



Six Trends Transforming Healthcare and Patient Experience

Discover how to use insights from real conversations to deliver a world-class patient experience



Learn why CallMiner was named the Leader in The Forrester Wave™: [Conversation Intelligence for Customer Service, Q3 2023](#)

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Six Trends Transforming Healthcare and Patient Experience

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Research from Accenture shows that two out of three patients have had a bad experience with their hospitals, healthcare providers, or pharmacies. To prevent the side effects of low satisfaction, these patients said that providers need to focus on empathy during their experience. Beyond the office visit alone, patient engagement and revenue cycle management (RCM) teams must laser-focus on understanding patients' needs, or risk losing them permanently.

A rise in healthcare consumerism and increased competition have created even more opportunities for patients to seek alternative care if they are unhappy with their experience. Many healthcare organizations are responding by improving their digital experience for patients, including making it easier to book or reschedule appointments, submit prescription refill requests, and more. In fact, according to Deloitte, **50 to 75% of the key interactions** in the patient lifecycle are virtual and can be more consistently handled by an enterprise contact center.

This means that the patient journey has changed. The first interaction often takes place with the patient access center. These first impressions can set the tone for the rest of the patient experience. From there, patients may engage with their healthcare organization through a variety of other touchpoints, from in-person to digital. Understanding the patient experience through this complex journey is a challenge for many teams.

Luckily, there are more tools and technologies available to you that can analyze and unlock insights from patient conversations at scale. These insights make it possible to improve how your representatives engage with patients, implement process improvements (such as booking appointments or getting answers to billing questions), and more.



Six Trends Driving a Revolution in Healthcare

There are six key trends that are changing healthcare, all of which have played a role in elevating patient experience as a critical consideration for every level of a healthcare organization, in particular, for patient engagement and RCM teams.

Patients have more choices than ever when it comes to the doctors they see, where they get their prescriptions, whether or not to recommend a provider to other people, and more. The competitive advantage lies in the ability for healthcare providers to deliver better patient experiences and outcomes, therefore, better patient retention. Those healthcare providers that don't prioritize patient experience will become obsolete.

Here's how the following trends impact just that:

1. Consumerism:

Your patients have more agency over their healthcare experience than ever before. If a patient feels like they aren't getting the care they need to want, they can quickly and easily find another provider. And more than that, they'll take their family and friends with them, resulting in lost revenue.

According to a Deloitte report on this topic, "Consumers are increasingly willing to tell their doctors when they disagree with them, are using tools to get information on costs and health issues, are tracking their health conditions and using that data to make decisions, and accessing and using their medical record data."

2. Competition

Hospitals and healthcare providers are facing increasing competition, from both traditional organizations and digital health startups alike. A rise in telehealth options and virtual providers are giving the landscape of competition more depth and breadth. As a result, traditional providers are under more pressure than ever to provide the best possible patient experience to attract and retain patients.

3. Reimbursement tied to patient experience:

Both government and private payers are adopting value-based healthcare programs. Reimbursement is often directly tied to Consumer Assessment of Healthcare Providers and Systems (CAHPS) scores. These surveys enable payers to quickly assess your patient experience and care, and determine whether or not to make payments.

Performance is inextricably linked to the patient experience. When the patient experience is improved, CAHPS scores improve as well, which directly equates to increased revenue. And when operating margins are at around 1%, getting paid is critical.

By collectively looking at CAHPS scores with other surveys, like Press Ganey and LeapFrog, healthcare providers can more effectively get a complete view of patient experience and satisfaction.

4. Declining reimbursement and increasing denials:

Today, many insurance providers are rejecting claims due to coding errors in the move from ICD-9 to ICD-10 standards. This confusion causes increased call center and/or billing interactions among customers, leading to unnecessary frustration and anxiety. Nearly **80% of medical bills contain erroneous charges**, according to Becker Hospital Review.

In fact, a positive clinical experience can be wiped out by a poor financial experience. According to a recent survey, most **patients aren't happy** with limited price transparency. More than a quarter of patients with a bill under \$100 said they wish they'd been notified of their out-of-pocket costs before the care encounter. That number jumps to nearly 75% of patients when looking and those who owed between \$500 and \$1,000.

Younger patients are much more likely to be impacted by an interaction with a hospital billing department. About half of patients ages 27 to 39 said a billing department interaction could influence their likelihood to recommend that facility to a friend.

5. Hospitals carrying significant bad debt

One-third of **hospitals report over \$10M** in bad debt. Causes of this bad debt can include patient delinquency, inefficient RCM processes, changes in reimbursement models, and more. Providers must take action to ensure that bad debt doesn't continue to mount, rather than blaming external factors like insurance reform that are beyond their control.

Understanding that poor patient experience can lead to reduced reimbursements and increased patient churn, hospitals that are already facing financial difficulties can't afford to get it wrong.

