CallMiner for Healthcare: Patient Engagement

Deliver a world-class experience and win over more patients.

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CallMiner allows providers to improve their patient experience, patient satisfaction, quality of care, agent performance, and outcomes by accurately and automatically revealing insight from every patient voice and text interaction.

The rise of consumerism, value-based reimbursement, and increasing competition all contribute to patient expectations – making it harder than ever to acquire and retain them. Stating a commitment to a patient-first mentality is the critical starting point. Executing on that commitment requires actionable insight that few providers actually have. Healthcare organizations today rely on sample-based surveys, such as CAHPS, LeapFrog, and Press Ganey, to measure and understand where they can improve the patient experience. But surveys are inherently sample-based, providing insight into a small fraction of patients' experiences. Respondents tend to have recency bias, fail to be nuanced, and be polarized in responses; stating they are either very happy with service, or very dissatisfied. Rather than relying on surveys alone, unsolicited conversations with patients provide greater insights into what is and isn't working. However, manual review is less scalable, can be subjectively interpreted, and produce a 30-45 day reaction time – while patients leave along with a lifetime of revenue.

Most contact centers can only manually monitor less than 2% of all interactions. There is a wealth of lost knowledge hiding in the other 98% of conversations. Evaluating every patient conversation unlocks insights to radically transform your business and drive a better patient experience and more revenue.

CallMiner for Patient Engagement

CallMiner for Patient Engagement allows providers to improve their patient experience & satisfaction, quality of care, agent performance and outcomes by accurately and automatically revealing insight from every patient voice and text interaction.

The CallMiner platform is a cloud-based conversation analytics platform that leverages AI and machine learning on 100% of patient conversations to automatically capture, transcribe, and reveal insights that drive better outcomes for patients and providers. Insights can happen post-call to identify patterns and areas of opportunity, or in real time to automatically alert, guide, and score agents for consistent and continuous feedback.

Key Benefits

Deliver a better patient experience
Build a connected patient experience and proactively identify experience issues without relying on solicited sample-based interviews.

Increase patient satisfaction
Track patient satisfaction and uncover what's driving sentiment to better serve patients and increase convenient self-service.

Improve quality of care
Automatically monitor conversations and provide real-time alerts to effectively route, triage, and escalate interactions as needed

Coach agents to deliver better outcomes
Healthcare providers can better measure agent performance, provide automated feedback for performance improvement, and reveal insights to better improve processes and policies.

Drive Efficiency
Extract insights to reveal how to better route, optimize call flow, reduce silence, and increase first call resolution – reducing costs and improving outcomes.

"Unstructured data is necessary to uncover sentiment, context, and meaning behind ratings and satisfaction scores. Real-time data collection allows providers to make continuous iterations to the experience."

FORRESTER

CallMiner

Understand your customers.
Unlock business value.

Challenges and Capabilities

For Patient Experience Leaders

With the introduction of CAHPS scores and rising consumerism in healthcare, patient experience leaders are challenged to steward the organization to high patient and family confidence and satisfaction. Patient experience quality can be siloed between teams, and patient satisfaction is hard to measure and address. CallMiner for Patient Engagement allows health organizations to measure sentiment and gather unsolicited patient insights to build a connected patient experience, as well as boost satisfaction and retention. Unsolicited conversations give deep insight that isn't often captured in sample-based surveys such as CAHPS scores, Press Ganey, or LeapFrog.

"This is the number one thing we wanted; something automated to understand the patient experience in a faster and more accurate way. Before CallMiner, we were doing patient surveys and manual quality assessments, and that just doesn't offer the same level of actionable insights."

Sabine Harrison, Contact Center Director, Kelsey Seybold

For Patient Access Center Leaders

The challenge in a patient access center extends beyond making patients happy, they're also responsible for reducing costs and improving efficiency. CallMiner works in real time and post-call to optimize processes at scale and to coach agents at the point of service, improving outcomes for patients and providers. CallMiner offers real-time feedback and guidance to inform agents of their performance and alert them of the next-best action -- such as triaging and routing red flag events. Post-call analytics help identify where improvements can be made in the contact center. Providers can track and see what's driving sentiment, identify contact drivers to increase convenient self-service, and uncover insights to optimize efficiency. Unsolicited patient insights from poor agent conversations around referrals will help leaders fix the process and coach agents to get the right referral booked the first time.

For Technology Leaders

We've entered a patient-first world, and providers that don't embrace it risk falling behind. Providers need patient-first technology that tracks towards a better patient experience and quality care. The insights derived from CallMiner provide the path to better coordinated care, satisfied patients, and improved effectiveness and efficiency in the patient access center. CallMiner uses machine learning and out-of-box analytics content to get teams up and running quickly. It's analyst-friendly and integrates with most contact center technology to capture and analyze text, voice, and metadata from all channels. Key voice of patient insights can be uncovered without changing workflows and can be distributed to teams through CallMiner's open API – meaning visibility to those who need it.

The CallMiner Difference

Analyze all digital patient interactions
Capture and analyze 100% of structured and unstructured interactions wherever and however they occur, across all channels, at scale.

Deliver the best patient experience, every time
Extract meaningful insights from unstructured data in real time for in the moment feedback, next-best guidance, or agent intervention.

Align your business around your patient to drive loyalty
Uncover insights that connect you to your patients' expectations, needs, and desires. Fuel change that revolutionizes how your patients see your entire business.

Request a demo today

For more details about the CallMiner Platform contact your CallMiner Sales Director or:

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