hiya

Voice Performance for Healthcare
Data-Driven Performance, Higher Connection Rates

When it comes to how patients value their healthcare services, meaningful relationships top the list. And for healthcare organizations and insurance companies, healthy outcomes also depend on effective connections with patients and members. Yet, with fraud and nuisance calls on the rise, fewer phone calls are being answered and those important connections are being missed.

Your reputation and the quality of care you provide are at stake when you can't get through to patients.

These three organizations in the healthcare industry found a solution for higher connection rates and superior voice performance with Hiya.

Reaching Members with Life-saving Covid-19 Information

Who they are:
US-based for-profit health insurance company with nearly 50 million members. They aim to make healthcare more affordable and accessible to all.

Problem:
Critical and time-sensitive notification calls about Covid-19 testing and coverage were being marked as spam and weren't being picked up by patients. Only about two percent of their calls were being picked up and they were having to make up to seven call attempts to make those connections.

Solution:
Hiya Connect's Branded Call makes it easy for members to know with certainty their insurance company is calling Now, calls are picked up and engagement is better and longer lasting. Timely information about Covid-19 now gets through to more members right when they need it.

74%
lift in average call duration to more than 2 minutes on average

38%
improvement in member answer rate

75%
now answering in just 2 call attempts

Better Connections in Patient Followup Calls

Who they are:
Hiya's customer is a major US-based for-profit healthcare organization with 185 hospitals and 2,000 care sites throughout the United States and United Kingdom. Their goal is to provide integrated healthcare to deliver patient care with maximum quality and efficiency.

Problem:
Their prized reputation for quality and efficiency in the delivery of patient care was at stake. Post-visit followup calls are an important part of their care delivery, yet they weren't making enough connections with only about

36% of their calls being picked up. They were concerned about getting followup calls answered to ensure the best patient outcomes.

Solution:
Using Hiya Connect, healthcare professionals reach more patients with followup calls, helping them manage their reputation and keep patients healthy.

30%
lift in answer rate

39%
improvement in patient reach rate

8.7%
increase in call duration

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More Effective Notifications and Prescription Accuracy Checks

Who they are:
This Medication therapy management (MTM) service provider contracts with large national healthcare providers to ensure the best therapeutic outcomes for patients.

Problem:
Many Medicare patients have multiple concurrent conditions and take eight or more medications for chronic maintenance of their health. Their health depends on important notifications and prescription accuracy checks by their healthcare providers, yet those calls don't often get through to the patients. In fact, 85% of the calls they were attempting weren't being picked up by patients.

Solution:
Once Hiya Connect was implemented and Medicare patients could see it was their healthcare provider calling, answer rates improved dramatically. Not only that, but the duration of those calls that got through was much higher, resulting in better connections and outcomes.

33%
increase in answer rate

22%
more calls answered on the first attempt

13%
lift in calls lasting greater than 60 seconds