

Unlocking the power of patient interaction data and self-service automation in the contact center

How self-service automation can significantly improve patient interactions and increase revenue in the contact center

AN INTELEPEER EGUIDE

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Introduction

In this eGuide, we explore the impact of patient interaction data and the transformative power of self-service automation powered by generative AI (artificial intelligence) in the contact center. From streamlining communication processes to delivering personalized experiences, discover how self-service automation solutions are reshaping patient service landscapes and paving the way for more efficient and satisfying interactions. All while streamlining interactions, reducing the need for human agents and staff, and increasing revenue.

You will learn about the benefits of integrating automation with AI into your patient service strategy, and how the integration solves some of the most critical issues in patient touch points.



Want to learn more about unlocking the power of patient interaction data and self-service automation in the contact center? **Schedule a demo today.**

Scan or visit <https://info.intelepeer.ai/dg-workshop>.



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The importance of patient interactions

What are patient interactions?

Patient interactions in the contact center encompass all engagements between patients and agents/staff across communications channels such as voice, chat, SMS/MMS text, and social media platforms. These interactions are pivotal moments where patients seek assistance, resolve issues, or gather information about services.

They simultaneously represent opportunities for businesses to deliver exceptional service, build relationships, leave lasting impressions, and even up-sell and cross-sell.

Effective management and optimization of these interactions with communications automation and AI is essential for enhancing patient satisfaction, loyalty, increasing revenue, and overall success.

When patients engage with organizations, particularly support teams, they harbor specific expectations:



Reliability

Patients seek assurance that your healthcare organization is dependable.

Consistent communications, reliable delivery of quality patient service, 24/7/365 self-service, proactive follow-up, and responsive action based on their feedback are pivotal in earning their trust and fostering loyalty.



Assurance

It's imperative for patients to feel confident in their decision to engage with your company.

Offering real-time assistance throughout their journey ensures that their expectations are met and validates their choice to work with your healthcare organization. Real-time assistance can be delivered via self-service automation, ensuring patients can access the support they need, when they need it. Without having to interact with a human agent or staff member.



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Types of patient interactions

Patient interactions in the contact center can be categorized into several types based on the nature of engagement and the channels through which they occur. Patient interactions can occur across any channel — including voice, SMS/MMS text, chat, and social media. Even better, up to 90% of patient interactions can be automated and managed through self-service and communications automation with AI.

Some common categories of interactions include:

- **Transactional interactions:** These interactions involve patients making purchases or transactions with a healthcare organization, either online, onsite, or through other channels like mobile apps or phone orders.
- **Service interactions:** Service interactions occur when patients seek assistance or support from a healthcare organization to resolve issues, ask questions, or request information about services. This can take place through channels such as patient service hotlines, live chat, email, or in-person interactions.

- **Sales interactions:** Sales interactions involve efforts by healthcare organizations to persuade and guide patients towards booking a next appointment. This can include interactions with staff members, promotional emails, advertisements, or demonstrations.
- **Feedback interactions:** Feedback interactions occur when healthcare organizations solicit feedback from patients about their experiences, satisfaction levels, or suggestions for improvement. This can be done through surveys, feedback forms, social media comments, or direct communication channels.

Each interaction category plays a crucial role in shaping the overall patient experience and contributes to building relationships between healthcare organizations and their patients.



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Why improving patient interactions is critical

Improving patient interactions in the contact center is essential. Driven by offering the ultimate patient experience, every interaction provides the opportunity for increased revenue and improved patient experience.

Enhanced patient satisfaction

Positive interactions lead to happier patients. By providing prompt, efficient, and helpful support, contact centers can improve patient satisfaction levels, fostering loyalty and positive word-of-mouth.

Increased revenue opportunities

Positive interactions can lead to up-selling or cross-selling opportunities. Understanding patient needs and preferences enables contact center agents/staff to identify opportunities to recommend additional services, thereby increasing revenue.

Increased patient retention

Satisfied patients are more likely to remain loyal to a brand and continue using its services. By improving patient interactions, contact centers can reduce patient churn and increase retention rates, crucial for long-term success.

Patient insights and feedback

Interactions provide valuable insights and feedback for improving services and processes. Actively analyzing patient interactions and collecting feedback allows contact centers to identify areas for improvement and to make data-driven decisions.

