



PATIENT PROFILE

PROGRAM DETAILS

NOTES

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MEDICAL CARE +

HEALTH

# Personalized patient experience automation in the healthcare sector

How to easily solve your biggest business challenges using communications automation

An advanced eGuide for healthcare organizations



## Do you need to personalize patient experience and streamline operations?

Personalized patient experience automation is a simple, fast way to take control of the patient experience, while simultaneously reducing staff workload. Whether you're starting to learn about patient experience automation or are focusing on specific business challenges, this e-guide is a great resource for you.



### User tip

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## What we will cover

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## Introduction

# 01



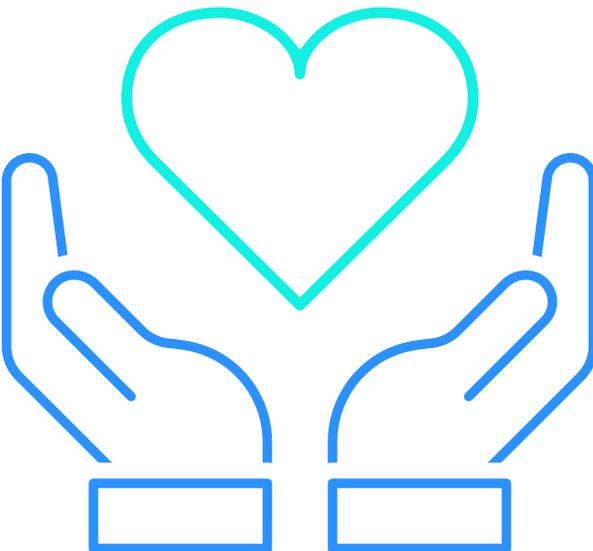
The healthcare industry has historically been slow to adapt to technological shifts. However, in recent years healthcare organizations have been forced to rapidly transform due to the onset of the COVID-19 pandemic, operational disruptions, increased pressure due to staffing shortages, regulation constraints, compliance requirements, funding, and shifting patient demands.

Patient demands have accelerated just as swiftly. Today, patients expect to have telehealth options. They require consistent communications, and access to appointment updates, lab results, and follow up information across multiple, interconnected communications channels. They want the ability to interact with their healthcare provider without picking up the phone. The list goes on and on.

### **Deploying omnichannel communications is not enough.**

Instead, healthcare organizations need to take a patient-centric approach, breaking legacy thinking to improve patient engagement and experience. To keep pace and stay competitive, providers must align their tools with specific patient desires and needs, and deliver personalized, information-rich, functional care. Healthcare organizations must offer radical convenience to their patients, while protecting patient data, staying in compliance with HIPAA and PCI regulations, and without using excessive staffing, financial, or developer resources.

*That's where **personalized patient experience automation** comes in.*



## What is patient experience automation?

# 02



Patient experience automation is delivered via a cloud-based, communications automation platform (CAP) that helps healthcare organizations modernize and personalize the patient experience.

The solution allows organizations to integrate real time voice, messaging, and communications automation services to their legacy unified communications, contact center, and healthcare management infrastructure.

Now, healthcare organizations can automate omnichannel communications, while delivering a consistent, engaging patient experience.



### Key takeaway

*Simply put, patient experience automation helps healthcare organizations personalize and automate their communications, ensuring patients have information they need for a great experience, while lessening administrative tasks.*

