Transforming the healthcare contact center

Changing patient expectations, new technologies and greater competition are transforming the healthcare sector.
Find out how the contact center can help you win in this new environment.
AT&T contact center solutions for healthcare

Our people want transparency, knowledge, and control when it comes to managing their healthcare. Our three companies have extraordinary resources, and our goal is to create solutions that benefit our U.S. employees, their families and, potentially, all Americans.

These are the words of Jamie Dimon, CEO of the investment bank JPMorgan Chase. He was announcing his bank’s joint-creation of an independent health care company with online retailer Amazon and conglomerate Berkshire Hathaway.

For now, the new company will only provide health coverage to the companies’ own employees. But founders have already raised the prospect that it could one day service “all Americans.” The announcement, which attracted a great deal of media and industry attention, caused the stocks of major healthcare providers to fall by 5% or more [1].

This is just one sign of the many changes shaking up the healthcare industry. Other factors driving change in the industry include:

• The rise of personalized medicine and a patient-experience model and mentality
• Greater public scrutiny of spending and value for money
• The breaking down of historic commercial boundaries (i.e. Walgreens and CVS move into insurance)
• Patients demanding greater control over their own treatment
• Data-driven healthcare facilitated by artificial intelligence (AI).

In this briefing, we’ll outline the ways in which — through the application of new technology and innovative ways of working — the contact center can play a key role in helping healthcare providers meet these challenges and win in the new market place.

AT&T has over 30 years’ experience working with contact center executives in the healthcare sector. We can help you find the right mix of technology, the right partners, and the right strategic operating model to deliver an integrated, omnichannel patient experience across the clinical journey.

Our consultants are specialists in contact center optimization for healthcare. They will work with you to understand your patients’ needs throughout the treatment process and how well those needs are being met, as well as specific impediments and customer pain points.

Together, we’ll identify the optimum contact touchpoints to help ensure patients always have access to the support they need. We’ll then help you implement that model across all channels, with highly secure and resilient communications.

This includes the virtually seamless integration of:

• IoT, M2M, and emerging network technologies to support telehealth
• Telemetry and remote asset maintenance
• Artificial intelligence and big-data analytics to inform clinical and clerical decisions
• Social media channels and communities to support communications with customers, carers, and clinicians
• Chatbots and process automation to accelerate payment processes and caseload throughput.

By upgrading the role of the contact center and making it the hub of a data-driven patient experience, you can respond in near-real time in a more informed, intelligent way to patient behaviors, emerging clinical goals and relevant data signals.

In addition to providing senior management the insights it needs to improve the patient experience, a data-driven contact center also provides information on agent performance, skills-gaps, and training needs. These can be used to help build a more effective and satisfying work environment, leading to increased agent engagement and retention.

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A 2017 survey of U.S. citizens with healthcare insurance found that almost 1 in 5 didn’t think their healthcare provider was primarily concerned with improving their health. Additionally, 1 in 4 doesn’t think their provider cares about them as an individual. And 91% of those who expressed dissatisfaction with their current provider were likely to look for another [2].

Healthcare providers face a range of complex and growing pressures: to adopt new technologies; to adapt to a changing regulatory environment; to improve clinical outcomes; to respond to changing business pressures; and to improve the patient experience. The modern data-driven contact center can play a crucial role in meeting these challenges.

The benefits of a patient-experience approach

With data-collection and integration across the enterprise, everyone who has any contact with a patient instantly has a history of that person’s interactions with the company, their needs, and (if appropriate) their clinical details. Not only does this lead to a better patient experience, it can also improve clinical outcomes. Because it involves the creation of a streamlined and integrated data-sharing culture, moving to a modern patient-experience-centered model gives you the technological underpinnings and the data-at-scale you need to successfully adopt the next generation of AI-powered healthcare technologies.

Advantages to moving to a patient-experience contact-center model include:

- The right information is instantly available to caregivers and customer-service reps
- Data follows the patient efficiently and transparently
- Each employee only has access to the data he or she needs and is entitled to see
- Data is collected and shared with people and platforms across the enterprise, so that account management and settlement can be threaded into discussions across many touchpoints
- Improved data sharing and availability helps companies manage risk and lower costs.

Healthcare customers demand an omnichannel approach

Omnichannel has been a theme in the contact center industry for some time. Despite this, many healthcare providers have not completed the transformation to a fully integrated, data-driven omnichannel contact center. A 2017 survey found that just 2% of healthcare professionals thought their organization’s digital transformation was complete in all areas. And only 32% said it was complete even in just some areas. The remainder said their company was at the planning or piloting stage [3].