Efficiency and cost savings

Improving patient interactions can lead to more efficient processes and reduced operational costs. Streamlining workflows, resolving issues quickly, and minimizing unnecessary escalations enable contact centers to operate more efficiently.

Competitive advantage

In today’s market, patient experience often serves as a key differentiator. By consistently delivering superior interactions, healthcare contact centers gain a competitive edge over rivals, attracting and retaining more patients.

Brand reputation and perception

Patient interactions shape how patients perceive a brand. Delivering exceptional service and support experiences contributes to building a positive brand reputation and fostering trust among patients.

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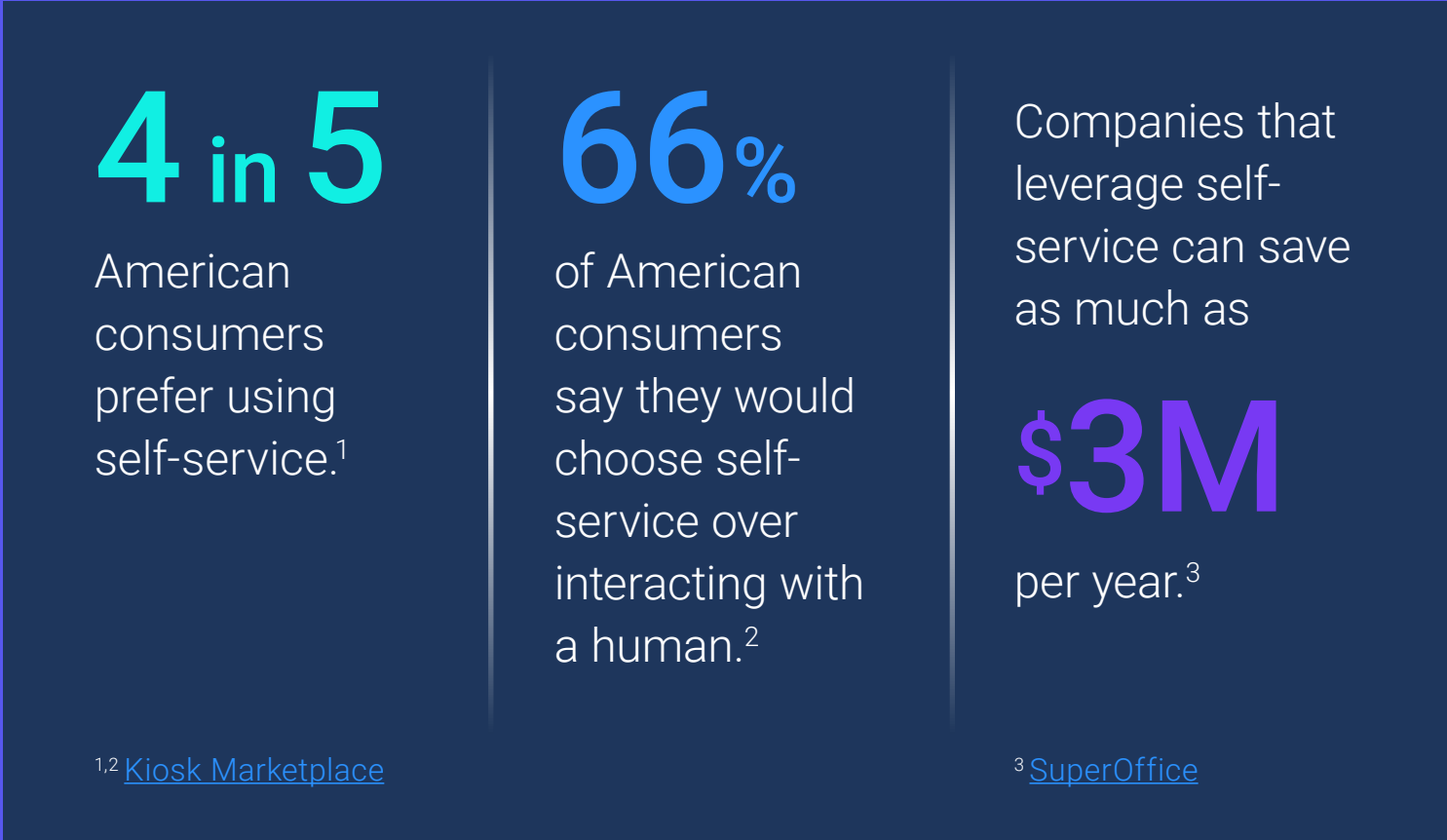
Using communications automation with generative AI to improve patient interactions

Digging into patient interactions

Contact centers can review patient interactions using an AI analyzer, which reviews two weeks of multi-channel patient interaction data. The data is assessed to learn why patients are interacting most often, where pain points are, and how communications automation and AI can be leveraged to streamline patient interactions.

