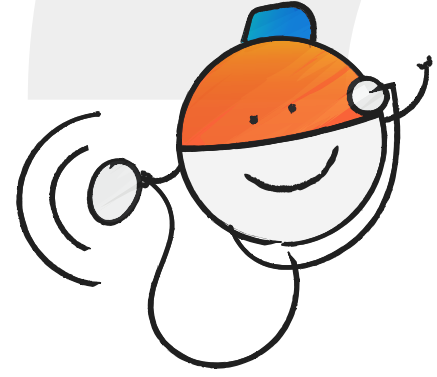


# CX is the right Rx for healthcare



The industry is changing. Here are three ways innovative healthcare organizations are utilizing AI-powered automation to make the customer experience smoother, more consistent, and . . . well, healthier.



**Giving patients more control**



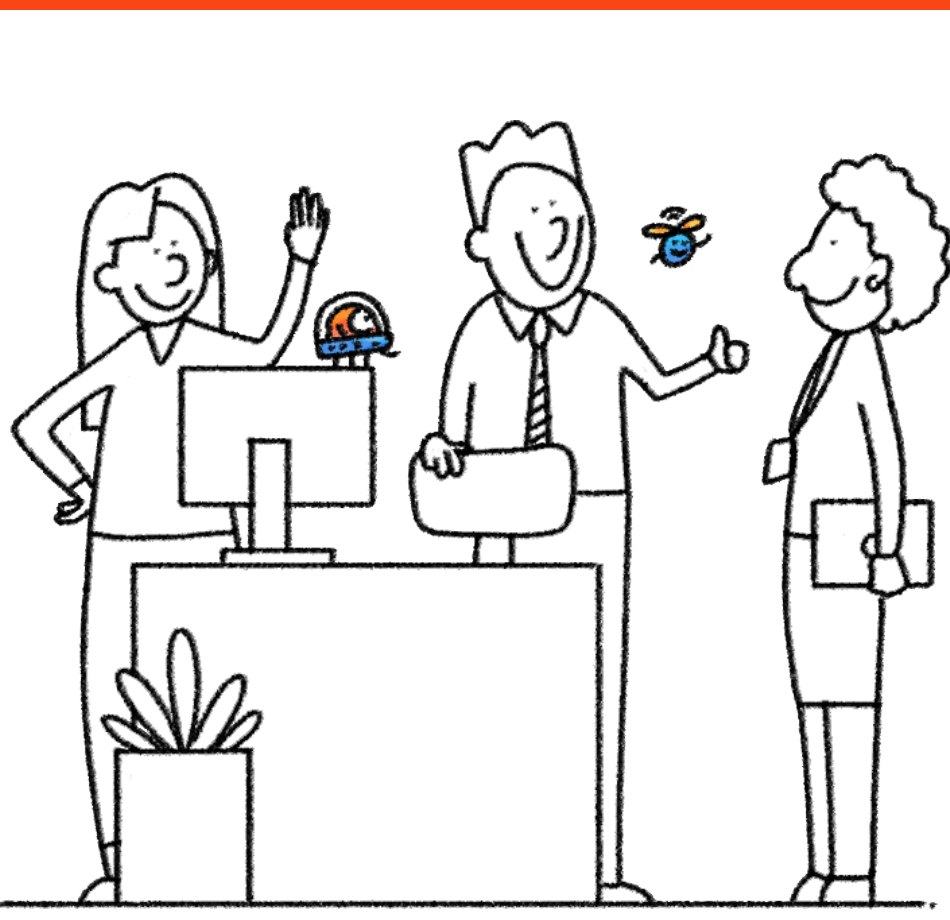
**Supporting agents who support patients**



**Process improvements for a patient-centric focus**

## Giving patients more control

It can take a lot of patience to be a patient. There are appointments to schedule, forms to complete, and bills to interpret. But AI-powered automation is empowering patients by making those tasks a lot smoother and easier. That means patients can spend less time on filling out forms and more time on feeling better.



**61%**

Of respondents said they want to be able to access their medical records from providers' EHRs on mobile device apps or through an online patient portal.

Pew

**93%**

Percentage of patients who want digital options to manage their care

Patient engagement hit

### Sample use cases

Account management and authentication | Appointment scheduling | Benefits eligibility status

## Supporting agents who support patients

The agents in the healthcare contact center help patients tackle some pretty complex issues—but they're still under pressure to improve average handling times (AHTs) and first call resolution (FCR) rates. Automation can equip agents with a "single pane of glass" that consolidates data from multiple systems, so they can focus on solving the patient's problems instead of hunting down the information they need.

**89%**

of full-time workers are more satisfied with their job due to automation

Source: Salesforce.com

**25%**

reduction in agent attrition and requests to speak with a manager, driven by generative AI

Source: McKinsey



### Sample use cases

Single view of the patient | Guide my claim submission | Patient interaction summarization

## Driving process improvements for a patient-centric focus

Processes the patient never sees can be just as critical to a great experience as a knowledgeable agent or great website. And automation offers the right prescription to make those processes run smoothly, so the patient never experiences the glitches and delays that affect the quality of care.



**20%**

Higher customer satisfaction, sales conversion rates, and employee engagement resulting from successful personalization initiatives

Source: McKinsey.com

### Sample use cases

Agent onboarding and offboarding | Claims adjudication optimization | Patient analytics

## Want the full story?

**Download our e-book,** Customer experience in Healthcare: Making better service the prescription for success

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