5 Tips to Drive Efficiency in Patient and Member Experiences

Everest reports that Healthcare is embracing Conversational AI. Are you embracing the technology needed to drive efficiencies and effortless experiences?

We can help you leverage the power of technology to reduce patient effort and increase productivity. **Here are 5 tips to get you started!**

1 Self-service made easy

Digital self-service driven by conversational AI can quickly get your patients and members the information they need while freeing up staff to focus on more complex matters. Whether self-service is on the website or through messaging, the patient and member effort can be reduced by providing quick and easy ways to schedule, change, or cancel appointments and access information such as benefit plans, deductibles, or out-of-pocket expenses.

2 Bill paying made easy

Another way to improve the healthcare experience and reduce an individual's effort is by offering easy options for paying bills. Whether online or enabling secure payments via messaging, people can pay bills on their own time. Not only is it convenient, but it also helps reduce paper waste while freeing up your staff to focus on more urgent needs. It's a win-win!

3 Proactive communication made easy

Whether it's to follow up with patients after their appointments or making sure a member has information about the right care programs, proactive communication helps drive more valuable interactions. Automating referral notifications, sent via text message or email enables healthcare providers to immediately engage with all patients in the referral queue, drive revenue through increased bookings, prevent leakage, and improve the patient experience.

4 Consistency is key

Providing your members and patients with the same extraordinary experience through phone, email, text, or web will create confidence and boost the trust they have in your organization and services. Conversational AI can help deliver consistent service across all channels, you'll create a seamless experience that helps you to become a more trusted healthcare advisor.

5 Listen to your patients and members

Listen to your patients and members, show them you care. Voice of the Customer (VOC) provides valuable insight into what they need and how you can improve your services and tailor more personalized experiences. This information can show you where there may be gaps in care or ways to guide them toward achieving better health through available services and resources.

These are just a few tips you can use to reimagine the patient and member experience to make sure you are continuously bringing high value healthcare services and products that meet their needs. With the right partner and the right tools, you can provide exceptional experiences that will keep your patients and members happy and earn their trust and loyalty.

Concentrix has the tools and the CX expertise to help you drive a reimagined patient and member experience. Contact center management, messaging, conversational AI, analytics, VOC, and much more. All working together to streamline data sharing, improve conversations, and give you the insights you need to make strategic decisions that positively impact your healthcare products and services.

> **What are you waiting for? Start making your patients' lives easier today!**

LEARN MORE:
Patient and Member Experiences Reimagined

Reimagine Everything CX

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