# CPaaS, communications automation, and patient experience automation

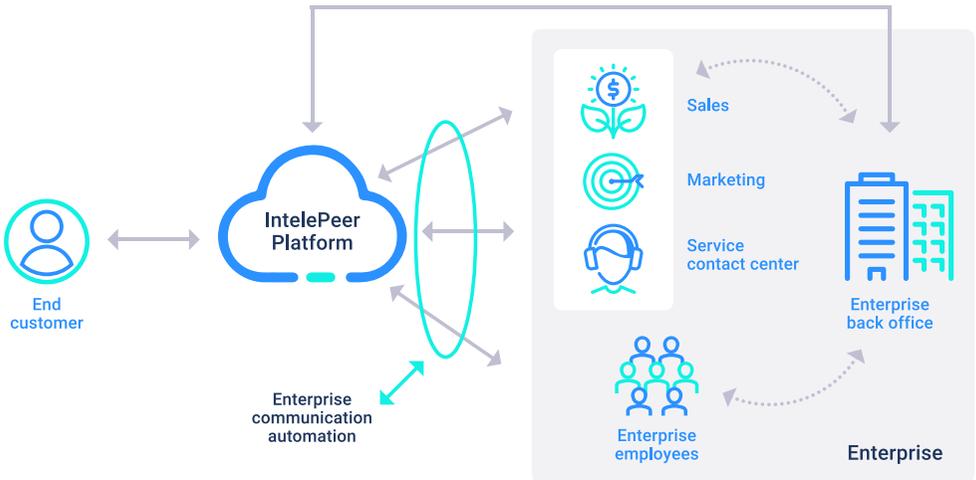
## 03



Other providers refer to their communications automation platform as CPaaS (communications platform as a service). These platforms offer a legacy approach to communications that require heavy coding to use. Launching the platform can take weeks or months and requires a heavy upfront, capital investment.

In comparison, communications automation platforms modernize CPaaS, making an expensive, high-level industry solution cost-effective and open to mass adoption. Communications automation layers onto your unified communications and contact center solutions, providing cloud-based functionality without ripping and replacing your current infrastructure. Patient experience automation uses pre-built configurations so that you can easily deliver the personalized experience your patients expect.

The economical no-code / low-code solution uses Marketplace applications, allowing organizations to launch in minutes or hours, without developer resources. Communications automation can also be customized with added development.





Communications automation platforms layer on to unified communications and contact center solutions, using pre-existing cloud or on-premises platforms to solve the biggest challenges healthcare organizations experience.

## Patient experience automation features and functionalities

# 04



In addition to delivering personalized communications, patient experience automation helps IT management build quickly, scale faster, and modernize in minutes.

Healthcare organizations can use personalized patient experience automation for:



Appointment communication and management



Payment alerts and processing



Patient surveys



Doctor, patient, and staffing notification alerts



Prescription communication management



Self-service hotlines, etc.

## What are the benefits?

# 05



Patient experience automation delivers a variety of benefits in comparison to traditional CPaaS solutions, including:



Time savings from quick and easy deployment



Flexibility to implement a customized or a fully pre-built out solution



Cost savings from combining legacy on-premises or healthcare infrastructure with cloud-based communication applications

## How to solve healthcare business challenges with patient experience automation

# 06



### ➤ The issue:

#### Bad patient communications and experiences

Delivering best-in-class patient experience is critical to patient retention. Lack of access to information and self-service options, difficulty accessing the right staff member, the absence of appointment reminders, and long wait times due to paperwork and staff delays all contribute to a negative patient experience.

### ➤ The solutions:

#### 1. Using patient experience automation to boost patient satisfaction and communications

Creating a positive patient experience starts at the first interaction — not when the patient walks in the door. Using patient experience automation, healthcare organizations can automate consistent and personalized communications to every patient, from day one, across multiple, interconnected channels, whenever and wherever they are. The solution integrates with pre-existing healthcare management infrastructure, so patient information is correct, and communications are seamless.

#### 2. Offering consistent, self-service options

Using intelligent call routing, healthcare organizations can use patient experience automation to ensure patients get to the right department the first time, as well as offer consistent, self-service options.

From their first phone call with the healthcare organization, patients can receive help from Interactive Voice Response (IVR), cloud-based routing technology, and select what they need from a menu, such as schedule an appointment, hours of operation, book an appointment, refill a prescription, talk to a staff member, and more. These options can point to pre-recorded information or to a specific extension.

An automated, self-service approach allows patients to access the information they need, quickly, and allows staff to customize communications to their exact business requirements. Now patients receive the information they want without consuming staff resources.

