

Enabling Hospitals to Create Next-Generation Contact Center



Healthcare Institution

A leading healthcare provider. Our client has many distinctions in its half a century existence. It was the first hospital to introduce Intensive Care and Coronary Care Units. The city's first kidney transplant as well as first test tube baby happened in this hospital. It also started cobalt therapy for cancer treatment and MRI/CT scan facilities and the Air Ambulance for the first time. Last year the hospital has brought the most advanced Imaging technology – Positron Emission Tomography to Pune. The hospital currently has three Cardiac Cath Labs and two Linear Accelerators.

Healthcare Institution's Needs

Modernization of patient contact center services, which must lead to significant reduction in costs, reduction in patient waiting time and improve productivity while enabling and transforming patient experience. Align patient expectations with healthcare service provided at their institution.

Our Solution

Deploy next-generation patient contact center capabilities that reduces operational costs quickly. Best-in-class patient service is high in cost savings and extremely reliable, while maintaining personal contact and control with patients.

Benefits Delivered

Our client enjoys simplified patient and employees experiences. Writer patient contact center associates have complete visibility of patient demographic data to minimize risk and optimize interactions. Most patient inquiries are resolved on their first call, minimizing call backs; those patient calls that require escalation are automatically routed to the expert team members. Writer's patient voice application enables our client to deliver their vision in a proactive and compassionate manner

CHALLENGES

Our client aspires to support, enable and transform Pune's healthcare sector to meet international healthcare standards. In order to achieve this needs to be distinctive on the dimension of quality of life by provisioning quality healthcare services to its patients.

Our client is providing health care services, implementing various State & National level Health programs, imparting health education and spreading awareness among its patients for a healthy life style. With growing demand for better healthcare services and constraints of skilled resources and health infrastructure, it is becoming increasingly difficult for RHC to manage its services and functions effectively at various centers across Pune. Improving healthcare efficiencies to provide effective and efficient services to its patients is critical and prime focus of our client. The Writer's patient contact center services is enabling our client to provide improved healthcare services its patients.

The key issues that were troubling our client were:

