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WHITEPAPER

7 Misconceptions about communications automation and GenAI in healthcare

ABOUT INTELEPEER

IntelePeer delivers rapidly deployable communications solutions for an always-connected world. Powered by AI and analytics, our omnichannel platform instantly improves your customers' communications experience. IntelePeer provides industry-leading time-to-value with solutions that work seamlessly with existing business software and infrastructure. Our no-code templates and low-code, co-creation options provide customers with easy-to-use tools that can be utilized by anyone and are also accessible through developer APIs. For more information, visit **intelepeer.ai**.

Introduction

As communications automation and generative artificial intelligence (GenAI) continues to transform the very core of healthcare contact centers — from operations to patient satisfaction and journeys — several misconceptions and myths persist, casting doubt on the efficacy and impact of the technology. In reality, the technology is prompting healthcare providers to explore innovative ways to improve patient outcomes while becoming more agile and responsive.

Today, healthcare contact center communications automation is a modern approach to patient satisfaction. It is an evolving field that harnesses technology to automate initial patient interactions and provide self-service while addressing intricate and nuanced issues and needs.

Traditionally, contact centers have served as vital touchpoints for patient engagement and support. However, the rise of communications automation and GenAI technologies is transforming these centers into hubs of innovation and efficiency. By automating routine communications, tasks, and processes, such as reminders, appointment scheduling, prescription refills, and billing inquiries, contact centers can streamline operations and free up valuable resources for more personalized and impactful patient interactions.

Moreover, communications automation with GenAI is enabling contact centers to offer a more tailored and proactive approach to patient care. By analyzing patient interaction data, CRM data, and using predictive analytics, communications automation systems with GenAI can anticipate patient needs, identify potential health risks, and recommend prompt interventions. This proactive approach not only improves patient satisfaction but also enhances the overall patient experience by committing to a personalized and proactive care delivery.

In this whitepaper, we dispel the seven main misconceptions about communications automation and GenAI in healthcare. The whitepaper will show how, on the contrary, the technology enhances the efficiency and effectiveness of contact center operations, enabling healthcare providers to respond to patient inquiries more quickly and accurately, with a positive effect on patient satisfaction.
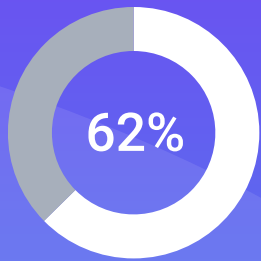
62%

of customers
prefer self-service
over a live agent
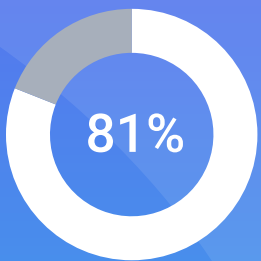
81%

of Americans
say the ability to
schedule healthcare
appointments online
would make the
scheduling process
much easier
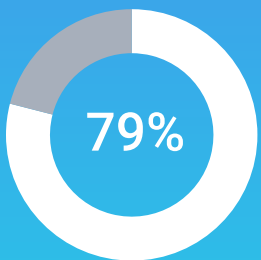
79%

of Americans want
the ability to use
technology to manage
their healthcare
experience

Misconception #1:

Patients don't want to talk to an AI bot

The idea that patients prefer human interaction over automated systems is prevalent in healthcare communications. However, several studies have shown that patients increasingly embrace technology-enabled communication channels for their convenience and accessibility.

A Nuance study shows that 62%[1] of customers prefer self-service options over contacting a live agent or staff member. By offering efficient self-service options and personalized interactions, automated systems can complement human interactions, meeting diverse patient preferences, and enhancing overall satisfaction. Patients can quickly resolve their issue without ever speaking to a human.

According to data from the Harris Poll, more than four in five[2] Americans (81%) say that the ability to schedule healthcare appointments online would make the scheduling process much easier; also, more than three quarters (79%) want the ability to use technology when managing their healthcare experience. Patients have increasingly become adept at and partial to scheduling appointments via automated channels, as it allows them to do so quickly, effectively, and 24/7/365.

