Create connection. Value conversation.

Ebook

Reimagining healthcare for a modern CX

6 steps to build a customer experience
for the new healthcare landscape

foundever™

Introduction

In a hyper-connected world, healthcare brands have a powerful opportunity to embrace innovation and enable digitalization to better connect with consumers, empower the contact center and create seamless customer experiences.

It's no secret that consumer expectations in every industry are evolving, and healthcare is no exception. In many ways, today's healthcare consumers have expectations that far exceed what many healthcare brands can currently meet.

Healthcare consumers want frictionless, tech-driven experiences — and your organization needs solutions that align with your cost and operational goals.

How can your healthcare brand incorporate ways to modernize and create positive experiences for people while also being strategic with budget goals? Fulfilling the needs on both sides will hinge on your ability to shift to a simpler, more coordinated, empathetic approach that includes personalized, convenient services.

Here, you'll find six ways to help build a successful customer experience strategy, attract and retain talent and maximize cost efficiency.

> ## Achieve a seamless CX with a more streamlined app

Modernizing insurance through people and technology

Contents

Take on tech step by step

Get the basics down first

Checklist

- ☑ Designate a chief CX officer.

- ☑ Move contact center operations to the cloud.

- ☑ Focus on integrating self-service.

- ☑ Lean on the expertise of CX management partnerships.

88%

of consumers expect brands to offer self-service solutions.[1]

Integrate the right tech solutions that add value to your organization.

Technology has pushed healthcare consumers to want more control over their healthcare, with access to information and services that can be accessed from anywhere. This drive towards "anywhere care" has increased the need for further digitalization in healthcare.

To keep pace with today's consumers and support a positive consumer/patient journey, the right technologies need to be in place in your contact centers — but it's critical to be tactical in doing so to meet business and safety needs.

Technology in the contact center loses its value if it's not being used effectively, and companies vary in their digital maturity. If your organization is just starting its digital journey, begin with the basics — think of simple solutions that will cut costs and time for your business, like online chat, two-way SMS and self-service. A gradual, strategic approach is the best way to get started. resources with a technology-based backbone.

[1] Statista, "Do you expect a brand to have an online self-service support portal?" 2023.

Keep it simple and convenient

Think omnichannel

Checklist

☑ Lay out your omnichannel strategic plan.

☑ Monitor 100% of consumer interactions.

☑ Use data to map customer journeys.

☑ Use insights and predictive analytics to boost loyalty.

Satisfied patients who use patient-centric models are 28% less likely to switch providers than those who don't.[2]

68%

of consumers expect companies to engage with them in real time.[3]

Apply solutions that span the entire consumer journey.

Healthcare consumers crave convenience, transparency and quality, and real-time communication is now more important than ever. It's time to get serious about driving better experiences with an omnichannel strategy — but make sure it's the right one for your business.

A solid omnichannel solution should support case and incident management, voice, chat, messaging and email interaction routing, as well as a searchable consumer-facing knowledge base.

Eliminate fragmented and time-consuming service experiences by empowering your contact center agents with a full view of consumer interactions. This will help with understanding the pulse of day-to-day engagement and mapping out customer journeys.

[2] McKinsey & Company, "The Next Frontier of Care Delivery in Healthcare," mckinsey.com
[3] Salesforce, "State of the Connected Consumer," salesforce.com