A primary approach to streamlining interactions with automation and AI is via self-service. Four of five¹ American consumers prefer using self-service, and 66%² say they would choose self-service over interacting with a human.

Self-service automation benefits your organization, too. Companies that leverage self-service can save as much as \$3 million³ per year. When organizations automate up to 90%



of patient interactions, human agents/staff can focus on higher-priority tasks. In the rare event that an interaction can’t be automated, intelligent routing can ensure that the patient is routed to the correct department and individual, accelerating time to resolution, and ensuring agents/staff don’t waste time on the wrong tasks.

Patient interaction data can also highlight patterns behind patient interactions, including past interactions, purchase history, and demographics, to gain insights into individual preferences and interests. Contact centers can then predict interactions, helping them to up-sell, cross-sell, and increase revenue, all without the need for a human.

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It’s important to note that assessing patient interactions is an ongoing task. Regularly reviewing patient interactions ensures weaknesses are addressed before they negatively impact patient experience and revenue, and that continual improvement occurs.

Offering a personalized service and improving communications

Research from McKinsey indicates that 71%⁴ of patients expect personalized experiences and 76%⁵ feel frustrated when this expectation isn’t met. And to meet these heightened expectations it’s critical to implement a data-driven approach.

With a patient interaction data-driven approach, healthcare organizations can demonstrate an understanding of patient preferences and a commitment to fulfilling their needs through unique, personalized self-service. After analyzing patient interactions, contact centers using communications automation and AI can provide personalized recommendations and responses tailored to each patient.

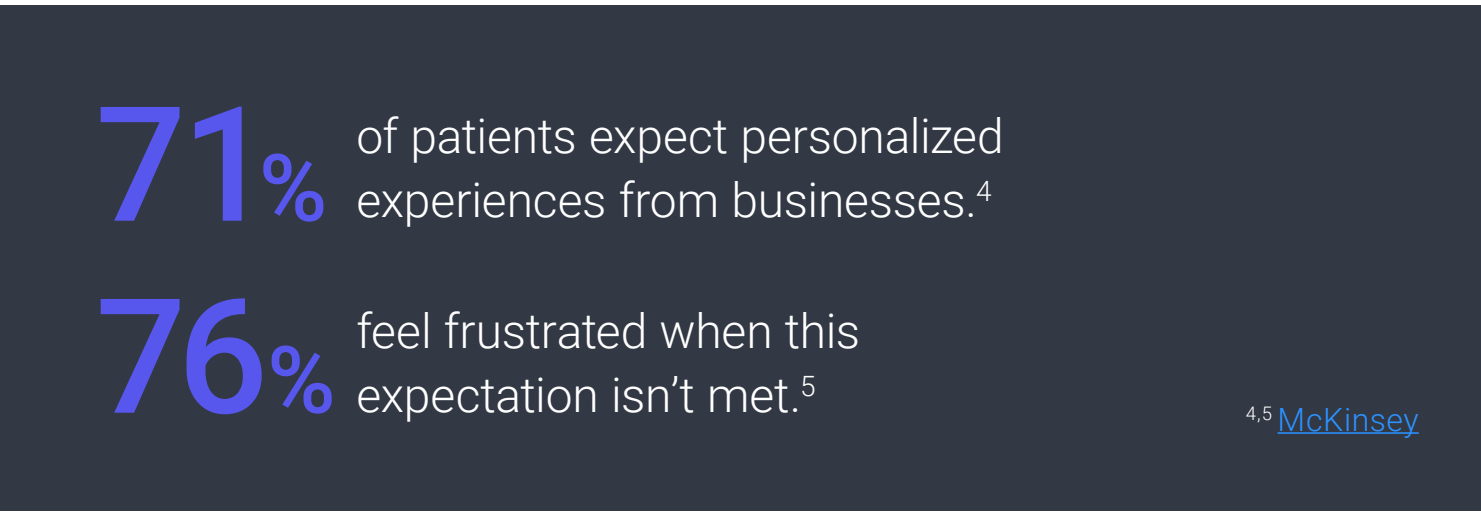
Further, natural language processing (NLP) capabilities can understand and interpret patient input, facilitating more conversational and personalized interactions identifying



patient intent, sentiment, and context, leading to more relevant and engaging conversations.

