

Type

Non-profit Health system

Region

Eastern

Size

- 8+ hospitals
- 4000+ physicians
- 15+ specialties
- Serving a patient population of over 2 million

The Challenge

An eastern non-profit health system was having difficulty showing value for the implementation of marketing efforts. Their call center agents were overwhelmed and addressing to patient requests in a purely reactive manner, resulting in disjointed patient journeys. The struggle in the access center was prohibiting the health system’s ability to grow.

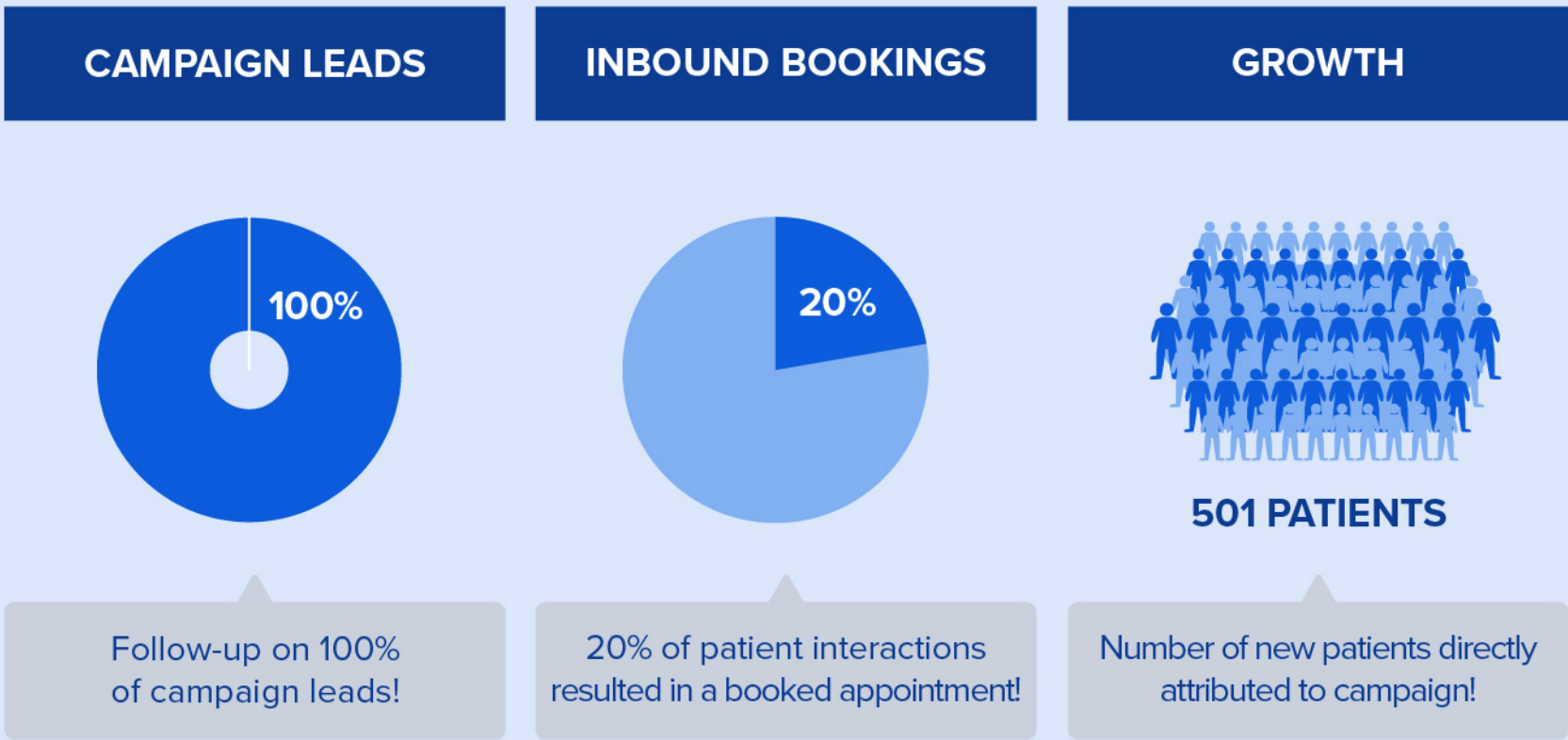
The Discovery

The discovery process revealed a lack of efficiencies in call center operations that were creating unnecessary challenges for agents. Agents were siloed due to incomplete work flows and unde ned processes, which not only negatively impacted the patient experience but also was preventing them from integrating with any marketing campaigns. These failures in the access experience were not only prohibiting the health system from engaging with new patients but disrupting the care of existing ones.

The Solution

With Access Healthcare’s consumer engagement solution, the health system was given the resources necessary for process redesign. Access ealthcare developed workflows, scripts, and FAQs to provide much needed standardization and provided a dedicated team of Patient Access Coordinators (PACs) to handle new patient calls, utilizing the health system’s scheduling platform, and a unique contact number specifically for marketing campaigns. In a year and a half Access Healthcare executed 9 unique outbound marketing campaigns. Additionally, Access Healthcare analyzed patient engagements to provide the health system with insights beyond campaign activity into unrelated patient requests and transfers, to assist in process improvement for access operations as a whole.

The Results



New Patients Can’t Wait

A disjointed Patient Access experience affects the entirety of your organization, from scheduling and the ability to provide care to patient loyalty and brand reputation. Failures in Patient Access can burden staff and negatively impact revenue. In today’s competitive market, health systems cannot afford a bad first impression with prospective patients. Soliciting the assistance of an experienced engagement partner like Access Healthcare can supplement internal resources and create a unified “front door” for a better patient experience.



The Access Healthcare approach includes an in-depth discovery process that studies the physicians and processes unique to your organization to develop a fully customized engagement solution.