



Revation
S Y S T E M S

ENHANCING PATIENT EXPERIENCE:

5 THINGS PATIENTS
EXPECT FROM A MODERN
HEALTHCARE CONTACT CENTER

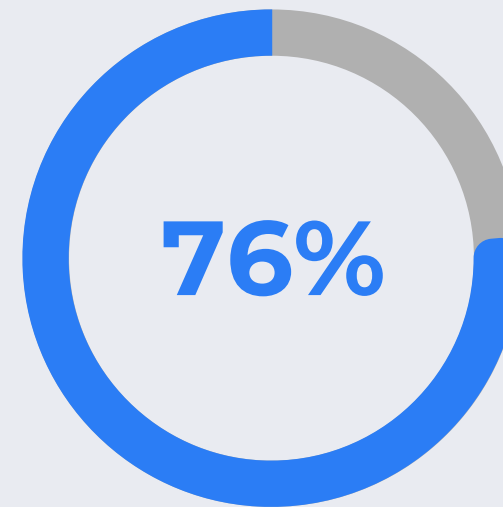
Introduction

Digital Transformation is Shifting Patient Expectations

Technology is constantly shifting the expectations that individuals have for the way they engage with the world around them. The relationship between a healthcare system and a patient is no exception. The modern contact center must be constructed with these expectations in the design, given that 76 percent of customers claim they will terminate a business relationship based on a negative experience.

As innovations in technology continue to breakthrough, artificial intelligence (AI) stands out as one of the greatest opportunities for progress in the coming years. While we may not recognize it, many of us have been using AI in daily communications with the organizations we do business with. In fact, Gartner predicts that by 2021, 15% of all customer service interactions globally will be handled completely by AI, an increase of 400% from 2017.

When it comes to meeting patient expectations, these five features must be included in a modern healthcare contact center: omni-channel communications, human interaction, 24/7 support, security and quick resolution.



"76% OF CUSTOMERS CLAIM THEY WILL TERMINATE A BUSINESS RELATIONSHIP BASED ON A NEGATIVE EXPERIENCE,"
(OVUM)



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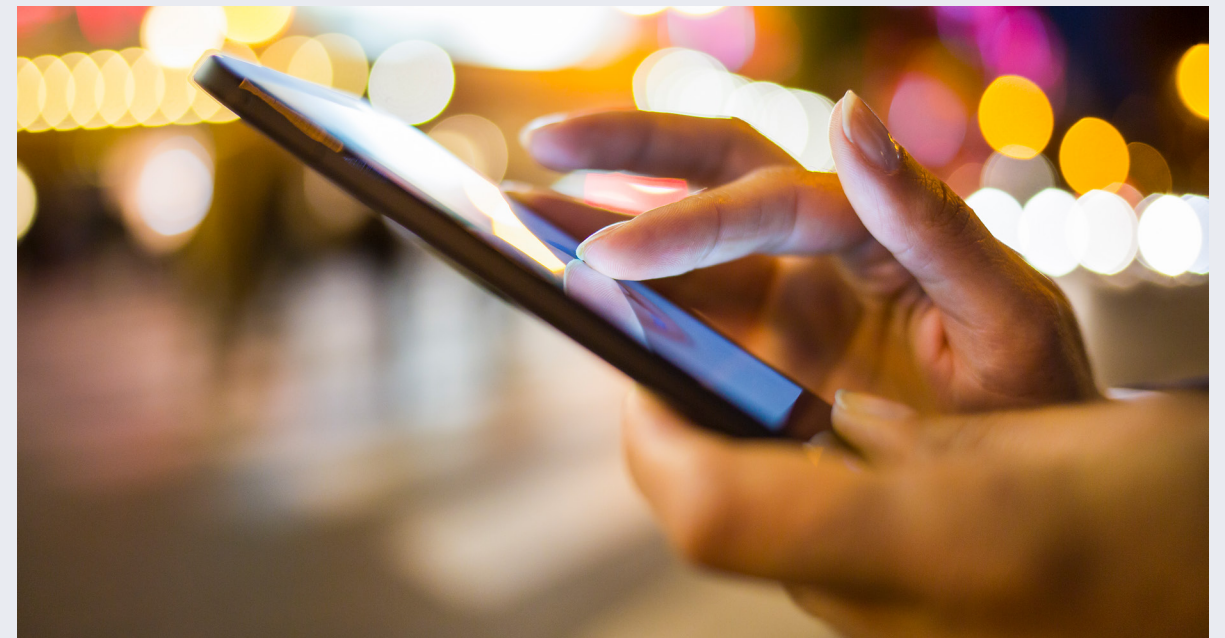


