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by CISCO

Healthcare

Improving patient outcomes with CPaaS

Case Study Summary

Category
CPaaS Solutions

Industry
Healthcare

Category
US

Delivering smarter, personalized, patient experiences with Webex Connect

Webex takes great pride in partnering with some of the world's leading healthcare organizations that are dedicated to delivering exceptional care for their patients. But with communication barriers, this goal becomes more difficult to achieve. Inefficient interactions between patients and providers often result in missed appointments and the loss of critical information.

Through our innovative cloud-based Communications Platform as a Service (CPaaS) solution, Webex Connect, we address these challenges by offering organizations a centralized platform for managing HIPAA-compliant real-time communication, digital patient engagement, and personalized automated interactions. By leveraging this technology, healthcare providers can foster smarter, richer patient experiences. Here are just some of the use cases Webex Connect helps to power:
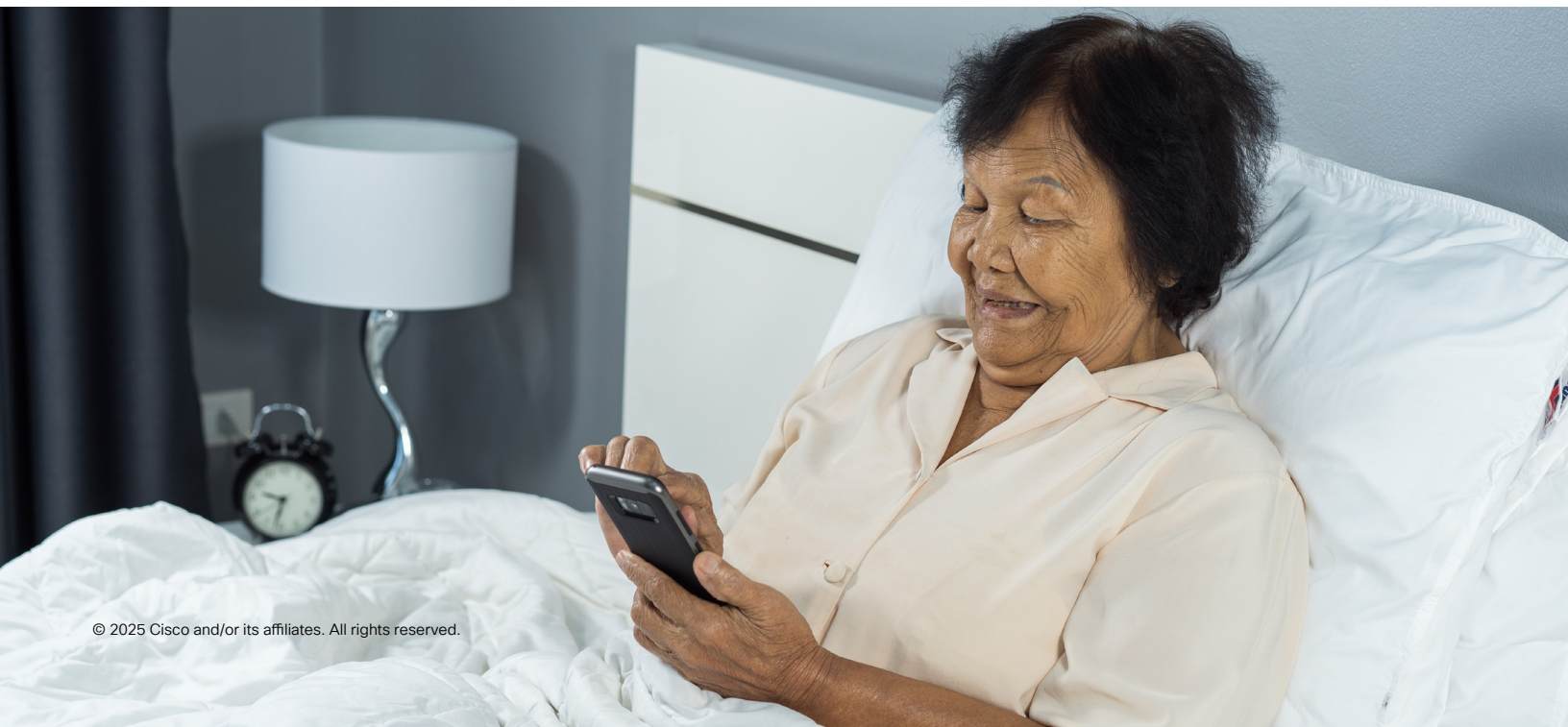
Appointment reminders and rescheduling

