Customer experience in Healthcare

Making better service the prescription for success

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Putting patient needs first

What does it mean to be patient-centric? It means a healthcare organization, whether it's a provider or payer, does everything it can to meet the patient's needs and foster their overall wellbeing and quality of life. A lot of smart, passionate, and dedicated people go into the healthcare field just for those reasons. But there's another aspect of being patient-centric that sometimes goes overlooked—the patient's experience as a healthcare customer.

Scheduling appointments, completing paperwork, submitting claims, paying bills—they're all part of the interaction with a healthcare organization. And when they don't run smoothly, they can distract the patient and organization from focusing on what matters most: quality of care.

AI and automation are emerging as tools that today's most innovative healthcare companies are using to make the patient's customer experience smoother, more seamless, and more personalized. They're the foundation for solutions that help patients help themselves through AI-powered assistants, free contact center agents from the tasks that slow them down, and improve the flow of processes and information across the healthcare enterprise.

Ready to see how? Let's get started.

Improving engagement with self-service automation

Being a patient can be a lot of work. You have to schedule appointments, fill out forms, provide up-to-date insurance information and medical histories, interpret billings, and submit payments. It's work that no one relishes. People want to focus on getting care, not setting up accounts and filling out forms—especially while they're sitting in a waiting room or call queue. But completing those tasks is a necessary evil. The easier and more convenient healthcare organizations can make those tasks, the sooner patients can get the care they need—and the better their overall experience.

Self-service options that drive better patient experiences

AI-powered automation can transform the healthcare experience by simplifying a lot of the administrative workload that goes with being a patient. Self-service tools such as intelligent virtual assistants can guide patients through the completion of forms and provide answers to questions at the first point of contact.

Beyond simply scheduling appointments, patients can interact with virtual assistants to confirm benefits eligibility, update medical histories, and check on payments and claims. And because being a patient involves providing information for the different systems that healthcare providers rely on, automation helps bridge those gaps, so patients don't have to enter and reenter the same information multiple times.

Geisinger

Rising to the challenge of a spike in service demand

When the pandemic struck, Geisinger needed to meet exploding demand for rapid testing, patient care, and employee health monitoring.

They deployed UiPath automation to replace 2,000 weekly COVID-19 symptom-checking calls. Nurses were freed to provide patient care and employees and patients are better protected. Geisinger also saved 900,000 clinical hours that they redirected to staff vaccine clinics and avoided more than $40 million in incremental costs for COVID operations.

Get the full story →

Similarly, AI-powered automation can help streamline some of the most common service processes for healthcare payers and their customers. For example, communications mining uses state-of-the-art AI to recognize the patient's request and gauge their sentiment based on data from emails and chats. Robots can act on the extracted data, update systems, and even complete complex requests. Communications mining helps automate tasks like policy amendments, verifying coverage, and checking on claim status. Patients receive faster resolution and agents are freed up to focus on customer care and more complex requests.

With AI-powered self-service capabilities, service is always available and personalized to the patient's needs. UiPath research shows that expanding self-service improves NPS by 5 points at 1/20th the cost. And what's good for the patient turns out to be good for the healthcare organization. Empowering patients through automation-driven self-service helps reduce traffic at call centers, while driving down operating costs and improving overall patient satisfaction. Providers and payers can spend less time on administrative overhead and more time on care.

$40 million+

Avoided in COVID costs using automation.

GEISINGER

Self-service automation use cases →

Freeing agents to focus on patient support

More than 30% of health plan members say that poor customer service is their most glaring sore point. That's probably no surprise. The healthcare landscape is a complex world to navigate. And it can be equally complex for the call center agents that patients rely on to guide them. An agent has to be adept at everything from insurance coverage to patient history to claims processing to billing. That's a lot to ask.

Fielding a patient's question often means logging into and navigating multiple, incompatible systems to get the information they need. No single system gives them the comprehensive view they need of a patient's history and status. It's the agent's job to create a consistent picture out of a mix of disparate sources.