6. Centralized communication (and the expanding agent role):

Healthcare organizations are responding to these trends with digital transformation to deliver better care, communication, and an overall better experience. Providers are improving the patient experience by offering portals and profiles to manage their care, conveniently self serve, and receive customized communication.

Additionally, health care organizations are centralizing contact centers and expanding the agent role to provide more services; past are the days of "answer and transfer." This allows them to immediately serve the patient. The goals are to retain patients, improve reimbursement, and acquire new patients through positive reviews and word-of-mouth.



What is Conversation Analytics?

One technology that's being increasingly embraced by healthcare providers in their efforts to improve patient experience and RCM is conversation analytics, which enables healthcare organizations to analyze 100% of patient interactions across every channel. This level of analysis improves patient understanding and empathy.

Conversation analytics uses AI to extract meaningful insights from unstructured data that produced from patient interaction channels like phone calls, emails, chatbots, portals, etc., to drive business improvement, such as improving your contact center agent performance or overall operations.

CallMiner's conversation analytics platform is unique because it marries all the data from every patient interaction channel into a single view to understand conversations in both real-time and post-interaction. This includes not only the content and acoustic measures of patient interactions, but also the metadata of those interactions, including who called, date and time, interaction ID, and more.

These insights allow you to get a better understanding of what's going on across your patient base, because you gain a complete view of every interaction in an omnichannel environment.

Practical Ways to Improve the Patient Experience

Conversation analytics solutions like CallMiner are particularly useful for patient engagement and RCM use cases. They allow health care organizations to tangibly improve their patient experience and satisfaction, quality of care, agent performance and outcomes by accurately and automatically revealing insights from every patient voice and text-based interaction.

With the right intelligence and insight, your teams can optimize processes and better coach contact center agents.

For example, using conversation analytics, your patient engagement teams can measure and score agent behaviors and process adherence, so agents can have the information they need to self-improve. Providing automated feedback in can help both agents and their supervisors drive rapid performance improvements, avoiding some of the patient satisfaction issues outlined above. Your supervisors can rely on the insights from conversation analytics to better engage with agents by providing data-driven feedback based on real interactions and motivating teams through gamification.

Conversation analytics can also reveal critical insights about your contact center operations, including how to better route interactions, optimize call flow, reduce silence, and improve first call resolution – reducing your costs and improving outcomes. Ideally, these insights can empower your teams to take action to improve processes, programs, and policies. For example, you may discover that overly complex training processes are leading to a high degree of silence on patient calls. Armed with this insight, your supervisors could develop a more simplified training program that empowers your agents to handle even the most complex patient scenarios.

Real-time feedback and guidance enables agents to attend to patients, and even save lives.

For example, conversation analytics automatically monitors patient conversations and alerts agents to next-best action. In many cases, knowing the right actions to take in-the-moment can keep your patients safe. Conversation analytics helps your agents effectively route, triage, and escalate red flag events as needed.

For example, when at-risk medical situations are identified, agents will be alerted to escalate patient calls to the appropriate healthcare practitioner. In the event of a challenging patient interaction, the right analysis can provide automated real-time scoring, feedback, and guidance to deliver the best outcome.

When it comes to gathering patient feedback, unsolicited feedback – such as acoustic measurement and emotion – is often the best indicator of the patient experience, rather than relying on surveys alone. This level of detail helps your teams better understand patient's concerns, and even gauge upcoming CAHPS scores that can help predict reimbursements.

Instead of solely relying on solicited, sample-based interviews, your teams can proactively identify issues that can be improved to deliver a great patient experience.

What's more, this technology can uncover contact drivers – why patients are calling in the first place – to better serve patients across their digital journey and increase convenient self-service.



Understanding Contact Drivers

A contact driver is the perception of a situation or issue that pushes a patient to engage with your organization. Though many interactions are rooted in emotion, every interaction has clear moments of truth.

When you take the time to truly understand what's happening with each interaction, your organization can reap significant benefits, including better real-time agent guidance, deeper post-interaction analysis, and better insights to support stronger and more strategic operational decisions. To learn more, check out ["The Hidden Power of 14 Key Contact Drivers."](#)

Conversation analytics allows RCM teams to identify billing confusions, improve the patient's billing experience, and track and learn from successful interactions to improve payment outcomes and patient satisfaction.

Teams that can find patterns in patient conversations the directly relate to a good or bad outcome can develop processes to address those patterns and improve their RCM processes and agent training. Real-time automated scoring for agents with next-best action guidance during calls helps with performance and satisfaction. These insights can help managers identify coachable interactions and address these conversations in real-time or post-call.

RCM teams care as much about the patient satisfaction as the financial outcome. Using conversation analytics, your teams can take action to improve patient satisfaction and reduce friction in collecting payments. You can mine unsolicited patient satisfaction insights to identify areas to improve, including optimizing calls, increasing first call resolution, and offering more convenient patient self-service options. In addition, this technology can help you find gaps and points of confusion within the patient's journey to improve ease of paying, transparency, and manage expectations.