Modernizing insurance through people and technology

Keep conversations clear

Transparency and empathy are important
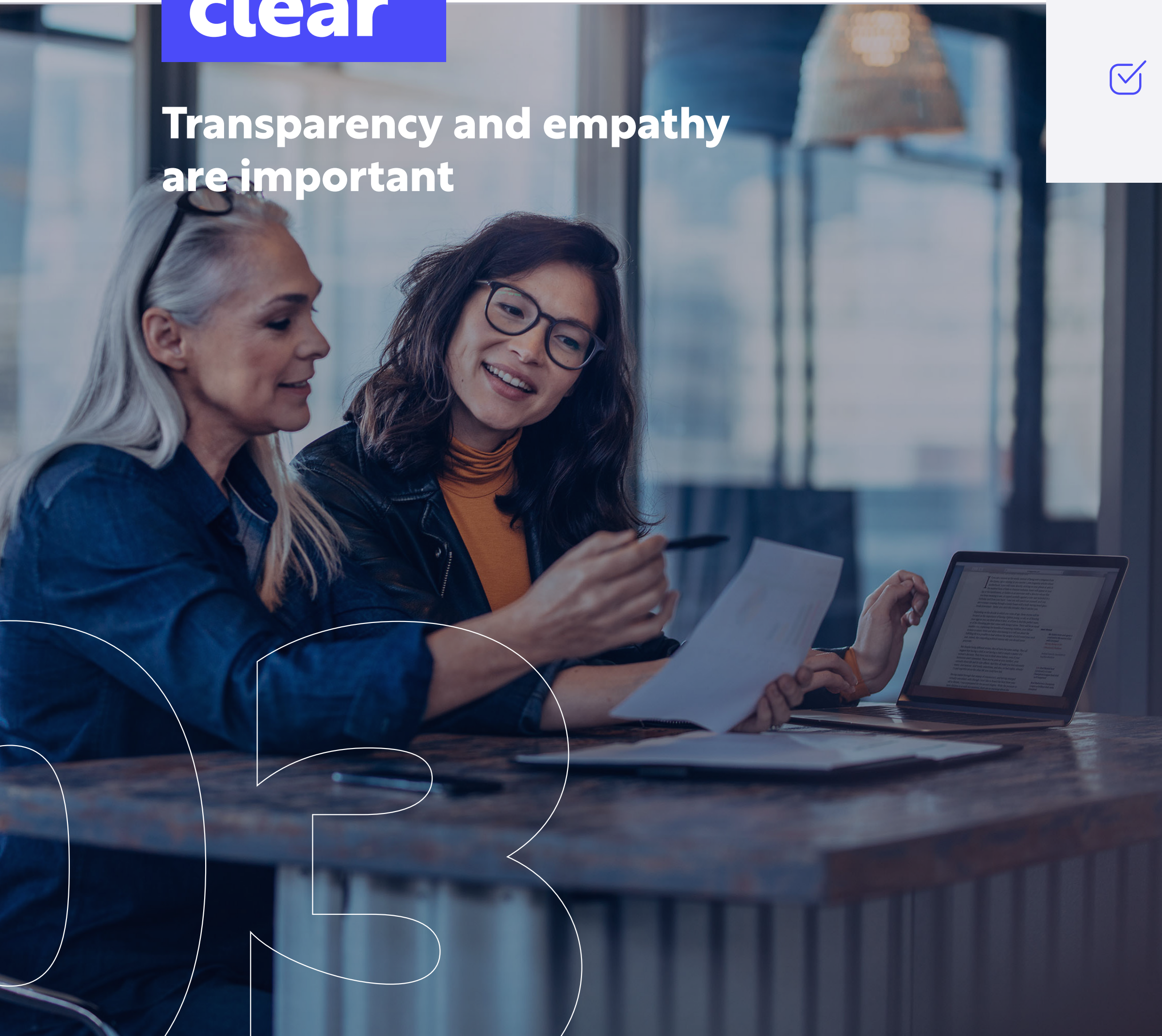
Checklist

☑ Train customer care agents to limit healthcare jargon.

☑ Develop relevant communication plans tailored to your consumers

☑ Adopt a coordinated care strategy with personalized communication.

Over half of consumers consider it very important for providers to proactively communicate.[6]

Nearly nine out of 10 adults struggle to understand and use personal and public health information.[5]

Health is personal — communication around it should be, too.

Over half of survey respondents say that having a medical provider who explains the condition and treatment clearly is the most important factor for having a positive healthcare experience.6 Despite this, **only 40%** say communications from the industry feel relevant.

Healthcare is personal, and patients need to have clear understanding of their situation. Establishing this transparency and empathy builds trust, and your consumers will value emotional support.

To break down complex issues and communicate clearly, focus on personalized care, tech that can help create visual explanations and training agents in the contact center on clear communication strategies.

[4] CDC, "Talking Points About Health Literacy," CDC.gov

[5] Salesforce, "What Are Customer Expectations, and How Have They Changed?" salesforce.com

[6] Accenture, "Digital adoption in healthcare: Reaction or revolution?" Accenture.com

Team up

Fill in industry gaps through partnership

Checklist

- ☑ When discussing partnership, both sides should talk through their needs.

- ☑ Work together to create business models that drive better care.

- ☑ Use tech and analytics to make care more accessible and convenient.

- ☑ Lean on CX experts in creating optimized healthcare contact centers.

Digital healthcare business owners considered customer experience — not perceived health benefits — to be the number one success factor for healthcare platforms.[7]

It's time for traditional healthcare companies and innovators to collaborate.

Across industries, markets are widening beyond traditional healthcare companies with the arrival of challengers and disruptors (innovators). Rather than competing against each other, traditional players and innovators have an opportunity to work together to fill in the gaps of the industry's lacking legacy systems and models.

For example, innovators are developing solutions that help traditional healthcare companies explore new ways of delivering care and wellbeing by becoming more data-driven.[8]

Collaboration requires careful thought, planning and time. Brands should lean on CX experts to modernize healthcare contact centers with expertise and solutions that will drive transformation and deliver an excellent consumer/patient experience.