A new approach to technology deployment

Planning and executing the move to an omnichannel and data-driven patient experience can be complicated. Challenges for healthcare providers include:

- Implementing the latest technology so that it works with existing platforms, such as legacy PBX infrastructure and patient data applications
- Achieving end-to-end consistency in the patient experience in a way that enhances both clinical and customer outcomes
- Reducing friction in the customer experience to maximize retention rates and increase upsell and cross-sell opportunities
- Implementing efficient data sharing while ensuring that new systems meet regulatory and best-practice standards for patient confidentiality and data security.

That’s why healthcare providers are seeking a new approach to upgrading their contact center, infrastructure and the data-processing capabilities which underly it. This new approach should allow for a modular upgrade path to adopting new technology. Providers must be able to integrate new capabilities, whether on-premises or in the cloud, with their existing contact center infrastructure.

By choosing the right mix of contact center technology—and the right trusted advisor—healthcare providers can optimize the patient experience, improve clinical outcomes, meet business goals, and get the best mix of existing, new, on-premises, and cloud technology.

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2. “West Study: 91% Of Americans Likely to Explore Other Healthcare Options When Dissatisfied With Current Providers.” 19 June 2017, Televox
3. Deliver value-based, personalized care through digital transformation. February 2018, SAP
Building a better omnichannel experience for patients, carers, and clinicians

Typical patient journey

Utilizing multiple channels and devices in a virtually seamless, unified experience

Patient referred for treatment
Expert at provider approves claim and nominates specialist
Assisted appointment booking helps accelerate diagnosis
Patient monitored remotely and data shared with experts
Patient advised of appropriate treatment, available consultants, and account settlement options
Escalated to specialist for ongoing medication/treatment program

Contact center support path
Powered by a rich, cross-channel history with customer

Website
Phone
Chat
Social
Hospital/clinic
Helpdesk
Email

Technologies driving class-leading experience
Integrating innovative, complementary platforms for powerful and influential experiences

Collaboration
AI
API
Telehealth/IoT
Chatbots
Big data
Enterprise apps

Patient experience =
Generating better patient outcomes
When you work with AT&T, our expert consultants work with you to carry out a business audit, capturing relevant processes, touchpoints, and stakeholder imperatives. Once we understand your organizational requirements, we’ll collaborate with you to design a technical solution—and the processes that underpin it.

**Typical healthcare challenges addressed by AT&T**

- Achieve consistency of patient experience in on and offline channels
- Integrate previously siloed data to improve the patient experience and accelerate account payments
- Improve the patient experience and clinical outcomes
- Increase sales by removing friction points in the customer journey
- Develop strategies to improve net promoter scores
- Balance the right resources with the right priorities.
- Share data with clinical teams while respecting patient privacy

Our specialists will use advanced simulations and stress tests to help ensure the new platform meets your needs and can handle projected usage volumes. Our consultants can also help you with a phased and managed rollout.

**Why AT&T?**

We work with 7 of the top 50 companies in the Forbes Global 2000 and many other U.S. and global market leaders. With our flexible and extensible suite of world-class solutions, we can help you optimize your contact center with the right mix of capabilities and technologies.

Not only will this yield measurable improvements in patient experience metrics and return on investment but also in back-end functions such as capacity and availability management, incident desk operation, performance and reporting and change management - all helping provide a roadmap for the future.

Our experts can also help you design and implement an on-premises, cloud-based, or hybrid contact center platform, depending entirely on your specific needs. For highly regulated industries such as healthcare, AT&T can help plan and deliver an environment that benefits from fully-compliant adoption of cloud technologies. From the moment you start to work with AT&T, our specialists can help you build a business case for change.

AT&T takes a whole-enterprise approach to change; therefore, we can help integrate the data-gathering functions of the contact center with other strategic functions such as marketing and sales. By doing this, you’ll make a defined and measurable impact on key business goals and make sure your business is better placed than its competitors to profit from the data and patient experience revolutions.
Working with industry leaders

With 30 years as a contact center specialist, AT&T has built a close working relationship with the leading technology providers, including vendors such as Genesys, Cisco, Avaya, InContact, and CSGI.

Rather than take an approach that ties you into a specific technology vendor, AT&T specialists take a vendor-agnostic approach in helping you find exactly the right mix of systems and technologies for your company’s specific requirements.

Contact AT&T or visit www.att.com/contact-center to find out how we can help you build the contact center of tomorrow, today.