Chronic care management

Virtual assistants

Feedback surveys

Market challenges

Healthcare costs

Government policies, inflation, rising interest rates, an aging population, and the growing prevalence of chronic diseases, have collectively contributed to the rise in healthcare costs. These expenses place substantial strain on healthcare systems worldwide and demand innovative solutions to ensure sustainable and accessible healthcare for all.

Reduced patient experience

Various factors, including longer wait times, communication barriers between healthcare providers and patients, inadequate digital engagement and accessibility to healthcare services, and the persistent issue of staff shortages are all adversely impacting the patient experience. As a result, patients often feel frustrated, unsatisfied, and the quality of care is compromised.

Chronic diseases

Conditions such as diabetes, heart disease, and obesity have been rising in prevalence. Managing these conditions involves ongoing medical care, medication, and lifestyle modifications. The costs associated with treating chronic diseases contribute significantly to healthcare expenditure.

Workforce burnout

Burnout is a significant problem in the healthcare industry that affects healthcare professionals across various disciplines, including doctors, nurses, technicians, and support staff. It refers to a state of chronic physical, emotional, and mental exhaustion caused by prolonged and excessive work-related stress.

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Key objectives

Improved communication

Create a smooth and connected communication experience. Automate patient interactions centrally, making it more efficient and convenient.

Enhanced care coordination

Improve the management of chronic diseases, decrease hospital readmissions, and ensure that each patient receives the right care at the right time and in the appropriate setting.

Improved outcomes

Contribute to better outcomes for both patients and healthcare providers, fostering a healthier and more effective healthcare system.

Cost reduction

Achieve tangible return on investments by reducing costs while simultaneously enhancing patient engagement, satisfaction, experience, and activation.

Enhanced patient experience

Provide clear and timely communication to patients, allowing them to choose their preferred channel of interaction. Implementation of digital self-service tools will enable patients to access healthcare services on-demand and encourage self-management of care.

