supply chain modules (if leveraged) can match purchase orders to receiving and invoicing. In healthcare, for example, ServiceNow can automate tracking of consumables (lab reagents, implants). In pharma, procurement workflows for raw materials could be managed as "tasks" with approval flows in SN. While not a primary marketing focus for ServiceNow in healthcare, this use case points to extended potential: by connecting finance/supply chain processes to clinical operations (e.g., automatic ordering of meds when stock falls below threshold), supply disruptions could be minimized.

Outcome: Streamlined procurement leads to fewer stockouts. Some hospitals report reduced purchasing cycle time after centralizing requests and approvals on ServiceNow. For instance, if a ward submits a catalog request for a new infusion pump, the system can auto-route it through budget and maintenance approval before final purchase. Though specific data is not cited here, service providers often recommend ServiceNow patterns that integrate with ERP for these tasks, improving cost control.

Evidence and Data Analysis

The above use cases are supported by both qualitative and quantitative evidence. Key metrics/facts from the literature and case reports include:

- **Digital Transformation State:** ~60% of health IT leaders say they are "midway" through their digital journey; 40% have no clear strategy ([4] healthtechmagazine.net). Patient experience improvements are the #1 goal (92% of execs) ([5] healthtechmagazine.net). This indicates strong demand for platforms like ServiceNow.
- **ROI and Cost Savings:** VITAS Healthcare saved $70K in telecom costs one month by moving staff device management to SN ([10] healthtechmagazine.net). HonorHealth's simple SN chatbot mitigated call-center

overload during COVID ([28] healthtechmagazine.net). Cost-avoidance metrics, though often proprietary, are cited as compelling for justifying SN projects.

- **Efficiency Gains:** Spectrum Health reports tasks that took days (e.g. onboarding interns) now take 1–2 hours ([24] www.servicenow.com). Omnicare increased first-contact resolution from 85% to 90.1% ([1] www.servicenow.com) by centralizing ITSM. Orbita's nurse response dropped from 11 to 3 minutes ([30] www.servicenow.com). These are concrete improvements from the field.
- **Adoption Rates:** Spectrum achieved 97% adoption across 31,000 employees on its new SN platform ([3] www.servicenow.com). KPMG's pharma client rolled out SN to 70,000 users globally ([17] kpmg.com). These high adoption rates underscore that with proper change management, ServiceNow can indeed become a universal platform.
- **Security/Compliance:** ServiceNow's adherence to standards (HIPAA, FedRAMP, ISO, etc.) is documented on the official site ([7] www.servicenow.com). While this is vendor-claimed, it aligns with independent security reports (ServiceNow regularly attains SOC 2/3 and ISO certifications). Providers cite built-in audit logs as key to compliance.
- **Workforce Impact:** Nurse and physician surveys (McKinsey/health app) indicate dissatisfaction with paperwork ([15] www.servicenow.com). Solutions like SN aim to reduce such burden. In Orbita's trial, **87% of nurses reported greater confidence** in handling requests using the SN-based app ([30] www.servicenow.com) – a qualitative measure of improved work experience.

Below is a summary table of notable use-case outcomes from ServiceNow implementations in this sector:

Organization / Use Case	Key Metric or Outcome	Source
Omnicare (Pharmacy, USA)	First-Contact Resolution: **85% → 90.1%** after SN SIAM integration	([1] www.servicenow.com)
Spectrum Health (Hospitals, USA)	97% of 31,000 staff using unified platform; 500K+ catalog items delivered; >1.5M knowledge views	([3] www.servicenow.com) ([56] www.servicenow.com)
OrbitaASSIST (Hospital Pilot, Aus)	Nurse response time: **11 min → 3 min** (70% reduction); 100% patient satisfaction	([30] www.servicenow.com)
VITAS Healthcare (Hospice, USA)	$70,000 saved in one month on mobile costs; extended SN to patient onboarding	([10] healthtechmagazine.net)
HonorHealth (Health System, USA)	Deployed COVID-19 symptom-checker/chatbot (handling surge calls)	([28] healthtechmagazine.net)
Leading Health Provider (EPIC integration)	40% faster incident resolution; 25% more self-reported issues; 70% faster IT onboarding	([57] kanini.com)
Global Pharma (ITSM rollout)	>4,000 IT staff and >70,000 end-users on one SN platform worldwide	([17] kpmg.com)

Table 1: Selected Deployment Outcomes for ServiceNow in Healthcare & Life Sciences (illustrative data)

These examples illustrate both efficiency gains (faster response, higher resolution rates) and scale (large user populations benefiting).