1: Omni-Channel Communications

Multiple Devices Have Become Standard

In 2017, the contact center industry began experiencing a heightened focus on omni-channel communications, which will only continue to grow. Omni-channel refers to the consumers' ability to communicate with a business through a variety of different modes or channels. Whether by phone, web chat, email, social media or another medium, the customer expects communication to happen seamlessly depending on their personal preference. Nearly all Americans — 98 percent to be exact, according to Google — switch between multiple devices in the same day. So the ability for them to contact a company and manage a request across multiple platforms is particularly important.

Though contact centers have traditionally required a customer calling a representative to ask questions or address concerns, recent technological developments have made multimedia the new standard. Patients now have the power to choose the communication option that best suits their particular need or situation. For instance, a patient trying to schedule a mammogram with her clinic while at work might prefer to communicate via text rather than calling in and publicly stating the reason for the scheduled visit. Moreover, video and file sharing capabilities allow patients to call their doctors and use the camera to diagnose an injury or medical problem — whether they tripped and scraped a knee while jogging, or accidentally



"NEARLY ALL AMERICANS — 98 PERCENT TO BE EXACT, ACCORDING TO GOOGLE — SWITCH BETWEEN MULTIPLE DEVICES IN THE SAME DAY,"

burned themselves cooking at home. With the widespread use of multimedia across industries, and in consumers' everyday personal interactions with family and friends, it's crucial that healthcare continues to move in the same direction to accommodate for this growing patient expectation.

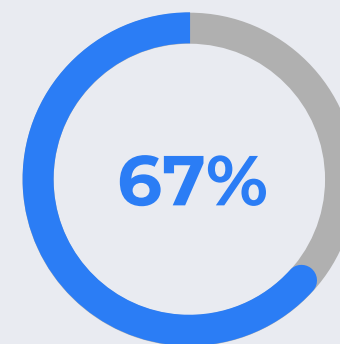


2: Human Interaction

Humanity Remains Powerful

Today, patients are consuming digital services through self-serve channels with less in-person or human interaction. That works until it doesn't. And when it doesn't, patients expect more from their healthcare organization. As healthcare technology continues to evolve, people have voiced concerns that the relationship between the patient and the doctor — or the element of human connection — will fade. However, new interactive features, such as virtual appointments, have had quite the opposite effect, driving healthcare more deeply into patients' everyday lives and increasing the number of interactions that patients have with their providers.

In the age of digitization, the human factor is a priceless differentiator. Chatbots, artificial intelligence (AI) and other technological advances in communication have made it possible for issues to be resolved without the involvement of human agents. While this is an incredible feat for efficiency and accuracy, it can't replace the support provided by person-to-person interaction for more complex cases. A 2017 customer experience benchmark study showed that 67 percent of consumers preferred agent-assisted channels. So, in other words, patients still expect a contact center will enable access to human interaction if automation doesn't readily result in the desired solution.



**"67% OF CONSUMERS
PREFERRED
AGENT-ASSISTED
CHANNELS,"**



3: 24/7 Support

Convenient Access

Even if it's a limited selection of automated options, patients expect to have access to support at all hours of the day. If a patient is traveling in a different time zone, the ability to message their provider through a mobile app to renew a prescription or consult about a routine medical issue is no longer viewed as a luxury, but an expectation. Offering patients access to 24/7 support gives your healthcare organization a leg up on the competition and should be considered a priority in the development of any effective contact center.