Misconception #2:

Communications automation can't resolve patient requests

Another misconception is that communications automation is limited in its ability to address complex patient inquiries and requests effectively. However, GenAI and natural language processing (NLP) have enabled automated systems to understand and respond to a wide range of patient queries with empathy, accuracy, and efficiency.

Through intelligent routing, context-aware responses, and seamless integration with backend systems, communications automation with GenAI can effectively resolve almost every patient request. AI-powered communications channels with and Natural Language Processing (NLP) capabilities can understand patient sentiment and the context of the interaction to solve queries more effectively and with a humanized touch.

1 Source: *Zendesk*, Self-service: do customers want to help themselves?, May 17, 2023.

2 Source: *Medical Economics*, 69% of patients would switch providers for better services, Feb. 15, 2022.

By using patient interaction data and integrating with CRMs, AI-powered systems can quickly and effectively answer questions, securely provide information about medical updates, medications, treatment options, and offer guidance on self-care practices — all with a personalized touch. Communications Automation Platforms (CAP) seamlessly integrate with knowledge bases containing extensive information about medical conditions, procedures, treatments, and frequently asked questions to address patient concerns.

Misconception #3:

AI bots can hurt the patient experience

There is a misconception that bots and automated systems can detract from the patient experience by lacking empathy and personalized attention. However, communications automation, NLP capabilities, and GenAI enhance the patient experience by providing prompt, consistent, and empathetic interactions. By using interaction data, communications automation systems can deliver tailored support, proactive communication, and relevant information, ultimately improving patient satisfaction and engagement.

These functionalities establish a conversational rhythm akin to human communication from the patient's perspective, fostering an experience that feels human, natural, and immersive. The integrated GenAI models are crafted to mirror empathy in their patient interactions, guaranteeing that patients experience a human level of understanding and appreciation.

Patients won't feel like they are interacting with a machine. Communications automation with GenAI is the foundation for a sympathetic system that understands patient intent and sentiment, while simultaneously using unique data to offer a tailored service, boosting patient experience to the next level.

Misconception #4:

Deploying communications automation with GenAI is a huge risk for the business

Some healthcare organizations worry that the deployment of communications automation with GenAI is a risky endeavor. However, when implemented strategically, the technology mitigates risks, improves operational efficiency, and drives cost savings. By conducting thorough assessments, piloting initiatives, implementing guardrails, and establishing clear performance metrics, healthcare contact centers can minimize risks associated

65%
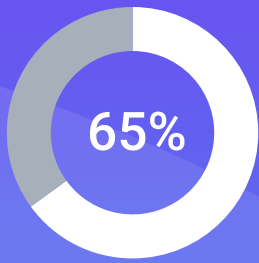
of patients expect higher customer service from their healthcare agencies

with communications automation with GenAI deployment and maximize returns on investment.

Contrary to this myth, automating healthcare communications offers sound advantages in critical performance metrics: Higher first contact resolution (FCR) rates, lower average handling time (AHT), reduced abandonment rate (AR), higher quality assurance (QA) scores, significantly lower cost per contact, and ultimately, unparalleled patient satisfaction.

Improving on these critical metrics has a direct impact on the business, as better efficiency and a leveraged patient experience improves patient loyalty — according to statistics, 65%[3] of patients expect higher customer service from their healthcare agencies than they did the previous year.

Misconception #5:
Outsourcing a solution is more expensive than building your own

There is a misconception that outsourcing communications automation with GenAI solutions is more expensive than developing in-house capabilities. However, outsourcing offers several benefits, including access to specialized expertise, managed services, faster implementation timelines, no-code/low-code solutions, and reduced operational overhead. By partnering with experienced vendors and using cloud-based solutions like IntelePeer's, healthcare organizations can achieve cost-effective communications automation initiatives without compromising on quality or scalability.

Communications automation solutions layer over the top of existing platforms, allowing for fast implementation and easy scalability without disruption to current communications, as specialized providers already have established frameworks, tools, and processes in place. This accelerates the deployment timeline and enables faster time-to-value. Contact centers can therefore focus on their core competencies, such as customer service excellence and strategic initiatives, while leaving the management of communications automation infrastructure to external experts. When it's time for the healthcare organization to upgrade their contact center or collaboration center, they don't need to replace their communications automation platform as well. The solution continues to layer over the top of the new platform, guaranteeing seamless communications during the transition.

