

HEALTHCARE COMMUNICATIONS

Everyone talks about the perfect patient experience but few organizations truly understand what that means. Good communications is at the heart of the patient experience but goes far beyond the doctor and nurse interactions. Digital Health holds the key to consistent, coordinated care and communications.



1

Omnichannel Communications

Consistent communications across channels

Patients want to interact on **their term** with 24/7 access via phone, online chat, text, email, or snail mail. A single platform for patient communications across channels can help engage, satisfy, and improve your bottom line and your patients' experiences.



2

Patient Satisfaction Scores Matter

High quality reputation

Patient reviews (as well as WOM) available online or through third party vendors are ubiquitous. Healthgrades, Hospital Compare, Press Gainy, Angie's List, and the Ste Department of Health are just some of the sites that offer information. When looking for provider information patients frequently use online information to choose where they want to receive care.

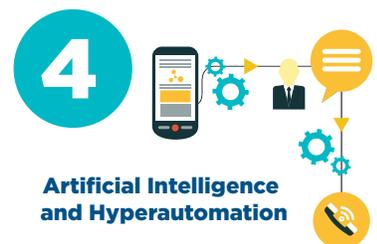


3

Data Drives Action

The Value of good data

There is no such thing as insignificant data. Patient surveys can be very granular and patients will routinely let you know how you made them feel. How easy was it to schedule or reschedule an appointment, or make a payment? How much time elapsed between connections? How was the Doctor's bedside manner? Ask and ye shall hear!



4

Artificial Intelligence and Hyperautomation

Make patient interactions personal

The use of data from the healthcare EMR, CRM, patient access center, and financial services can direct the delivery of conversational interactions that are brief, relevant, and useful.



5

Person to Person Experiences

The value of the personal touch

Typical patient inquiries such as appointment scheduling, or even appointment prep can be segmented with self service options and automated information. But some patients require or desire to receive assistance from a real person. Smart solutions that are flexible and take care of patients by providing efficient successful interactions regardless of the issues can be critical to the loyalty factor we all like to see from our patient population.