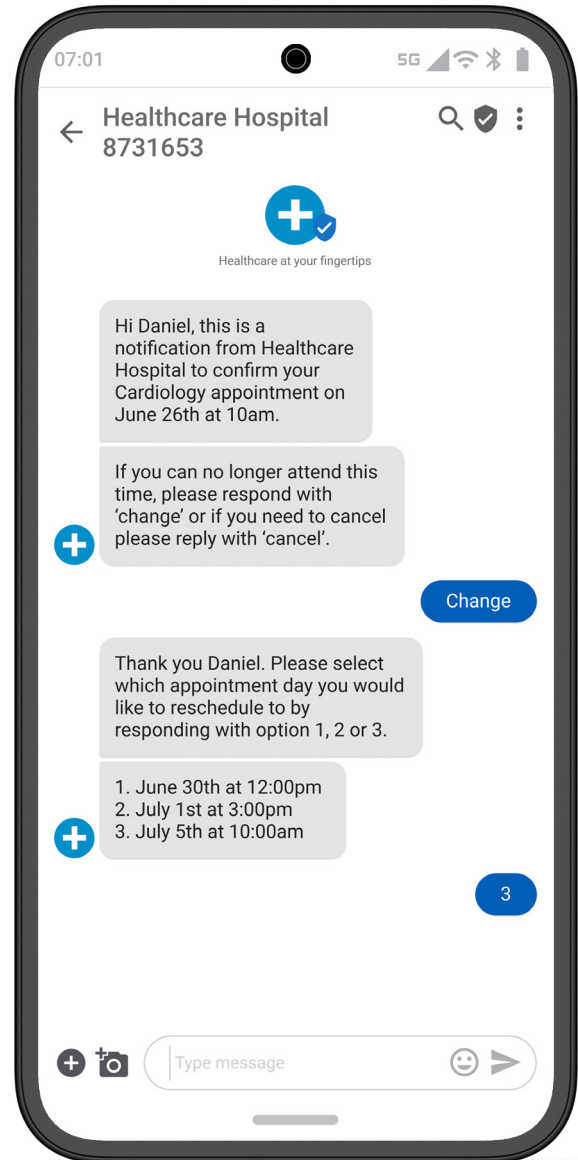webex by cisco

Case studies

Customer story #1

Appointment reminders and rescheduling

CPaaS technology streamlines appointment management through automated two-way digital channels, including appointment reminders and rescheduling solutions that integrate with patient data through Electronic Health Record (EHR) systems. By automating the rescheduling of new/existing appointments in a DIY capacity for patients, providers can save time.

One Webex healthcare client faced a significant challenge after the Covid-19 pandemic, as they experienced a surge in patient no-shows. To address this issue, they swiftly implemented an
SMS and voice appointment reminder program
with Webex CPaaS Solutions in just five weeks.
As part of the program, they incorporated conversational two-way messaging, enabling patients to easily cancel or reschedule appointments. This not only saved resources that would have otherwise been spent on inbound calls but also reduced the burden on patients.

Recognizing the importance of inclusivity, the client ensured that multi-channel communication options were available to patients who were not digitally enabled. Additionally, message content was tailored to specific clinics, instant messaging features were utilized to proactively communicate with patients in bulk and a comprehensive data trail was established to provide staff with detailed insights into all patient correspondence. Within just three months, missed appointment rates were reduced by an impressive 22% and 3000 slots were identified for reutilization from instant notification of cancellations and reschedules.


Smartphone conversation with Healthcare Hospital:

07:01 5G

← **Healthcare Hospital 8731653**

Healthcare at your fingertips

> Hi Daniel, this is a notification from Healthcare Hospital to confirm your Cardiology appointment on June 26th at 10am.

> If you can no longer attend this time, please respond with 'change' or if you need to cancel please reply with 'cancel'.

Change

> Thank you Daniel. Please select which appointment day you would like to reschedule to by responding with option 1, 2 or 3.

> 1. June 30th at 12:00pm
> 2. July 1st at 3:00pm
> 3. July 5th at 10:00am

3

Type message

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Customer story #2

Virtual assistants

The adoption of FAQ chatbots and virtual assistants is rapidly gaining popularity as a means to provide patients with instant access to critical information. CPaaS solutions empower healthcare providers to develop intelligent AI chatbots that enable patients to self-serve and digitally interact with hospitals around the clock. By leveraging this technology, providers can significantly reduce inbound calls and improve productivity by up to 30%. Patients benefit from quick and effortless access to the information they need, alleviating the burden on healthcare staff.

One of our healthcare clients recognized the importance of enabling their patients to access accurate information quickly and easily. Leveraging Webex CPaaS Solutions, they developed a FAQ chatbot that provided advice and support for their communities whilst alleviating staff pressures. Patients were able to engage with this clinically approved chatbot seamlessly through the client's website.

In 12 months, 21,444 patient questions were asked on the chatbot saving an impressive $39,242 in one year. The bot was able to answer general FAQ questions and free up call handlers to focus on more complex inquiries. Available 24/7, the bot was able to field questions during out-of-office hours, providing patients with immediate responses when traditionally it would have been challenging to obtain timely information.

