

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 helps you create the right contact center solution

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

- Location and proximity technologies for appropriate service delivery
- AI and big-data analytics resources for informed clerical and clinical 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.

1. New York Times, <https://www.nytimes.com/interactive/2017/12/22/business/amazon-stocks.html>

Transforming the healthcare contact center

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

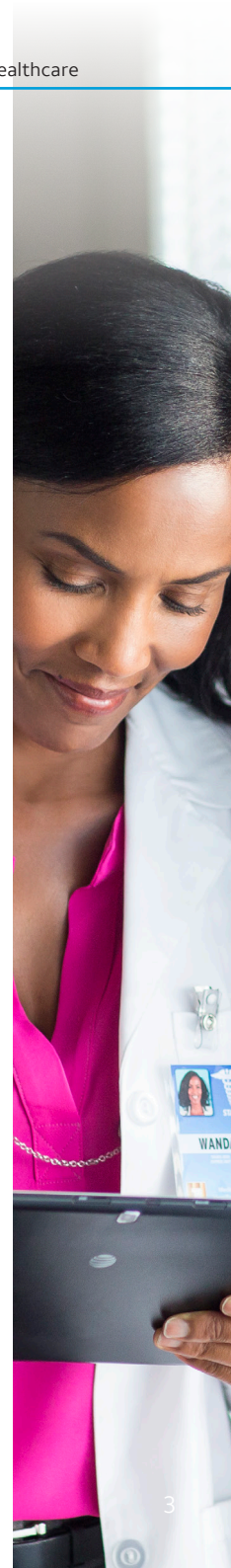
and data-driven patient experience can be complicated. Challenges for healthcare providers include:

- 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.



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



AT&T contact center capabilities

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 capabilities and technologies for your needs.

With our extensive contact center solutions portfolio, complementary and core connectivity services including IP Toll Free and SIP trunking, AT&T is able to deliver measurable improvements to both front-end connectivity and back-

end efficiency. Underpinned by the AT&T global network, your organization will have a robust foundation on which to deliver a superior customer experience.

And because AT&T takes a whole-enterprise approach to change, we can help maximize investments by connecting existing systems with the entire enterprise, automate manual processes to reduce inbound call volumes, and enable flexible, remote working of contact center agents - all help to deliver an improved, empowered and efficient customer experience and place your business more favorably than competitors.



Working with industry leaders

With 30 years as a contact center specialist, AT&T has developed a comprehensive portfolio that provides organizations the ability to deliver enhanced omnichannel customer experiences, digitized and automated processes, and improved productivity - regardless of your current starting point.

AT&T Cloud Contact Center is a rapid deployment cloud-based platform. It integrates all communication channels with interaction history and interfaces with all leading CRM platforms for organizations that are ready to benefit from moving to the cloud.

For on-premises, hybrid, or existing cloud contact centers, the AT&T Contact Center Essentials portfolio offers a suite of cloud services that can incrementally improve your ability to meet customer expectations - without the need for a rip and replace strategy.



AT&T Business

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.