Research shows that agent turnover rates are nearing 40%. Part of the reason may be due to the fact that providers emphasize the importance of a high-quality patient experience—but they'll often measure agent performance in terms of average handling times (AHTs) and first call resolution (FCR) rates. That can create a frustrating dilemma for agents who are dealing with patients facing difficult healthcare issues and who need the agent's help resolving complex issues: either give a patient the time and support they need or solve the issues as fast as possible. It's an impossible choice.

Major US healthcare insurance company

Taking the tedium out of the agent experience

The call center agents of a major US healthcare insurance company were spending a lot of time opening and closing the applications they needed to do their jobs—which was a hassle for agents and the technical and security staff supporting them.

With UiPath, the company launched an attended automation framework so agents could open all of the needed systems with a single click—while allowing supervisors to stay in closer touch throughout the workday. The solution saved more than 200,000 hours and $9 million annually, while dramatically improving the agent experience.

Empowering agents with the tools they need for better service

AI-powered automation can help agents achieve the best of both worlds: high-impact patient support and more efficient performance. Robots can provide agents with a “single pane of glass” that consolidates data from multiple systems, so they don’t have to search for the information they need to solve the patient’s issue. They spend less time swiveling back and forth between systems and more time delving into the caller’s needs. And they have real-time access to insights from every interaction to reduce handling and wait times and deliver personalized service.

But automation does more than streamline access to information. Robots can provide immediate next-best action suggestions based on the patient’s specific issue and history. They can also guide the agent through complex tasks that aren’t just difficult to train for but also challenging even to anticipate.

And then there’s the follow-up work at the end of every call. AI-powered robots can summarize the engagement, generate follow-up emails, and escalate issues to managers. They can also streamline data transfers to other departments and their systems. In other words, they can take over a lot of the administrative work that used to be the agent’s job—which frees up more time for one-on-one interactions with patients.

Healthcare organizations are in the business of healing—but that business is still competitive. AI and automation are emerging as essential tools for increasing efficiency, keeping costs in check, and empowering agents to provide the highest possible quality of support.

>30%

Of health plan members say that poor customer service is their most glaring sore point.

MAJOR US HEALTHCARE INSURANCE COMPANY

Agent support automation use cases →

Driving process improvements for a patient-centric focus

There's more to being a patient-centric healthcare organization than successful interactions between patients and their care team.

Every healthcare organization relies on a complex mix of disparate systems for functions such as patient management, claims, compliance, and billing. And that means that critical data is housed in systems that weren't designed to work together. Even the simplest patient engagement will involve processes that cross operational and departmental boundaries. But those different parts of the enterprise can't always share information without a lot of workarounds. Manual tasks interrupt workflows, causing delays and increasing the potential for error. And even though patients don't see what's going on behind the scenes, those roadblocks and inefficiencies can ultimately affect their experience with an organization.

InHealth

Making shared services an engine of efficiency

InHealth is the UK's largest specialist provider of diagnostic and healthcare solutions, so the company knows how administrative work can take away from patient care. The company wanted to use UiPath automation to make work better for its teams and free up time so they could spend more of it doing what they love—supporting patients.

With an initial focus on shared services, InHealth deployed automations that saved nearly 21,000 hours of work in shared services and patient support functions, with even greater anticipated savings on the horizon.

Get the full story →

Removing the roadblocks to better CX

AI-powered automation can fill in the gaps between departments, functions, and systems by streamlining the flow of information and processes across organizational lines.

Automation can accelerate tasks such as agent training, onboarding, and offboarding, so qualified people get up to speed faster to help patients. It can help healthcare providers and payers anticipate and understand trends in the patient experience by analyzing patient inquiries, complaints, billing and claims disputes, and other metrics. And AI can offer recommendations on the best course of action to address emerging issues and keep the organization on course and focused on patient needs. It can also streamline administration in areas like accounting, risk management, and compliance—so everyone in the organization can stay focused on the core mission of helping people heal.

Healthcare is a mission-driven field. Carers want to focus on helping patients, not administrative overhead. Automation helps eliminate the mundane, repetitive, and manual tasks that are ultimately a distraction from patients and their needs.

42,000

Hours of work saved automating a range of operational and back-office processes.