Because today's patients are often on-the-go, self-service options are becoming a preferred method of communication. According to a study by American Express, over 60% of US consumers prefer an automated self-service, such as a website or mobile app, for simple customer service tasks.

Chatbot technology using artificial intelligence (AI) to automate the initial — or in some cases, entire — interaction can greatly enhance an organization's patient engagement. Because chatbots can handle the majority of simple inquiries, they enable a resource such as a nurse to handle live communications only when necessary — freeing up internal resources.



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4: Security

The Role of Risk in Digital Communication Strategies

Though the importance of developing a digital strategy has been solidified in the healthcare industry, the question of the security weighs heavy on the minds of decision makers – for good reason. While it is true that the risk of a data breach increases as more information moves to the cloud, deploying new technology does not necessarily equate to a greater risk of cyberattack.

As healthcare systems begin to upgrade their technology to modernize the patient experience, the fear of becoming vulnerable to a cyberattack is often top of mind. So, how can an organization meet the rising needs of today's digitally inclined customers without exposing patient data to great deal of risk?

Utilizing a unified communication (UC) solution is one answer to offering a variety of channels while maintaining security of data. Many healthcare systems today are choosing UC solutions not only because of their efficiency in streamlining contact center operations and providing a seamless omnichannel experience for the customer, but also for their ability to minimize the risk of a data breach. Recent advancements in UC technology are empowering organizations around the world to provide a modern customer service, while keeping the security of data an urgent priority.



IN THE FIRST HALF OF 2019, THERE WERE >3,800 PUBLICLY DISCLOSED BREACHES EXPOSING 4.1 BILLION RECORDS (RISK BASED SECURITY RESEARCH)

4.1B



5: Quick Resolution

Patients Expect Fast Answers

Nobody enjoys being put on hold. Period. However, in the contact center industry, we all know that in certain circumstances the dreaded “please hold” is inevitable. For this reason, it’s important to equip call center agents with as many tools as possible to keep hold times short. Giving your agents the power to make a decision is one, perhaps unexpected, way to achieve this. If agents feel empowered to make a decision on their own, as opposed to having to seek advice from others, it often cuts hold times dramatically and give customers the impression that they’re speaking to someone knowledgeable and authoritative. Another method is to instill a culture that puts the patient first. This will eliminate circumstances where the customer is put on hold while agents chat with each other, complete non-priority tasks, etc.

The average attention span of a modern human is less than eight seconds, which makes it incredibly important for contact centers to resolve open tickets quickly and efficiently. As far as resolution goes, a recent survey by ICMI revealed that contact centers may already be on the right track to address current customer expectations by doing a decent job of resolving issue inquiries. For example, the study found that an average of 60 percent of customers indicated first-attempt resolution rates. On the other hand, this has in turn set even higher expectation among customers demanding a quick resolution to their issues upon initial contact with the company. For contact center’s to keep customers satisfied, the need for quick resolution has never been more critical.



"IT'S IMPORTANT TO EQUIP CALL CENTER AGENTS WITH AS MANY TOOLS AS POSSIBLE TO KEEP HOLD TIMES SHORT,"

Conclusion

Today, we all are consuming digital services through self-serve channels with less in-person or human interaction. That works until it doesn't. And when it doesn't, we expect more from our healthcare organizations.

If we're going to meet the rising expectations of patients and improve quality of care, we must elevate our digital delivery by offering seamless access to humans that take more care and time with complex matters.

As patient expectations expand to include an anywhere, anytime, any device type of mindset, multichannel support and interactive communication features become increasingly important.