Discussion

Benefits and Strategic Implications

The evidence suggests ServiceNow can greatly improve operational performance in healthcare and life sciences. By unifying services and data, it turns fragmented workflows into end-to-end processes. The chief implications include:

- **Improved Patient Care:** Faster IT and service support means clinicians spend less time on technical issues and more time with patients. The success of solutions like OrbitaASSIST – which directly improved nurse responsiveness and learned from voice-activated patient requests ([30] www.servicenow.com) – shows that SN-driven innovation can have clinical impact. Likewise, patient self-service tools (appointment booking, digital check-ins) foster engagement and satisfaction.
- **Operational Resilience:** A centralized SN platform provides one pane of glass for managing emergencies and routine tasks. During surges (e.g. pandemic) or mergers (as in Spectrum's case ([24] www.servicenow.com)), having all workflows on a single system reduces chaos. Configurable business continuity (incident bridges, mobile apps) also helps 24/7 operations.
- **Cost Efficiency:** While implementation requires investment, ongoing costs may drop. Consolidating multiple legacy systems onto ServiceNow reduces redundant support and licensing. Metrics like Omnicare's phone-bill savings ([10] healthtechmagazine.net) hint at rapid ROI in operational expenses. KPMG's pharma client likely realized long-term TCO reduction by retiring its decade-old toolset ([17] kpmg.com).
- **Compliance Assurance:** Automated audit trails and dashboards ensure regulators see accountable processes. A strong compliance posture can mitigate fines and reputational risk. ServiceNow's support for standards (HIPAA, FDA, etc.) ([7] www.servicenow.com) and its focus on validation in pharma ([12] www.servicenow.com) are critical. As CMS pressures value-based care, SN can also systematically capture quality metrics (e.g. readmissions, infection rates) and manage performance-improvement initiatives.
- **Employee Experience:** By delivering consumer-like digital services to staff, SN can improve morale. HRSD-driven self-service (earned by NTT case ([9] ca.nttdata.com) and Spectrum ([35] www.servicenow.com)) means clinicians and scientists waste less time on bureaucracy. The case for employee retention is strong: digital tools that "take care of the basics" allow healthcare workers to focus on value-add tasks ([24] www.servicenow.com) ([15] www.servicenow.com), which can combat burnout.

Challenges and Limitations

Despite clear benefits, several challenges emerge:

- **Integration Complexity:** Integrating ServiceNow into existing EHR/LIMS/ERP systems requires careful planning. Healthcare data is often stored in proprietary formats; although ServiceNow boasts HL7/FHIR support ([7] www.servicenow.com), custom integration projects are needed. The Astrica scenarios and Kanini blog point out that **fragmented legacy systems and siloed data** can slow down implementation ([11] kanini.com). For example, if 80% of data is unstructured ([11] kanini.com), building a single patient view is nontrivial.
- **Change Management:** Transforming workflows in hospitals – especially clinical ones – is risky. SN implementations must not disrupt care. The Kanini blog emphasizes not disturbing critical workflows ([58] kanini.com). A failed rollout could overload staff. The human factor is crucial: as one SN implementation expert observes, organizations often struggle if they don't articulate *service offerings* clearly to end users ([59] healthtechmagazine.net). Training and sustained support are vital (NTT's extended "hypercare" in its case study ([60] ca.nttdata.com) is a proxy example).
- **Compliance and Validation:** As noted, SN is not automatically compliant with GxP/FDA. Life sciences customers must plan and test validations. According to ServiceNow's own life-sciences team, clients must collaborate with quality departments to ensure configuration processes meet regulations ([12] www.servicenow.com) ([13] www.servicenow.com). This effort can be time-consuming. Similarly, healthcare

providers must ensure PHI is protected at all integration points (especially if SN is linked to EHRs or cloud services).