INHEALTH

CX ops automation use cases →

Using automation for a healthier customer experience

Automation is the mechanism for turning AI's capabilities into real-world solutions. For healthcare organizations, AI-powered automation opens up new possibilities for the customer experience. It expands self-service capabilities and makes automated channels such as chatbots more relevant and satisfying. It frees contact center agents from the administrative workload that keeps them from providing better service. And it streamlines the behind-the-scenes supporting processes that are essential to a smooth and seamless customer experience.

Leading providers know that engaging, seamless customer experience shouldn't be an afterthought. It's now a competitive necessity. AI-powered automation can help healthcare players make CX the foundation for sustainable market leadership.

For more on UiPath solutions for healthcare, visit us online →

The big map of automation use cases

Self-service

- Account management and authentication
- Appointment scheduling
- Benefits eligibility status
- Updated policy document processing
- Check on a payment
- Check on a claim
- Claim status
- Patient updates

Agent support

- Single view of the patient
- Guide my claim submission
- Guide my benefits inquiry
- Patient interaction summarization
- Agent coaching and guidance

CX ops

- Agent onboarding and offboarding
- Claims adjudication optimization
- Patient analytics
- Quality of service monitoring
- Quality assurance, compliance automation
- Fraud detection

The UiPath and AWS partnership

Running UiPath on Amazon Web Services (AWS) is a smart move for customer experience and contact center leaders.

AWS' cloud-based infrastructure offers scalability and flexibility, adapting to changing demands. UiPath AI-enabled automation, paired with services like Amazon Connect and AWS Contact Center Intelligence, streamlines customer interactions and enhances satisfaction.

Integrate the UiPath AI-powered Business Automation Platform with the AWS enterprise-ready cloud infrastructure, AI services, and cloud contact center solutions. Spin up development, test, and production environments quickly in the cloud.

UiPath is an AWS Advanced Technology Partner in the AWS Partner Network.

UiPath with Amazon Connect

The challenge:

Interactive voice response (IVR) systems are often the first point of contact for customers. IVRs can struggle to provide 'self-service' solutions for customers as most are only capable of connecting to systems accessible via API. Many contact centers have some systems that are not API-accessible. As a result, many customer requests are redirected to human agents, overwhelming agent capacity, increasing average handling time, and lowering customer satisfaction.

The solution:

Deploying UiPath unattended robots alongside Amazon Connect helps resolve customer issues with more effective self-service, improving the utilization of human agents by reducing call volume by up to 50%. UiPath integration with Amazon Connect enables a zero-touch customer experience, so you can reduce call volume and free up agents to work on complex customer issues.

The result? Improved customer and employee experiences, enhanced accuracy, reduced average handling time (AHT), and an acceleration of customers' digital transformation initiatives, resulting in a rapid return on investment.

Contact Center Intelligence powered by AWS and UiPath

The challenge:

Contact centers juggle many technologies, often using a mix of modern, legacy and homegrown systems across their front offices and back offices. Disconnected systems mean agents must manually toggle multiple systems for any given service process, and customers can't resolve issues in self-service. As a result, many agents experience bottlenecks, directly impacting the customer experience.

The solution:

UiPath + AWS Contact Center Intelligence delivers more customers enabled for self-service and agents empowered with the tools needed to support customers.

The result? A reduction in average call handling time, improved customer satisfaction, improved employee satisfaction, and therefore improved contact center employee retention. All these factors reduce costs in contact centers and deliver exceptional customer experiences.

Get started with UiPath on AWS

Find out how UiPath and Amazon Connect can help you deliver better experiences for both customers and agents.

Download our white paper →

Learn more about our partnership on the UiPath-AWS page →

About UiPath

UiPath (NYSE: PATH) is on a mission to uplevel knowledge work so more people can work more creatively, collaboratively, and strategically. The AI-powered UiPath Business Automation Platform combines the leading robotic process automation (RPA) solution with a full suite of capabilities to understand, automate, and operate end-to-end processes, offering unprecedented time-to-value. For organizations that need to evolve to survive and thrive through increasingly changing times, UiPath is The Foundation of Innovation™. For more information, visit www.uipath.com.

UiPath The Foundation of Innovation™