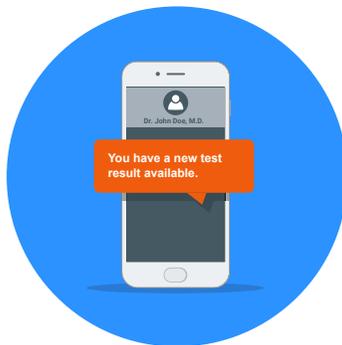
### For example

*Using patient experience automation, healthcare organizations can automate omnichannel appointment reminders. Patients will then receive reminders via automated voice call, SMS text, and more. When the patient receives the reminder, they can either confirm the appointment or access cancellation and rescheduling options. This strategy also reduces costly no shows and last-minute cancellations.*

### 3. Delivering omnichannel communications

Using patient experience automation, healthcare organizations can send communications across voice calls, SMS text, and more to ensure patients receive the information they need, on their preferred device. Communications can be customized, including links for next steps or responses.

Many healthcare organizations assume that they already have omnichannel communications when they only have separate, disconnected, multichannel communications. In comparison, omnichannel communications are delivered from a single, interconnected platform. When a single platform is used, patients receive streamlined, consistent communications.



#### ► The issue:

#### Time-consuming patient lifecycle management

Steps in the patient lifecycle vary by patient. Only **22%** of providers have initiated an automation journey. That means nearly 80% of healthcare organizations are manually managing the patient lifecycle.

Manual patient lifecycle management adds weight to already heavy workloads, consumes valuable staff time, increases organizational costs, and detracts from patient care.

► **The solutions:**

**1. Automating patient lifecycle management**

Patient experience automation allows healthcare organizations to trigger communications across every stage of the patient lifecycle to increase efficiency and boost patient satisfaction and loyalty. Communications automation workflows can be configured to interact with patients at pre-admission, during the administration process, during direct care and patient stays, during discharge, and during post care.

**2. Streamlined appointments and patient engagement**

Automation allows healthcare organizations to send pre-appointment paperwork to patients, such as health history, status, emergency contacts, and more. Now, patients can fill out contactless paperwork at their leisure, before even arriving at their appointment. This approach means that patients aren't stuck in the waiting room before an appointment filling out paperwork, staff spends less time on patient delays due to paperwork, and patients get to see medical staff faster.

Communications can also be sent after discharge, including patient surveys, prescriptions updates, and more. Automating the patient lifecycle means that staff members are no longer bogged down by administrative tasks, and information is easily triggered to patients, so that they have the details they need when they need it.

**Key takeaway**

*Automation lessens staff workload and increases productivity. Instead of individually communicating with each patient, staff can focus on other, pressing issues.*



➤ **The issue:**

**Confusing, disparate, insecure patient management systems**

When patients interact across multiple, unconnected channels, the result is patient data in many locations. Because these systems aren't interconnected, the results are poor tracking, inconsistent internal and communications data, patient frustration from incorrect information, and security risk. In fact, the average cost of a healthcare data breach is **\$6.45 million**. *That's 60% higher than the cross-industry average.*

➤ **The solutions:**

**1. Integrated data management**

Patient experience automation integrates with all pre-existing healthcare infrastructure and legacy tools. The platform constantly updates patient data with information that they or their medical provider enter. Now, records are correct, patients and staff have the information they need, and only one set of data needs to be kept.

**2. GDPR, HIPAA, PCI, and STIR/SHAKEN Compliant patient experience automation**

Patient experience automation providers must follow a variety of security regulations. Using a singular connection can simplify security, as the platform offers consistent certifications and regulations. Powerful patient experience automation platforms should be GDPR, HIPAA, PCI, and STIR/SHAKEN compliant.

**Ask your provider**

*Patient information is extremely sensitive. When vetting a patient experience automation provider, review their certifications and compliance for GPDR, HIPAA, PCI, and STIR/SHAKEN.*



► **The issue:**

**Time-consuming payment processing**

Collecting payments can be a taxing, time consuming effort. Patients may not take the time to send a check, may be too busy to take a phone call prompting payment, and sometimes simply forget to pay their bill.