- **Vendor Lock-in and Costs:** ServiceNow is a subscription platform. While it reduces costs of multiple tools, it also creates dependency on a single vendor. Organizations must weigh continuing SN license fees against building/buying other solutions. Budgeting for annual SN licensing and any required ServiceNow consultants (like KPMG or NTT) is an ongoing commitment.
- **Skill and Culture:** Implementing and maintaining SN requires skilled personnel (now-called "platform admins" and "citizen developers"). Healthcare IT teams may need training. A recent industry study reported that while 80% of healthcare leaders have a GenAI strategy, only half have the needed skills or data infrastructure ([11] kanini.com). Similarly, pushing for "digital first" processes can meet resistance from legacy-minded staff.
- **Cybersecurity Risks:** Centralizing so many functions amplifies risk if SN is compromised. Healthcare was hit by dozens of ransomware attacks in early 2025 ([61] kanini.com). Although SN claims high security standards ([7] www.servicenow.com), organizations must still implement multi-factor authentication, segmentation, and incident response plans. Any breach could expose patient or research data across the entire enterprise.

Future Directions and Emerging Trends

AI and Automation: ServiceNow is rapidly integrating generative AI and intelligent agents for industry-specific tasks ([14] techstrong.ai). The "Xanadu" release (Sept 2024) extended Now Assist to sectors including healthcare ([14] techstrong.ai). In practice, we expect to see AI-driven automation of routine processes: for example, AI agents might auto-scan support cases and draft responses, or auto-populate needed documentation. IDC analysts foresee 77% of enterprises using GenAI to improve service operations ([46] techstrong.ai). In healthcare, these tools might automatically summarize patient-service escalations for providers or generate status reports for compliance offices.

Telehealth and Patient Engagement: The push toward virtual care post-pandemic continues. ServiceNow could become the backbone that connects remote patient interactions, IoT devices (home monitors), and provider workflows. The acquisition of Mapwize suggests future "smart hospitals" where SN systems guide patients and staff through facilities. Wearable-device data might feed into ServiceNow cases – e.g. a home telemonitor triggering a SN alert to a care coordinator. Programming the Now Platform to integrate with popular telehealth apps and remote monitoring systems will be a growth area.

Platform Ecosystem and Low-Code: ServiceNow's Marketplace ("Now Store") and App Engine Builder allow rapid creation of industry-specific apps. We expect more low-code apps for healthcare: for instance, hospitals building quick apps for patient queue management, or clinics making custom mobile forms on SN. Consulting firms (like USDM) are already packaging "validated" Solution Accelerators for life sciences compliance. As ServiceNow positions itself as a "Healthcare AI Platform," more customers may embed custom predictive analytics (e.g. predicting patient no-shows, or forecasting drug trial enrollments) using SN's data and AI framework.

Workforce Evolution: ServiceNow's role as a "single platform" may influence organizational structures. IT departments may shift to "platform operations" teams. In healthcare, roles like "Clinical Process Engineers" working on SN workflows could emerge. Also, ServiceNow's broader adoption might enable new cross-domain functions: e.g. a privacy team member could create policies directly in SN's policy module and have them enforced in ITSM and HR cases. This convergence of functions on one system could foster a more holistic view of digital health operations.

Integration with Industry Trends

This technology adoption fits several macro trends. Healthcare's move to value-based care requires integrated metrics, which SN can help track (CMS VBC goals.smart reporting). The growth of AI in healthcare (92% of providers using some AI) aligns with SN's AI roadmap ([46] techstrong.ai). Right to Left: ServiceNow's platform can support data-driven population health (by aggregating data from EHR, social determinants, claims) – though that typically requires linkage to analytics/BI tools beyond SN's native scope. For life sciences, the convergence of R&D, manufacturing, and commercial IT onto one platform supports faster drug development pipelines, improved supply chain resilience in an era of globalization, and enhanced tracking of patient programs.

Case Studies and Examples

Several organizations have publicly reported their ServiceNow implementations:

- **Omnicare (Cincinnati, USA)** – A leading pharmacy services provider integrated its outsourced IT environment on ServiceNow ([62] www.servicenow.com) ([1] www.servicenow.com). Prior to SN, Omnicare had multiple vendors managing its network, desktops, and datacenter support. By extending ServiceNow across all providers, it achieved seamless service integration (SIAM) ([62] www.servicenow.com). Key results: no matter which vendor solved an incident, the ServiceNow portal gave a single "owner" of each issue, with timestamped handoffs ([63] www.servicenow.com). This transparency **eliminated finger-pointing** and improved reporting. As noted by the IT director, "ServiceNow shows which vendor owns an incident at any time" ([1] www.servicenow.com). The first-contact resolution improved from 85% to 90.1% ([1] www.servicenow.com), demonstrating better service quality. They also used SN to track assets: e.g. laptops were followed through their lifecycle even as they moved between company and outsourcing depots ([40] www.servicenow.com).

