

Type

Non-profit academic medical center

Region

Southeastern

Size

- 60+ hospitals & clinics
- 6000 physicians
- 20 specialties
- Serving a patient population of over 1.5 million

The Challenge

A southern non-profit academic medical center developed a specialty program that resulted in significant positive health outcomes for eligible patients. Despite the widely accepted success, and large number of experienced physicians available to participate, the medical center was having difficulties enrolling new patients in the program. They launched an internal marketing effort that included several automated processes via digital channels but simply were not converting leads as anticipated.

The Discovery

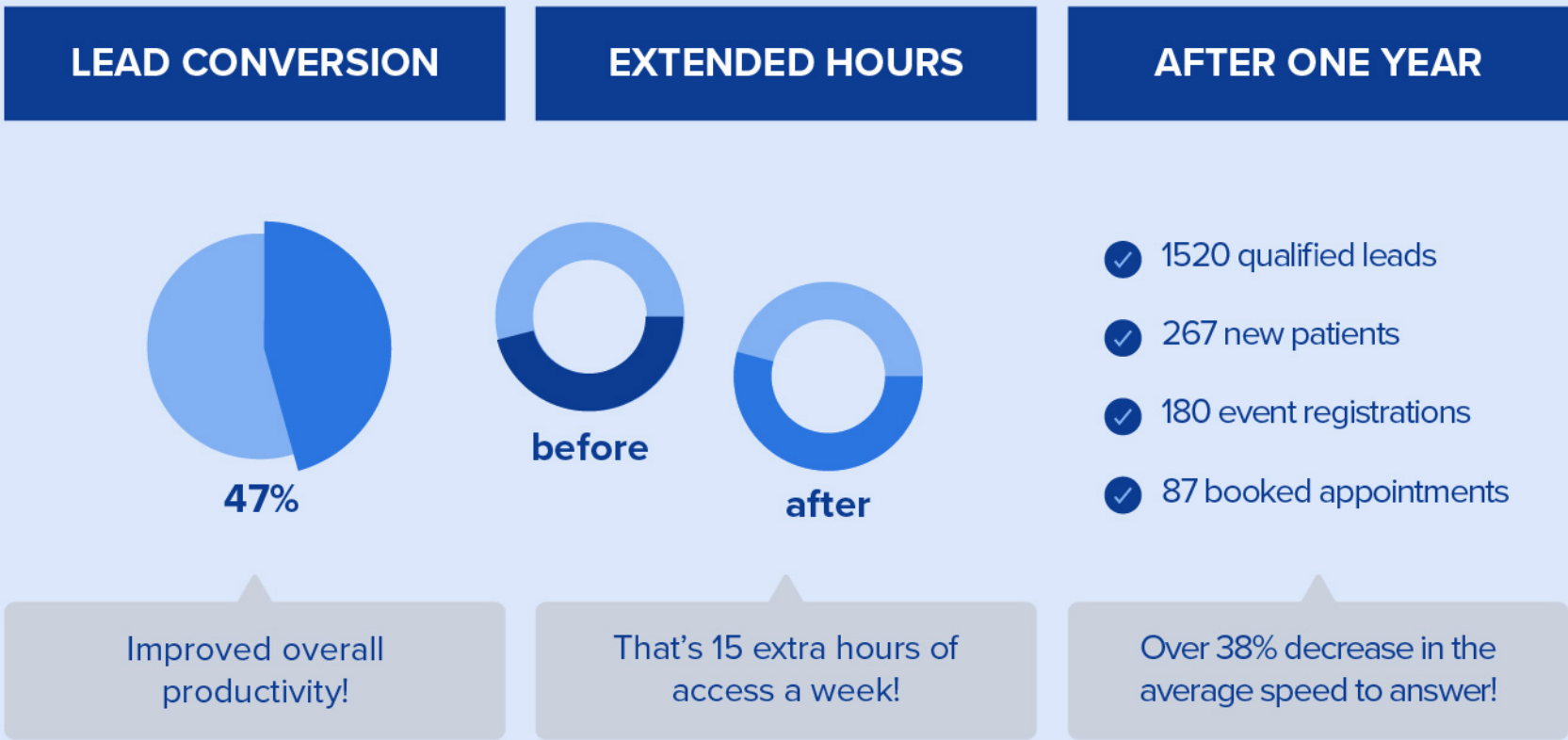
During the initial discovery, it became apparent that the internal team was stretched too thin with the management of care for the patients already enrolled in the program to efficiently follow up on leads from the marketing campaign. The digital funnel was showing high interest, but engagement dropped off when leads reached the web form to register. Unexpectedly, patients interested in the program preferred to discuss registration and scheduling with a live person rather than participate in the established automated process for the campaign. With staff tied up in more pressing duties onsite, new patient inquiries were simply not getting addressed.

The Solution

The medical center implemented Access Healthcare’s Consumer Engagement Service. Through a customized strategy that utilized the medical center’s existing processes and workflows, Access Healthcare gained control of outreach efforts with a centralized campaign line and improved scripting. A team of dedicated Patient Access Coordinators (PACs) was put in place to supplement digital marketing efforts by conducting outreach and follow-up on behalf of the organization. Trained to serve as an extension of their internal team, PACs utilized the processes and values of the organization offering a seamless brand experience while connecting and scheduling leads inside the medical center’s own platform. Additionally, Access Healthcare’s campaign management methodology includes regular analysis that was used for continuous improvement, improving the efficiency of the campaign, and offering greater ROI over time.

The Results

Within the first 90 days of implementation for a single location



Human Connection Can’t Wait

Patient relationships are essential in healthcare, that’s why you cannot rely on digital processes alone. At Access Healthcare, we understand the impact of providing a human touch at each step of the patient journey. As a comprehensive engagement partner, we study the physicians and processes unique to your organization in order to build a dedicated team of PACs that will assist patients while reflecting care culture—supporting strong patient relationships with live people who share the values of your organization.



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.