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[7] Roland Berger, "The Rise of Healthcare Platforms," rolandberger.com.

[8] Deloitte, "The role of health services innovators in the future of health," deloitte.com.

Think big picture

Holistic case management in the contact center
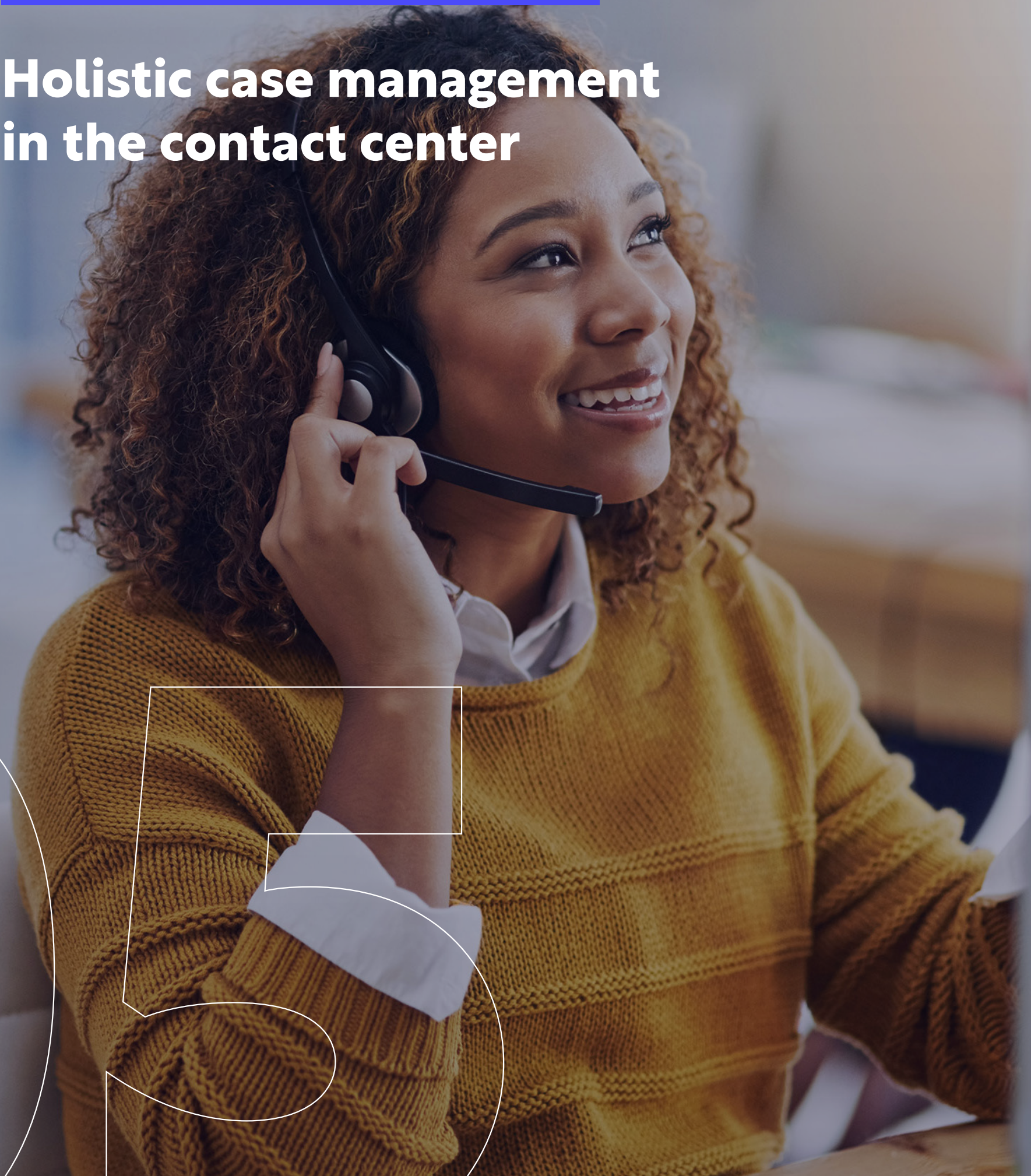
Checklist

- ☑ Merge omnichannel support into your contact centers.

- ☑ Implement and monitor analytics that track consumer history.

- ☑ Use AI to automate complex processes.

- ☑ Train agents to predict consumer needs and offer additional services.

65%

of consumers say they will stay loyal if the company offers a more personalized experience.[9]

69%

of consumers say one extraordinary experience raises their expectations of other companies. [10]

Merge physical and digital worlds to anticipate consumer needs.

In the past, consumers have coordinated their own care by sharing health information with all parties involved — such as their providers and pharmacists. This approach is fragmented and blocks a streamlined CX.