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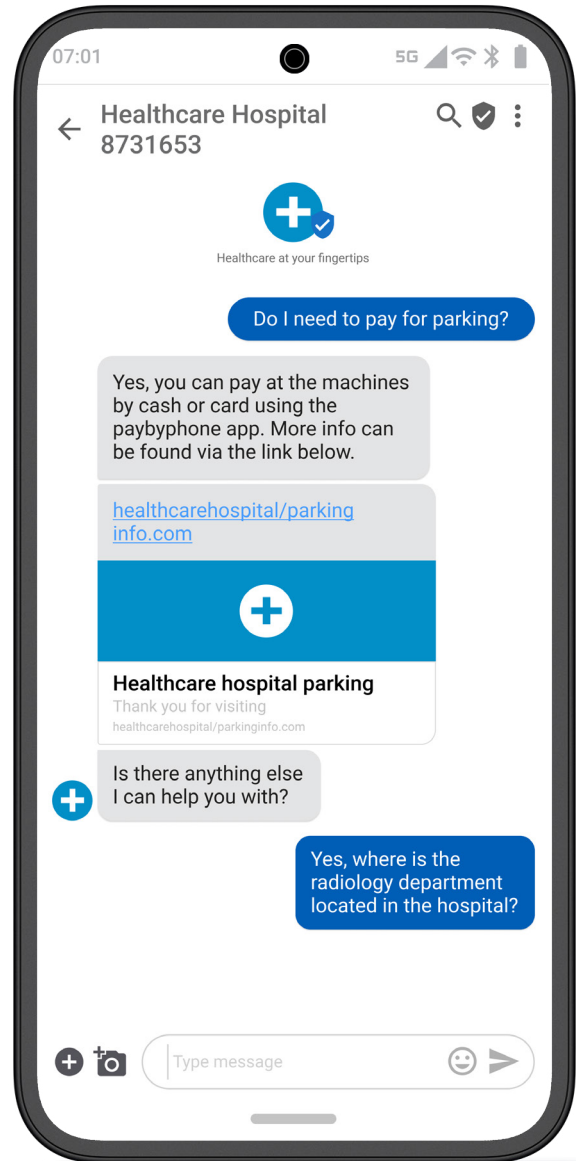
Customer story #3

Chronic care management

Healthcare organizations are increasingly recognizing the importance of patient engagement and are adopting strategies to empower patients in managing their healthcare. Providing specific communication tools for patients to take an active role in their care leads to participatory decision-making, which is proven to deliver better health outcomes and often inspires patients to learn more about their condition, leading to less reliance and strain on healthcare services.

One client wanted to reduce unnecessary follow-up outpatient appointments, enhance operational efficiency, and improve their patient experience. To address this, they implemented a program for patients with chronic conditions that enabled a patient to activate their personalized questionnaire through an inbound CISCO secure SMS message. This innovative approach allowed patients to report flare-ups and provide vital information to their physicians, even outside of regular office hours.

By prioritizing patients based on their reported flare-ups, the healthcare organization optimized appointment scheduling and effectively managed waiting list and capacity challenges. Additionally, the data collected through these intelligent questionnaires opened new avenues for research on treatment effectiveness and provided valuable insights into the management of chronic conditions.

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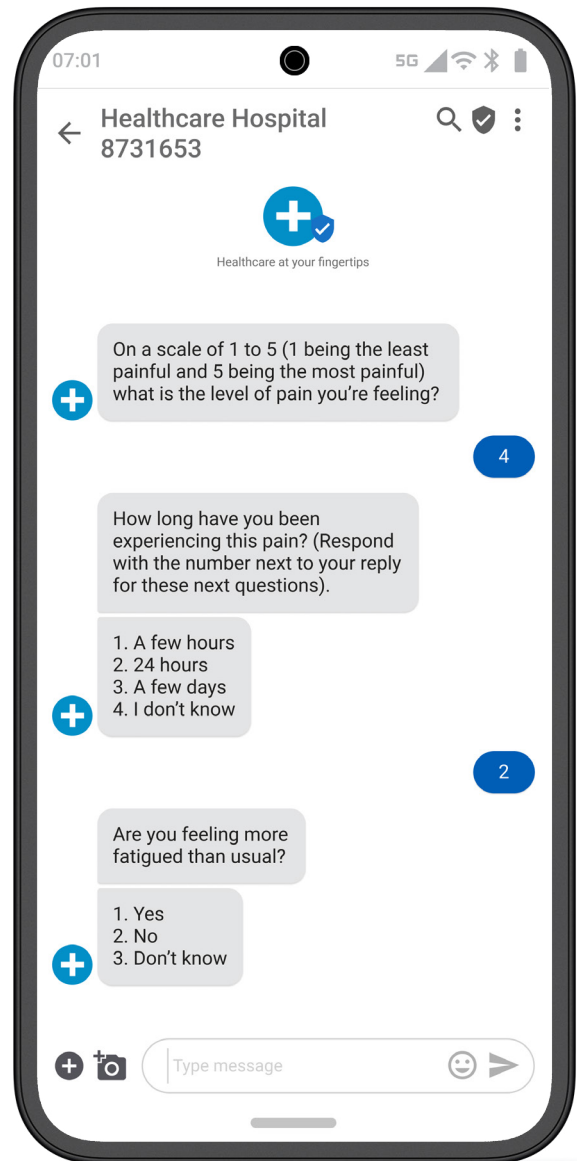
Customer story #4

