

Optimize marketing efforts with a streamlined conversion strategy to unify your brand and drive growth.

In today's competitive health market, you must meet patients where they are with the right combination of people and technology to convert leads into long-term patient relationships. Access Healthcare's consumer-driven patient engagement services support your marketing efforts by servicing leads, from digital and direct channels, via a centralized access center. More than simply a contact center service, we function as a comprehensive engagement partner, from our proprietary discovery process that gains insights into the unique needs of your organization to the selection and training of a dedicated Patient Access Coordinator (PAC) team that can assist patients while reflecting your values and care culture.

A New Customer Journey

A consumer clicks on a Facebook ad promoting the health system's weight loss surgery program



The consumer visits the campaign landing page and calls the number listed to request a consultation

The call is routed to the Access Healthcare team member best skilled for this type of call



Access Healthcare schedules the consultation in the health system's scheduling platform (per their unique scheduling protocols)

The health system's marketing team can track attribution to the campaign and show ROI



Utilize Access Healthcare For

- Standard Scheduling
- Referrals
- Patient Activation
- Routine Patient Inquiries
- Marketing Campaigns
- Patient Registration & Insurance Verification
- Appointment Reminders & Rebooking

Improve Service With

- Modern engagement technologies and telephony system
- Extended hours with the option for after-hours or 24-hour service
- Continuous analysis and reporting providing service insights and measurable patient satisfaction
- Consultative expertise offering operational assessments & workflow design

With Access Healthcare's help, you can ensure timely outreach and follow up for 100% of your campaign leads!

A fully customizable, consumer-driven approach to improve patient outcomes with a coordinated human touch and get the most out of your marketing efforts.