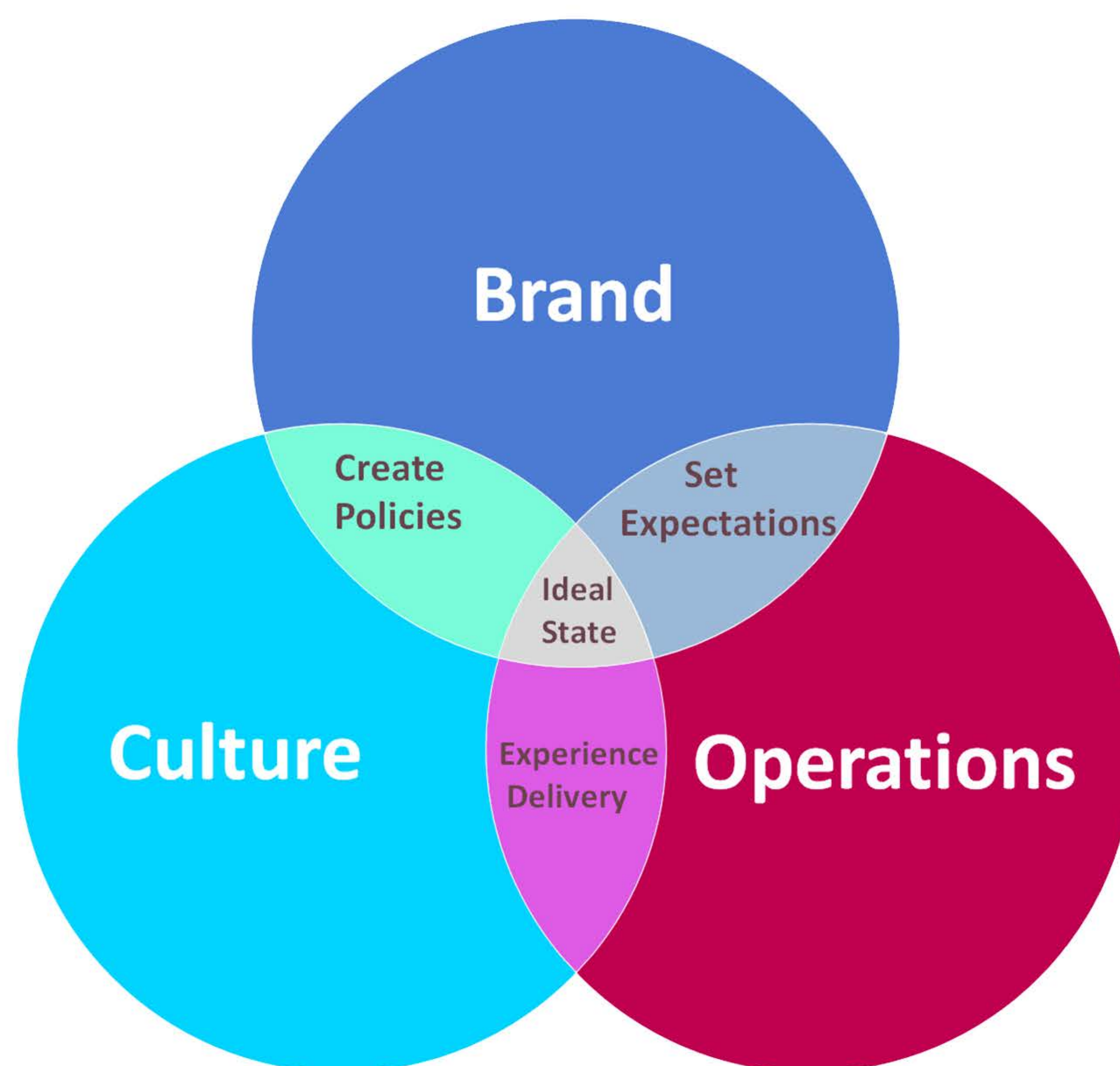
- Frequent internal call transfers to Hospital
- Patient inconvenienced due to Incomplete information
- Lack of empathy during patient interactions
- Updated /Current information not provided
- No tools to grow advocacy
- Lack of consistent training to contact center agents
- Lack of performance dashboards/metrics

CLIENT EXPECTATIONS

The client had certain expectations, when they outsourced us. They wanted:

- Ensuring continuous process improvement
- Best practices research regarding patient and physician experience
- We encourage ownership and reduce external costs
- Making contact center efficient fast
- Increase patient retention , referrals and 'win-backs'
- Increasing Patients Lifetime Value (PLV)

OUR SOLUTION



Improve patient satisfaction and decrease costs by eliminating a long waiting queues and providing accurate doctor / services information .Self-service resources such as patient portals, IVR, mobile apps, and text have significantly optimized the cost. Our application's analytical reporting tools and interfaces have helped our client to solve multiple operational problems.