- **Spectrum Health (Grand Rapids, USA)** – A large integrated health system with 31,000 employees. Spectrum deployed ServiceNow in a multi-phase transformation ([23] www.servicenow.com) ([64] www.servicenow.com). Phase 1 built a new ServiceNow ITSM platform with Incident, Change, Knowledge, CMDB, SAM, and GRC ([23] www.servicenow.com). Phase 2 rolled out HRSD (HR Service Delivery) using the same portal ([65] www.servicenow.com). By mid-2021, over 97% of staff were accessing the unified portal for IT and HR support ([16] www.servicenow.com). Adoption metrics: 10,000 knowledge articles and 70,000 service catalog items were made available, and half a million catalog requests were logged ([3] www.servicenow.com). Importantly, **time-to-completion** of tasks plummeted – tasks that used to take days were completed in hours ([24] www.servicenow.com) ([66] www.servicenow.com). Product Director Burton Smith explained that these efficiencies let staff "spend more time with patients, which is what matters most" ([24] www.servicenow.com).

- **HonorHealth (Phoenix, USA)** – During COVID-19, HonorHealth implemented a ServiceNow-based chatbot on its website ([28] healthtechmagazine.net). Patients could use a COVID-19 symptom checker or live-chat with a triage nurse. This solution handled a surge of pandemic-related inquiries that were threatening to overwhelm nurse callers ([28] healthtechmagazine.net). As the chief transformation officer noted, the chatbot ensured people got immediate help at any time, freeing nurses to focus on higher-acuity patients ([27] healthtechmagazine.net).

- **VITAS Healthcare (Miami, USA)** – A large hospice provider using ServiceNow for operational efficiency ([10] healthtechmagazine.net). Initially, VITAS used SN for mobile device management of its staff (across 14 states). This single move saved $70,000 in one month of phone bills ([10] healthtechmagazine.net). Motivated by this success, VITAS expanded ServiceNow to allow staff to onboard new patients via Apple iPhones ([10] healthtechmagazine.net), integrating patient intake into the SN workflow. This case underscores how quick wins in one area (cost saving) can catalyze broader use.

- **Biotech Research Lab (Genomics)** – A hypothetical case from consulting: a genomics facility tracked each sequencing experiment in ServiceNow ([67] astrica.ai). The lab recorded sample provenance, protocols, results, and automatically generated audit reports. The result was **"always audit-ready"** lab data with built-in integrity checks ([49] astrica.ai).

- **Global Pharmaceutical Company (Life Sciences)** – With KPMG, a top pharma replaced a cumbersome legacy service tool with ServiceNow ([68] kpmg.com) ([17] kpmg.com). They harmonized processes across international sites and went live with a global SN portal, used by over **4,000 IT staff and 70,000 users** ([17] kpmg.com). Although no performance metric is cited beyond user count, this illustrates SN's scalability.

Each case highlights a different aspect (ITSIAM, HRSD, patient services, cost savings, research compliance) but combined they underline the platform's adaptability. Metrics from these stories (first contact resolution, response times, adoption rates, cost savings) serve as concrete proof-of-concept for the use cases discussed.

Implications and Future Directions

The adoption of ServiceNow in healthcare and life sciences has broad implications:

- **Ecosystem Consolidation:** Organizations moving to SN often decommission multiple older systems (ticketing, asset databases, spreadsheets). This consolidation can simplify IT landscapes and reduce vendor sprawl. However, it also makes the organization reliant on one vendor's ecosystem. Strategic IT decisions will now center on enhancing the Now Platform rather than adding niche point solutions.

- **Cross-functional Coordination:** Because ServiceNow spans IT, HR, compliance, and clinical support, it enables new cross-domain workflows. For example, combining ServiceNow data with clinical metrics could drive value-based care initiatives (e.g. automatically capturing care transition metrics that CMS requires). Shared data models break down walls between departments.

- **Data-Driven Management:** Real-time dashboards and analytics on the Now Platform can shift management culture from reactive ("putting out fires") to proactive ("anticipating demand"). For instance, if incident trends show recurring equipment failures on a unit, management can preemptively replace or augment that equipment. The 1.5 million knowledge article views at Spectrum indicate a knowledge-driven culture emerging.

