CASE STUDY

Reimagining Patient Experience

Regional specialty healthcare provider leverages Amazon Connect to modernize its Patient Assistance Center

Healthcare consumerism is on the rise

Patient experience is taking center stage as more healthcare organizations respond to the rise of healthcare consumerism, a trend that places patients in the driver's seat when it comes to choosing care providers and treatment options. This places pressure on providers and payers to develop a digital front door that operates 24/7 providing easy access at any point during the healthcare journey.

Giving CX a boost with Amazon Connect

As this regional specialty healthcare provider continued to expand its network of affiliates, it required a flexible, cloud-based foundation to enable delivery of high-quality patient and provider experiences. The client's Patient Assistance Center (PAC) needed to scale to support accelerated growth, while providing easy, personalized experiences.

The client struggled to respond to patient requests, with up to 40% of calls being abandoned. Multiple legacy and siloed CX systems across its more than 60 locations created operational inefficiencies, unnecessary technical debt, limited data sharing, and made onboarding new clinics a complex and time-consuming process, typically taking months, and slowing speed to benefit for the client and its patients. Without next-gen contact center technology and digital self-service options, the client faced patient and staff frustration, lost revenue, and decreasing patient loyalty.

About our healthcare client

A leading regional specialty healthcare provider, this client delivers clinical and operational support to over 200 clinicians across five states.

With a vision to grow its national network of affiliates, they are committed to accessible, high-quality, cost-effective care, patient satisfaction, and community involvement.

Client quote

"*Concentrix are an exceptional organization blending flexible models for resource augmentation empowered by best-of-breed technologies. They have been essential to our success in the 'new normal'*."

- VP Clinical & Business Systems

Modernizing the PAC

Our client wanted to provide a modern patient experience, simplify its technology and operating structure, and reduce operating costs for a more centralized, intelligent PAC experience. They chose Concentrix because of our ability to offer not only CX technology, but advisor services to augment the PAC staff, and managed services to ensure that the entire solution was efficiently and effectively implemented, and continually improved.

The Concentrix team began with an in-depth evaluation of existing technology and processes, gathering insights into the patient journey to create a roadmap for implementing a next-gen CX solution. Our complete managed service began by migrating the client's legacy contact center platforms, by region, into one cloud-based environment with Concentrix XP Contact Center (XPCC) for Amazon Connect. An omnichannel contact center solution, XPCC for Amazon Connect provides maximum scalability and easy implementation of new self-service channels.

We continue to introduce digital self-service channels starting with voice, then text and chatbots, all leveraging the conversational AI functionality of Amazon Lex, that allows patients to express exactly what they need, in their own words. Smart routing based on patient intent decreases misrouted calls and improves the patient experience.

Integration with the client's Allscripts EMR system provides access to data that enables Concentrix Virtual Assistants to automate the patient authentication process and provide a consistent user interface across all channels.

The virtual assistants capture low-complexity information that is shared with live advisors who quickly address patient requests for things like appointment scheduling, which reduces average handle time and overall contact center costs.

Business outcomes

Moving to the cloud enabled this client to provide a consistent "digital front door" experience for patients and providers. The company streamlined its PAC operations, retired technical debt associated with legacy infrastructure, and provided greater access to information, which translated into a better, more responsive patient experience.

With Concentrix managing the client's digital CX, we helped them achieve the following:

- **40% cost savings** from contact center operational efficiencies
- **$500K/year** savings through efficiencies gained in onboarding new clinics
- **Speed to value** by reducing onboarding **to an average of 4-6 weeks**

More self-service on the horizon

Offering patients more digital self-service options will be critical to providing fast, frustration-free experiences. In the very near future, patients will have the ability to cancel, reschedule and receive appointment reminders via text messaging. As a strategic partner, Concentrix remains committed to helping this client increase patient and provider loyalty through more personalized, omnichannel experiences.

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Contact us today!

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