Focus on holistic case management by predicting the needs of consumers, retaining their visits and reducing costs by merging physical and digital experiences. Weaving these strategies into the contact center is a win for both consumers and providers.

Using interaction analytics and AI will help to tangibly improve satisfaction, care quality, agent performance and operational efficiency by revealing insights from every consumer contact in real-time. Insights like this allow you to optimize processes and provide better coaching to agents.

[9] Salesforce, "Personalization, Data Security, and Speed Drive Customer Loyalty Amid Uncertainty," salesforce.com
[10] Salesforce, "State of the Connected Consumer," salesforce.com

Empower your team

Use flexible hybrid working models

Checklist

☑ Work with HR experts to find the right talent for your company.

☑ Identify roles that can be remote and plan for the future.

☑ Train with both hands-on and one-on-one interactive learning.

☑ Incorporate technologies that help streamline remote work.

81%

of respondents in one study said they would be more loyal to their employer if they had flexible work options.[11]

83%

of employees say the shift to remote work has been successful for their company.[12]

Retain and keep talent by offering flexibility.

On a global scale, the pandemic has completely transformed work "norms" — 62% of employees now expect their employers to allow them to work remotely moving forward.

By using hybrid working models, healthcare companies can create a more engaging and supportive work environment and improve staff satisfaction, leading to better engagement and retention rates.

The challenge in hiring remote healthcare agents is the extensive interviewing and background screening processes. Organizations should consider partnering with a leading customer experience management provider for expertise in human resources and managing remote employees.

[11] Intuition, "Remote Working Statistics You Need to Know" intuition.com
[12] PwC, "It's time to reimage where and how work will get done," pwc.com

Level up your healthcare CX

Balance people and technology to connect with consumers and deliver personalized CX for better outcomes in healthcare.

Your consumers seek peace of mind and understanding when it comes to something as personal as their health, and they need you to provide this clarity. Your interactions with them need to be genuine, personalized and delivered in their channel of choice. A solid CX foundation starts with empowering your team with insightful consumer data to add value for your consumers and build a long-lasting relationship with you.

01 Take on tech step by step

Be tactical when it comes to adding new tech – it's important to get the basics down first.

02 Keep it simple and convenient

Go omnichannel to communicate seamlessly, consistently and conveniently with your consumers.

03 Keep conversations clear

Train your contact care agents and develop messaging that is clear, transparent and empathetic to gain consumer trust.

04 Team up

Traditional and disruptor healthcare brands must work together to fill in the industry's gaps when it comes to tech and data.

05 Think big picture

Considering the entire consumer journey, apply holistic case management strategies of predicting and tailoring experiences to consumer needs.

06 Empower your team

Provide more flexibility to increase engagement and reduce retention in contact centers.

Your healthcare partner

Foundever™ is part of the healthcare ecosystem that works together to improve experiences and health outcomes for people.

We globally support Fortune 10 healthcare organizations, with 12,000+ healthcare agents helping consumers with eligibility, enrollment, claims, scheduling, cost transparency, billing and payments, prescription refills, vaccination records, triage, communications pre- and post-discharge, admissions, referrals and more.

Healthcare brands trust us to deliver end-to-end customer experience services more efficiently, effectively and with higher customer satisfaction. Our industry knowledge and tailored customer experience strategies ensure a personalized, engaging and secure customer experience, enabling you to meet the unique needs of your consumers in the digital age.

Services

Customer care
Sales & retention
Tech support
Back-office support
Collections
Trust & safety

Delivery

Rightshoring
Hybrid/CX Everywhere
Multilingual hubs

Solutions

Strategy & design
Omnichannel CX
Messaging platform
Unified agent desktop
Cloud telephony (CCaas)

Workflow orchestration
Intelligent automation
Case management

Self service & bots
Content as a service
Conversational AI
Knowledge management

Analytics & AI
Interaction analytics
Predictive analytics

Social media CX
Social media care
Social media intelligence

Web3 & mataverse
Metaverse as a CX channel

Learning & development

Modernizing insurance through people and technology

About Foundever™

Foundever™ is a global leader in the customer experience (CX) industry. With 170,000 associates across the globe, we're the team behind the best experiences for +750 of the world's leading and digital-first brands.

Our innovative CX solutions, technology and expertise are designed to support operational needs for our clients and deliver a seamless experience to customers in the moments that matter.

Supporting +9 million customer conversations every day in +60 languages across 45 countries, Foundever combines global strength and scale with the agile, entrepreneurial approach of our founder-led culture, enabling companies of all sizes and industries to transform their CX.

Get to know us at **www.foundever.com** and connect with us on **Facebook**, **LinkedIn** and **Twitter**.

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