

# What's next



## Healthcare

# Inspired by Greatness: How Healthy Competition Moves the Quality of Care Forward

Just like football, the best innovations are those that are tested on the field, and healthy competition is imperative to driving those innovations forward. It pushes us to learn, adjust, refine, and grow in order to achieve greatness, or win the game. It's why we're incredibly pleased and humbled to have received the highest ranks from the Best in KLAS awards this year, and it's what pushes us to continue to innovate with and for our customers each and every day.

**Diana Nole**

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I've always been a big football fan. There's something incredibly exciting about watching so many players, each with their own unique strengths, working together to make a touchdown. But what's even more interesting to me is watching how the best teams change their approach, evolve, and get stronger after playing against the fiercest and most impressive competitors in their division. That healthy competition forces a learning curve, and the teams that can learn, adjust, refine, and grow from those games, are the ones that end up earning the top spots.

But, this strategy isn't just reserved for athletes. It's actually the same principles that drive healthcare innovation forward. There are lots of incredible healthcare IT companies working to

solve the industry's biggest challenges—and arguably the work that these companies are doing is more important today than ever before. While the prevalence of so many companies can be noisy at times, it also helps to drive innovation forward, challenging us all to be our best.

### **The best innovations are those that are tested on the field.**

One thing that I've noticed in my nearly 30 years of working in healthcare technology is that cutting-edge, market-leading innovation doesn't happen in a silo. It starts with a group of people with [diverse ideas, perspectives](#), and experiences coming together and uniting behind a strong sense of purpose and a clear mission to achieve a specific goal. But that alone won't drive a team to victory. True success is the result of a team's ability to continually learn and adapt—testing ideas and solutions with those who are closest to the problems—the end-users. So that's why [listening to our customers](#), whether physicians, nurses, surgeons, C-suite members of a hospital, and patients – is so critical to us. By creating tight partnerships and strong feedback loops, we ensure we're [learning about what matters](#) most to those we serve and are able to create innovative solutions that transform healthcare delivery and documentation. As a result, we create new pathways that amplify clinicians ability to help others— strengthening patient relationships, improving access to critical care information, and driving better outcomes.

### **The best defense is a good offense.**

Greatness doesn't just happen, it takes continuous improvement, strong relationships, a shared commitment to the pursuit of excellence, and the application and integration of feedback into a solution in ways that drive meaningful outcomes. But to truly stay ahead of the competition and at the top of your game, technologists need to always be thinking a few steps ahead and anticipating what their customers will need, require, and want in the future. We stay ahead of the curve by listening to our customers and looking at trends—both within healthcare and across other industries – to understand what new expectations for physicians and patients could emerge. Then we talk to our customers and build our innovation roadmaps to address those emerging trends, all with privacy, reliability, security, scalability, and superior outcomes in mind.

### **Finding inspiration everywhere.**

There are lots of great and talented minds working on solving some of the toughest healthcare challenges, and we, like those talented and passionate individuals, are inspired by thinking big and striving to create technology that drives the best outcomes for doctors and patients alike. We are inspired by greatness—within our own teams, as shown daily by the frontline workers

we serve worldwide, and [from our partners](#) and other innovators in our market.

That's why we are incredibly pleased and humbled to have received the [#1 Best in KLAS award for Speech Recognition Front-End EMR](#) and for earning the Best in KLAS Quality Management award for our cloud-based quality management solutions for the sixth year! The Best in KLAS awards are based on anonymous and candid feedback from physicians and healthcare providers who share their first-hand experience with various technologies and solutions—and it's their feedback on our technology and services that drives us, and all healthcare IT vendors, to keep pushing the envelope and striving for even better outcomes.

We thank our customers who shared their time and perspectives with KLAS. Just as physicians are listening to their patients, we at Nuance remain committed to listening to and learning from our customers—and we'll continue to do so as we move forward into the future of healthcare to create the innovations that have the power to transform people's lives.

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***Patients Front and Center** is a blog series by Diana Nole, Executive Vice President & General Manager of Nuance's Healthcare division. Today, patients are the most underutilized resource in healthcare, and they want to be fully engaged in their health and care. Patients want more time, more empathy, more context, and more personalized care. When we apply AI and technology to reduce clinicians' administrative tasks, doctors and nurses can give more to their patients—keeping the patient front and center—to improve experiences, outcomes, and lives.*

**Tags:** [Best in KLAS](#), [healthcare](#), [Healthcare Innovation](#), [KLAS](#), [Quality Management](#)

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## About Diana Nole

Diana joined Nuance in June 2020 as the executive vice president and general manager of Nuance's Healthcare division, which is focused on improving the overall physician-patient experience through cutting-edge AI technology applications. She is responsible for all business operations, growth and innovation strategy, product development, and partner and customer relationships. Over the course of her career, Diana has held numerous executive and leadership roles, serving as the CEO of Wolter Kluwers' Healthcare division, president of Carestream's Digital Medical Solutions business, and vice president of strategy, product management, and marketing for Eastman Kodak's Healthcare Information Technology Solutions business. Diana has dual degrees in Computer Science and Math from the State University of New York at Potsdam and earned her MBA from the University of Rochester's Simon School.

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