3 Source: *American Health Connection*, The State of Healthcare Call Center Customer Service in 2024, June 30, 2023.

Trusting an external partner offers ongoing support, maintenance, and updates for communications automation solutions, ensuring continuous improvement and optimization. They proactively monitor performance metrics, identify areas for enhancement, and implement updates to enhance efficiency and effectiveness. Top providers also offer innovative communications automation technologies and innovations that may not be feasible for contact centers to develop or implement in-house. This enables contact centers to stay competitive and leverage the latest advancements in communications automation.

Misconception #6:

Communications automation with GenAI technology should replace live agents and staff

Contrary to the belief that communications automation should entirely replace human agents and staff members in contact centers, the best approach is to strike a balance between automated and human interactions. By using communications automation to augment rather than replace human capabilities, healthcare organizations can deliver more personalized, efficient, and empathetic patient experiences, while freeing up agents and staff members to focus on high-priority tasks.

In the healthcare industry — perhaps more than in any other business — the human touch of the medical staff and the provider must strike through the patient. Today, healthcare professionals remain indispensable in modern patient treatment, and achieving successful outcomes involves a synergy of medical proficiency and innovative technology. Humans can harness the power of communications automation and GenAI to collect vital data, tailor communications, personalize interactions, and deliver a superior, empathetic experience.

Misconception #7:

We're not ready for GenAI

One of the most common misconceptions is that healthcare organizations are not ready to embrace communications automation with GenAI due to concerns about readiness, infrastructure, and workforce capabilities. However, the technology has already been successfully deployed in various healthcare settings, driving improvements in patient communications, operational efficiency, and clinical outcomes.

By investing in training, infrastructure upgrades, and change management initiatives, healthcare organizations can prepare their workforce and infrastructure to harness the transformative potential of communications automation with GenAI effectively. The sheer capabilities of intelligent communications automation in terms of KPIs and patient satisfaction are prompting companies to deploy AI-powered solutions to keep up with the revolutionary changes in the industry.

Today, communications automation with GenAI solutions can seamlessly integrate with existing contact center infrastructure, including CRM systems, IVR platforms, and workforce management tools. This integration facilitates the adoption and deployment of the technology without requiring significant changes to existing processes.

Conclusion

Often, misconceptions stem from lack of knowledge or fear of change. In the contact center industry, communications automation with GenAI is unlocking a myriad of possibilities, enabling healthcare providers to offer the ultimate patient experience while becoming more agile, responsive, and effective.

Using algorithms and machine learning capabilities, GenAI systems can analyze vast amounts of data, predict patient preferences and behaviors, and proactively address their needs. This level of insight enables healthcare providers to offer tailored solutions, anticipate patient concerns, and deliver prompt interventions, enhancing overall patient satisfaction.

Furthermore, communications automation with GenAI enables contact centers to operate more efficiently and effectively, reducing wait times, minimizing errors, and improving service quality. Routine tasks such as appointment scheduling, prescription refills, and billing inquiries can be automated, allowing contact center agents and staff members to focus on more complex issues that require human ability and empathy.

In addition to improving operational efficiency, communications automation with GenAI enables contact centers to adapt to changing patient needs and market dynamics rapidly. By analyzing real-time data and trends, communications automation with GenAI can find emerging patterns, opportunities, and areas for improvement, enabling healthcare providers to stay ahead of the curve and deliver innovative solutions that meet patient expectations.

![IntelePeer logo]

Achieve best-in-class patient satisfaction with the IntelePeer's communications automation with GenAI solution

With IntelePeer's cloud-based, AI-enhanced, Communications Automation Platform (CAP), you can automate your contact center to improve and humanize interactions, while boosting patient satisfaction.

The IntelePeer platform is designed with contact centers in mind, offering a tailored solution that streamlines your processes, increases revenue, saves costs, and delights your patients.

Are you ready to unlock the power of patient interaction data and self-service automation in the contact center? Schedule a demo today.

Scan or click here to begin.

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