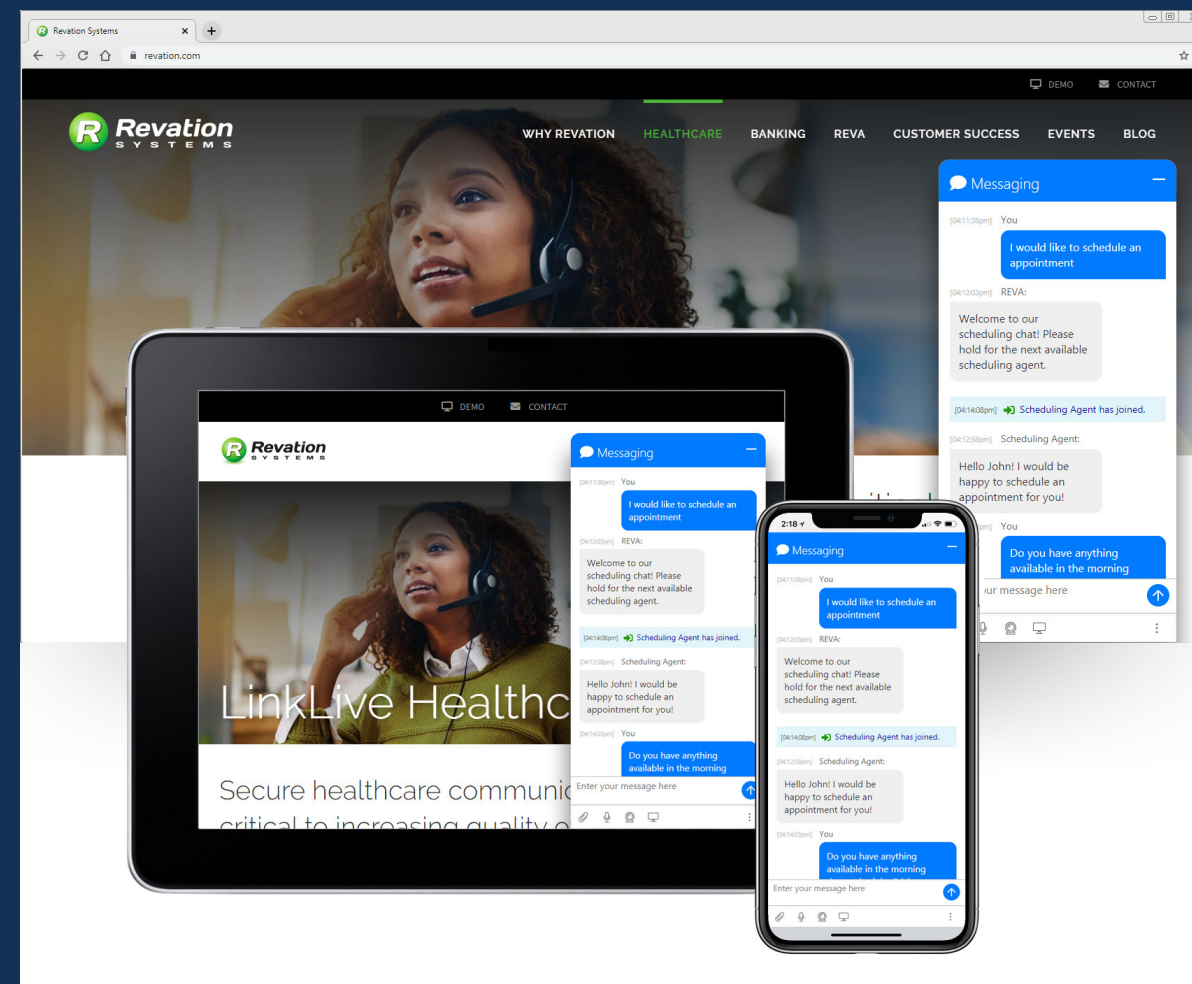
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OF LINKLIVE HEALTHCARE!**

About Revation Systems

We believe in the power of human relationships and that innovation in communication will connect people to help live healthier lives. We serve multiple segments across the healthcare ecosystem including payers, providers and population health organizations.

We have established relationships with some of the industry's largest companies offering a unique combination of secure, HIPAA-compliant communications with virtual call center and secure multi-point video capabilities that support a wide variety of use cases.

Our flagship solution, LinkLive Healthcare, offers a broad range of capabilities including rich digital messaging, a seamless ability to engage humans across channels, and leading voice and video communications with artificial intelligence to power a contact center.



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