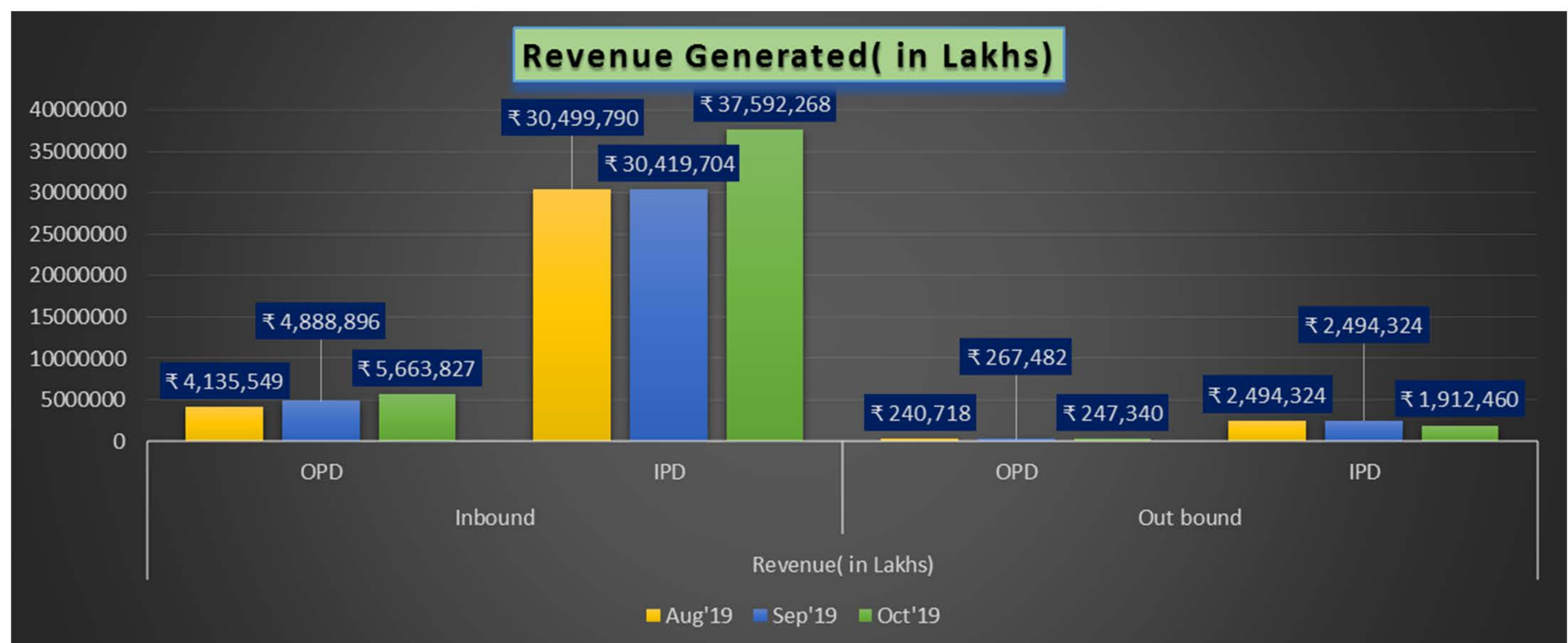
Our solution has provided this client with detailed reports of service history, enabling them to resolve the patient issue more quickly, being more productive and experience greater patient satisfaction.

Forecasting call volumes and capacity management to deriving inferences about patient satisfaction levels, our analytics report engine helps in improving productivity and continuously refining patient service practices and processes.

IMPACT : Branch 1

Month	Patient Engagement through Contact Center					
	Inbound			Out bound		
	OPD	IPD	Total	OPD	IPD	Total
Aug'19	2014	290	2304	153	17	170
Sep'19	2323	290	2613	134	15	149
Oct'19	2587	304	2891	109	15	124
Total	6924	884	7808	396	47	443

Month	Revenue Through Patient Engagement (in Lakhs)					
	Inbound			Out bound		
	OPD	IPD	Total	OPD	IPD	Total
Aug'19	₹ 4,135,549	₹ 30,499,790	₹ 34,635,339	₹ 240,718	₹ 2,494,324	₹ 2,735,042
Sep'19	₹ 4,888,896	₹ 30,419,704	₹ 35,308,600	₹ 267,482	₹ 2,494,324	₹ 2,761,806
Oct'19	₹ 5,663,827	₹ 37,592,268	₹ 43,256,095	₹ 247,340	₹ 1,912,460	₹ 2,159,800
Total	₹ 14,688,272	₹ 98,511,762	₹ 113,200,034	₹ 755,540	₹ 6,901,108	₹ 7,656,648



Branch 2

Month	Patient Engagement		Revenue for Patient Engagement (in Lakhs)	
	Inbound	Out bound	In bond	Out bound
	OPD	OPD	OPD	OPD
Aug'19	3193	490	₹ 2,711,116	₹ 428,711
Sep'19	3770	649	₹ 3,243,634	₹ 564,595
Oct'19	3678	1044	₹ 3,053,194	₹ 870,595
Total	10641	2183	₹ 9,007,944	₹ 1,863,901