By proactively revealing confusion and billing discrepancies for patients, teams can build better RCM processes and dramatically reduce frustration in the payment process.

How Kelsey Seybold Leverages Conversation Analytics to Improve the Patient Experience

Who: [Kelsey-Seybold Clinic](#) provides access to skilled and compassionate healthcare through 26 multi-specialty care centers and a specialized sleep center. Their goal is to deliver high-quality and comprehensive medical care, with a dose of old-fashioned caring and personal attention. Kelsey-Seybold Clinic employs more than 360 contact center agents available to patients 24/7. The contact center handles approximately two million interactions every year.

Goal: Kelsey-Seybold Clinic's primary goal is to optimize the patient experience through patient touchpoints. To achieve this goal, they needed a unified platform that supported every agent, ideally with a single vendor that could be a real partner, offering strategic guidance and support from implementation onward.

Solution: Kelsey-Seybold Clinic implemented the CallMiner conversation analytics platform to provide deep insights and understanding into the patient experience. What was formerly a manual process was automated through CallMiner, allowing Kelsey-Seybold to gain truly meaningful results they can act on to drive business improvements.

Kelsey-Seybold started their engagement with post-interaction analytics using CallMiner Analyze, which were so well received that 14 months later, they rolled out real-time monitoring with CallMiner Alert to help the contact center improve conversation accuracy and drive in-the-moment action.

Results: By leveraging CallMiner, Kelsey-Seybold Clinic now more effectively identifies specific keywords or trigger words that drive escalations. The post-interaction reports offer deeper insights into what needs to be addressed because of those keywords or phrases. This helps Kelsey-Seybold determine if they need to coach an agent for future conversations or if there is a process issue that makes it hard for the patient to get to the desired outcome.

Additionally, since Kelsey-Seybold receives 22 unique types of calls within the contact center, all of which operate very differently, it is important to accurately measure success. CallMiner provides the flexibility to adjust performance scorecards to accommodate every type of calls they might receive. Agents are trained to understand the call scorecard across five key metrics as they relate to each of those unique call types: politeness, empathy, ownership, speech understandability, and percentage silence.

There is also a real-time alerting component. Agents are trained to recognize the benefits of in-the-moment guidance and see it as an opportunity to take full control over the conversation. If a patient is calling to schedule a regular appointment but mentions having chest pain, the agent can be prompted in real time to immediately route that call to a nurse practitioner for triage.

“Our biggest win was, without a doubt, that we don’t need to ask the patient how they feel. They tell you by the way they respond to the agents during interactions,”

Sabine Harrison, Contact Center Director at Kelsey-Seybold Clinic.

“It’s amazing what you get when you just listen.”

The Rise of Telehealth and Patient-Centric Digital Alternatives

According to **McKinsey**, telehealth use has increased 38X from the pre-COVID-19 baseline. This comes as providers opened more virtual visit options to patients during the pandemic.

In addition, digital health startups have increased access to care, including for the uninsured or underinsured, by removing cost barriers and providing more options, boosted by the trend of consumerism. Examples abound, with **digital health startups** increasing access to everything from diagnostic solutions, to prescriptions, to teletherapy for mental and behavioral health.

While the telehealth is still in the early stages of adopting conversation analytics, the future for these type of healthcare providers is one where they can capture, analyze and deeply understand omnichannel patient interactions in a HIPAA-compliant way to provide personalized care and improve patient interactions. For example, post-call analysis and coaching or real-time analysis and doctor bedside manner guidance can help improve the overall experience with these emerging services.

Conclusion

By leveraging the data from a conversation analytics platform, you can proactively improve patient care and quality, patient retention and satisfaction, billing experiences, and payment outcomes.

Using conversation analytics, your organization can be more responsive to patients' needs by tapping into the conversations you're already having to improve operations. These solutions can help you be more empathetic to patients and respond to some of the most significant trends transforming healthcare today.

After drilling down into the insights provided by your conversation analytics platform, you were able to identify that new appointment scheduling and rescheduling was taking up an inordinate amount of your agents' time. Armed with this data, you were able to implement a self-service portal where patients could log in and easily make these changes themselves. As a result, your patient experience team can now focus on servicing more complex patient inquiries, and satisfaction scores have skyrocketed.

[Learn more](#) about how Kelsey-Seybold Clinic improved the patient experience with CallMiner.

About CallMiner

CallMiner is the global leader in conversation analytics to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyze omnichannel customer interactions at scale, allowing organizations to interpret sentiment and identify patterns to reveal deep understanding from every conversation. By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organizations across retail, financial services, healthcare and insurance, travel and hospitality, and more.



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