► **The solution:**

**Secure, automated, fast payments and revenue collection**

Utilizing patient experience automation to trigger payment alerts helps keep bill pay at the top of mind for patients, without consuming staff time. Payment alerts ensure that patients receive bills on their preferred device, and that they can pay at the best time for their schedule. Patients can quickly access and pay a bill via SMS text, which can include a link to the healthcare organizations payment portal. If they prefer to call in, they can dial in, access self-service bill pay through an IVR menu, and pay their bills without ever speaking to a staff member.



**For example**

Automated communications can be sent to update staff and patients about:

- Personal protect equipment required when entering the building
- Disruptions and closures due to extreme weather
- Outages affecting productivity and appointments
- Construction affecting parking and commutes
- And more

**➤ The issue:****Inability to communicate with patients and staff during operational disruptions**

Only **40%** of healthcare organizations have prepared for future disruptions. When extreme weather, illness, or even a simple power outage occurs, healthcare organizations need a method to communicate with patients and staff alike.

**➤ The solution:****Emergency preparedness with patient experience automation**

Patient experience automation allows healthcare organizations to trigger omnichannel communications in the case of an emergency.

Recorded voice calls, SMS text, and messaging workflows can be prepared on the spot. When the disruption occurs, staff can quickly and easily select the communications automation workflow that applies to the disruption, sending updates to staff and patients.

**➤ The issue:****Poor visibility into failures and successes**

The inability to see patient experience metrics at both a high level and granular view impacts healthcare organizations' ability to grow and create change. Without on-going, real-time metrics, healthcare organizations can't understand where they're succeeding or where they're failing, making it difficult to stay competitive.

**➤ The solution:****Leverage analytics across the patient journey**

Patient experience automation not only streamlines communications, but it also tracks them. Healthcare providers can now view metrics at any level, helping them to adjust their strategy. Healthcare organizations can see if an individual is experiencing long wait times and adjust self-service features to mitigate the issue. They can push out an automated survey following calls and appointments and learn how staff is doing. Comprehensive analytics allow healthcare organizations to take a deep dive into patient experience daily so that they can evolve as quickly as patient demands do.



## Conclusion

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# 07

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Patient experience automation gives control over patient experience back to the healthcare organization, while simultaneously solving business challenges.

The quality of the integration and the solutions comes down to selecting the right provider. To ensure success, healthcare organizations should:

- + Partner with the IT team to truly understand the integration
- + Bring other decision makers into the process
- + Demo multiple providers
- + Request case studies and use cases

## Why IntelPeer

# 08



IntelPeer delivers rapidly deployable communications solutions for an always-connected world. Powered by AI and analytics, our communications automation platform instantly improves your customers' communications experience. IntelPeer provides industry-leading time-to-value with automated solutions that work seamlessly with existing business software and infrastructure. Our no-code templates and low-code, co-creation options provide you with easy-to-use tools that can be used by anyone and are also accessible through developer APIs.

### With IntelPeer, you can:



#### Build quickly

Create custom low-code / no-code communications automations in minutes.



#### Scale faster

Deploy solutions that scale to your growing practice, add new users, and support millions of patient interactions.



#### Modernize in minutes

Use pre-built, patient-preferred voice and SMS text tools designed with security in mind.



## Resources

There's more to learn about how to use patient experience automation in the healthcare sector. Check out our educational content created with you in mind.

- 1 *How to solve healthcare business challenges using communications automation*
- 2 *6 critical solutions for reducing business disruptions in healthcare*
- 3 *Combating healthcare business disruptions with communications automation*
- 4 *SimonMed saves \$500,000, streamlines processes, and expands operations with IntelePeer*

**Are you ready to streamline operations and deliver a more personalized patient experience with communications automation and integration?**

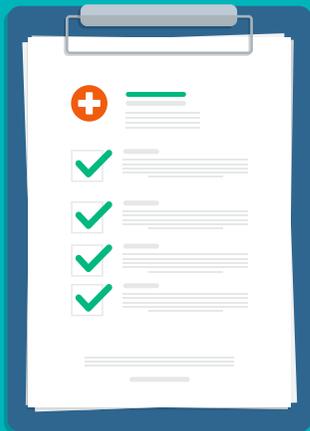
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