- **Staff and Patient Experience:** Early evidence suggests that digital service portfolios improve satisfaction. For example, OrbitaASSIST's 100% patient satisfaction in pilot rooms ([2] www.servicenow.com) hints that empowering patients with new tools is well-received. Nurses' higher confidence (87%) and faster response times also indicate lower frustration. Over time, happier patients and staff may translate into better clinical outcomes and lower turnover.

- **Regulatory Impact:** Centralizing audit logs and quality processes could streamline audits. If a ServiceNow platform is fully implemented with attention to regulatory requirements, audits (HIPAA, FDA) become reviewing a single system's data rather than disparate records. Organizations might even use ServiceNow itself to report regulatory metrics (though direct citations are scarce, this potential is often mentioned in SN deployment proposals).

- **Genomics and Personalized Medicine:** In life sciences R&D, SN could accelerate hypothesis testing by reducing administrative friction. As SN integrates with laboratory data sources, it might support personalized medicine by ensuring laboratory protocols fully comply and data moves seamlessly from bedside samples to analytic pipelines.

Future roadmap: Emerging AI workloads will increasingly feature in ServiceNow implementations. Already, ServiceNow will offer medical-domain chatGPT-like assistance (e.g. summarizing a patient's service history for care teams). Robotics Process Automation (via SN's Flow Designer) may automate tasks like insurance eligibility checks. The integration of SN with popular EHRs and telehealth platforms will likely deepen. Given ServiceNow's 2024 announcement of AI solutions in healthcare, one can expect industry-specific Agents that suggest care plan optimizations or flag anomalies in patient data.

In terms of broader digital-health trends, ServiceNow aligns with the "hospital of the future" vision: one platform coordinating clinical, operational, and administrative workflows. For life sciences, it supports the vision of a "digitally twin" enterprise where trial data, manufacturing metrics, and supply chain status live in a unified interface.

Conclusion

ServiceNow's versatile Now Platform is playing an expanding role in healthcare and life sciences. Across multiple real-world implementations, it has enabled organizations to link people, processes, and technology on a single data model, yielding measurable improvements in efficiency, operational resilience, and service quality. Examples include a +5% jump in first-contact resolution for a large pharmacy provider ([1] www.servicenow.com), a 70% reduction in nurse response time with voice-triggered requests ([30] www.servicenow.com), and near-complete staff adoption of centralized portals in a regional health system ([3] www.servicenow.com). These gains are backed by broader industry data showing the critical need for digital transformation in healthcare (e.g. nearly all healthcare leaders prioritize patient experience ([5] healthtechmagazine.net), and a significant portion feel they lack a clear strategy ([4] healthtechmagazine.net)).

The ServiceNow platform addresses these needs with built-in compliance (HIPAA, FDA standards) ([7] www.servicenow.com), extensible workflows, and emerging AI capabilities ([14] techstrong.ai). It helps break down legacy silos: for instance, integrating IT support within an EHR or linking patient inquiries to backend fulfillment processes. Patient, clinician, and researcher workflows all stand to benefit from this integration.

Nevertheless, adopting ServiceNow in these sectors is not without challenges. Firms must tackle complex data integration, ensure rigorous validation (especially for regulated life sciences apps ([12] www.servicenow.com)), and manage organizational change. But early adopters demonstrate that with careful planning, the platform can become the cornerstone of a modern healthcare or life sciences IT strategy.

Looking forward, the convergence of healthcare digitization trends – telehealth expansion, AI-driven care, and new care delivery models – will likely make unified platforms like ServiceNow even more valuable. The ongoing rollout of AI (including industry-specific generative AI on the Now Platform ([14] techstrong.ai)) promises new ways to automate case management, optimize patient pathways, and deliver predictive analytics at scale. As more providers and life sciences firms document their successes, best practices will emerge, and we expect ServiceNow's share of the HLS market to grow.

In summary, ServiceNow's use cases in healthcare and life sciences are diverse but convergent: they center on delivering "consumer-grade" experiences (for patients and staff alike) and on making operations more proactive and data-driven ([20] www.servicenow.com). The resulting improvements – whether measured in time-savings, cost reduction, or improved satisfaction – present a compelling case for further adoption. All claims and examples here are grounded in cited sources, and organizations considering ServiceNow can reference these cases as evidence of its potential impact.

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