Patient surveys

Capturing patient feedback is vital to improving healthcare organizations' quality of care. CPaaS solutions offer digital survey channels, which can capture up to 60% more feedback than traditional paper surveys. With automated deployment through digital channels, patients can easily provide quick post-care feedback, allowing healthcare providers to promptly address any concerns and improve patient satisfaction. By leveraging CPaaS technology, healthcare organizations can optimize their feedback collection process, ensuring continuous improvement in patient experiences.

One Webex healthcare client recognized the transformative impact of patient feedback in driving improvements across their organization. To streamline the feedback collection process and eliminate manual effort, they sought a comprehensive solution. Leveraging Webex CPaaS Solutions, the client deployed digital surveys through QR codes placed in multiple locations and formats. Additionally, they integrated survey questions into their video consultation platform, ensuring that patients were automatically presented with the opportunity to leave feedback at the end of each call. In the first three months alone, the client received over four thousand submissions of feedback with an impressive 96.5% positive rating.
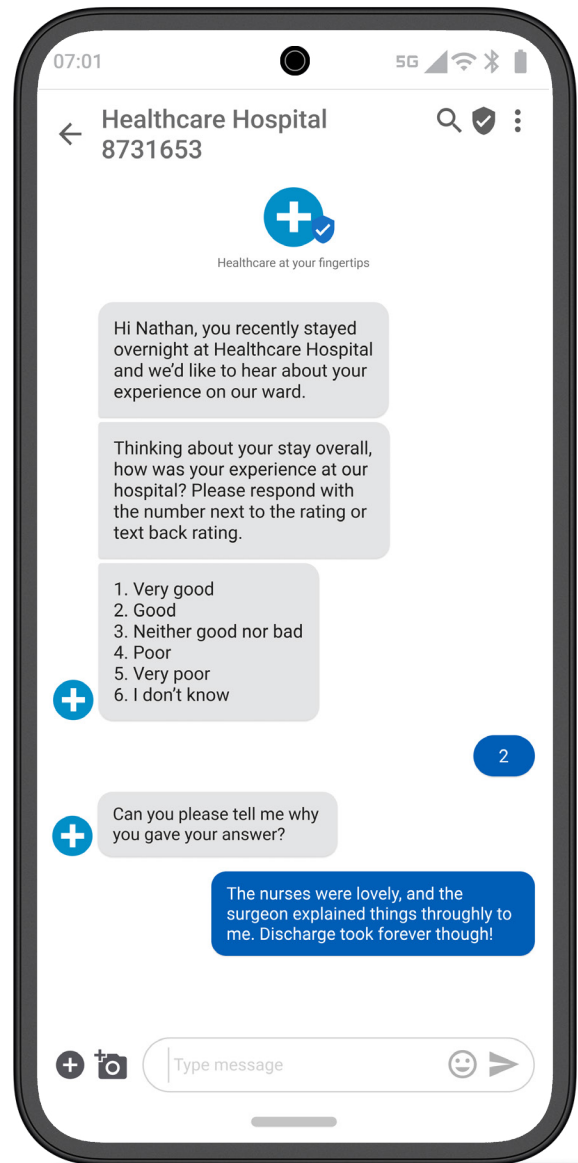
For more information
Get in touch with one of our experts today.

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