

# Help deliver extraordinary efficiency and patient experience through unified, cloud-based communications



AT&T Office@Hand lets healthcare organizations unify their voice, messaging, and conferencing capabilities in the cloud. That means you can enrich the overall relationship with—and experience of—a patient. And in today's digital era, it also means that you operate with enhanced efficiency while laying the foundation to evolve at the rapid pace of innovation.

## Solving the top challenges of today's healthcare organizations with cloud communications

If you are a stakeholder in a healthcare organization, then you face disruption and demands from every direction. Unprecedented mergers are spawning new business models for providers, researchers, and insurers alike, while the trend towards accountable care (tying payments to quality metrics and the cost of care) will impact payment constructs for patient services.

Accountability necessitates increased engagement—even while the bar for satisfying, personalized patient experiences seems to move higher every day.

No matter what area of the healthcare marketplace you operate in, you need to navigate all these trends successfully—while dealing with a host of challenges, including:

### Challenge #1: Producing better outcomes at a better cost

Profitability, speed, and collaboration. These are the mantras and laser-focused goals across the healthcare industry. Every initiative, strategy, and investment must help the organization create better outcomes at better costs.

As the healthcare provider landscape has shifted to outcome-driven measurement and satisfaction scoring, the implications for patient volumes, reimbursements, and overall practice profitability have never been more critical. Providers and payers will need data that proves patient progress and improvement. All organizations will need to deploy staff resources more efficiently to help improve patient and customer engagement.

In the life sciences sector, organizations are pushed to create profitable products and services in increasingly shorter windows, which requires clockwork efficiency and informed cooperation among all stakeholders.

**85%** of voice-only calls fail on the first attempt in healthcare environments

Source: <https://www.mitel.com/-/media/mitel/pdf/content-entry-pdf/en-eb-improving-hospital-performance.pdf?modified=20180411215802>

### Solution #1: Improve response, performance, and return-on-investment

AT&T Office@Hand lets teams collaborate frequently and exchange critical and timely information, files, and updates, allowing employees to respond faster to patient needs and reduce the time it takes to solve problems. It offers patients one phone number that rings desk phones and mobile phones simultaneously, can easily be routed and forwarded to the right person, and can send and receive SMS messages and faxes. In a clinical setting, staff can easily update their ongoing availability status, which enables near-real-time collaboration across the medium and device best suited for the situation. Additionally, all-in-one cloud communications systems are estimated to save 30-40% compared to traditional on-premise PBX systems.<sup>1</sup>

For healthcare organizations, customized groups can be created to implement automatic efficiencies and reduce the chance of miscommunication. These groups might include eligibility, scheduling, lab, or physicians and nurses. Life sciences and others with heavy R&D investments can speed advances and development cycles by sharing easy-to-access, accurate information between the teams engaged in the process.

**Be available to your patients.** Offer patients one phone number that rings desk phones and mobile phones simultaneously, can easily be routed and forwarded to the right person, and can send and receive SMS messages and faxes.

### Challenge #2: Breaking down silos for better interaction and collaboration

Along with the need for increased collaboration, fundamental industry changes are exposing inflexible or incompatible systems and processes. When all stakeholders can't interact easily across channels and devices, it reinforces existing silos and creates new ones. For providers, this can reduce the quality of patient interactions and outcomes. For multi-department life sciences organizations and insurers, silos hamper employee productivity, customer experience, and profitability.



**73%** of healthcare professionals send and receive work-related texts

Source: <https://www.mitel.com/-/media/mitel/pdf/content-entry-pdf/en-eb-improving-hospital-performance.pdf?modified=20180411215802>

### Solution #2: Unify care communications

AT&T Office@Hand helps eliminate silos with a single, cloud-based, unified communications platform that offers team messaging, SMS, video conferencing, and screen sharing to help teams solve problems faster and work together better. With diverse channels—including SMS, audio or web conferencing, voice calls, and team messaging on mobile devices or desktops—you can choose the channel that best supports specific clinical workflow actions.

Having multiple, unified channels also gives your patients multiple points of highly secure engagement. In a research setting, teams can share theories, results, and other information quickly and reliably. Past exchanges can be archived for easy reference. For hospitals, insurance companies, and other organizations with multiple stakeholders, collaboration technology from AT&T Office@Hand supports virtually seamless, omnichannel coordination between departments, institutions, and customers.



**Collaborate on patient care.**  
Leverage team messaging, SMS, video conferencing, and screen sharing to solve problems faster and work together as a single team.

### Why AT&T

AT&T can help identify and implement the technologies you need—from one edge of your business to the other—to create an experience that keeps customers coming back. We offer the expertise and support you need to transform your healthcare organization.

### Challenge #3: Complying with privacy and security regulations

Providers who communicate with patients or payers across unsecured, non-compliant channels are inviting trouble. If personal, proprietary, or competitive data gets compromised, providers may find themselves in violation of HIPAA regulations, while researchers and hospitals leave themselves open to both privacy and competitive liabilities. For example, SMS may be popular and convenient for communication, but carrier-based texting is riddled with privacy and security issues.

**Protect patient data.** Meet the regulatory requirements defined by HIPAA via our HITRUST/CFA certification.

### Solution #3: Elevate communication compliance and security

AT&T Office@Hand replaces numerous shadow IT tools and the need to use personal devices when interacting with patients and providers. It helps meet the regulatory requirements defined by HIPAA through our HITRUST Common Security Framework (CSF) certification. In addition, companies developing proprietary products and processes can protect their intellectual property investments by enabling highly secure communications that minimize accidental—or intentional—competitive exposure.

Providers and payers will need data that proves patient progress and improvement. All organizations will need to deploy staff resources more efficiently to help improve patient and customer engagement.

For more information about AT&T Office@Hand, visit us at [www.att.com/office-at-hand](http://www.att.com/office-at-hand).

1 Source: <https://netstorage.ringcentral.com/documents/tei.pdf>  
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