Effectively communicating with patients is vital, especially in today’s fast-paced environment. Self-service automation with AI offers real-time assistance during interactions by offering precise information or suggestions based on the conversation context, enhancing the clarity and effectiveness of communication. Equipped with AI-enabled chatbots or virtual agents, these systems handle routine inquiries autonomously, empowering patients to find quick answers and resolve simple issues independently.

By leveraging predictive analytics and patient interaction data, contact centers can anticipate patient needs, enabling contact centers to proactively address potential issues before they escalate. Analyzing historical data and trends allows for more proactive and personalized communication, ultimately enhancing the overall patient experience.



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Delivering humanized interactions

Communications automation with AI enables contact centers to enhance interactions by identifying patient sentiment. The technology analyzes language, voice tone, and other key factors to gauge patient emotions, allowing for tailored responses based on whether patients are frustrated or annoyed.

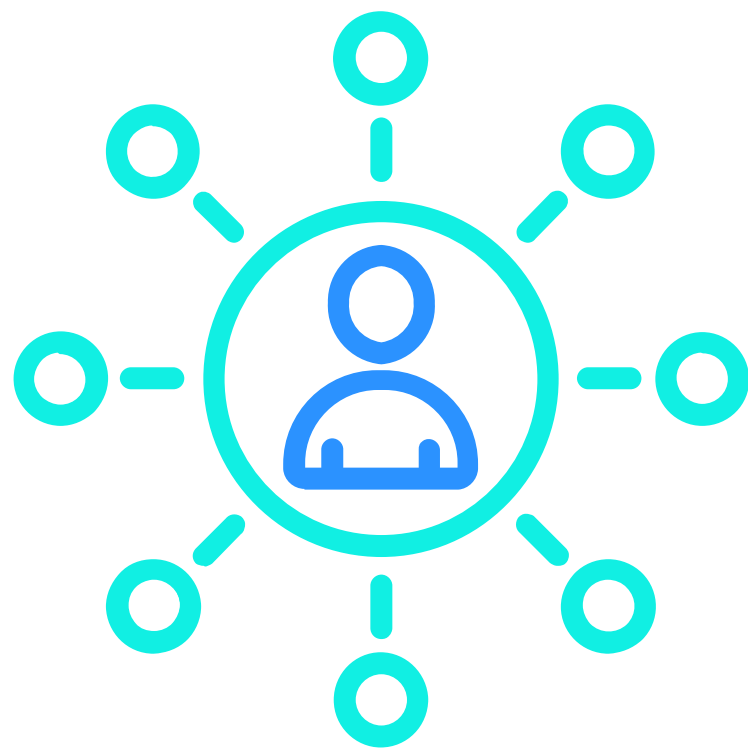
Patients crave personalized and human-like interactions rather than robotic ones. Integrating intelligent automation with a human touch is essential for improving patient satisfaction (CSAT) through chatbots, interactive voice response systems (IVRs), and virtual agents.

Generative AI exhibits the ability to understand context, provide coherent responses, handle complexities, adapt and evolve, and maintain empathy during automated interactions. This results in an improved overall patient experience that closely resembles the qualities of human-led patient support.

Omnichannel integration

Omnichannel integration guarantees a smooth experience for patients, enabling them to effortlessly switch between various communication channels like phone, email, chat, or social media without disruptions, while maintaining consistency in information provision. This convenience and flexibility empower contact centers to connect with patients through their preferred channels, meeting them where they are.

The integration of diverse channels ensures uniform communication, guaranteeing that patients receive consistent service and information, irrespective of the platform they choose. This consistency fosters trust and confidence in the brand, elevating the overall patient experience.



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Key takeaways

Benefits of leveraging patient interaction data and self-service automation:



Enhanced patient experience and retention

AI-driven personalization tailors interactions to individual patient preferences, resulting in more engaging and relevant experiences. Anticipating and fulfilling patient needs creates a seamless and enjoyable journey, leading to improved patient retention.



Increased interaction efficiency

Communications automation with AI streamlines patient interactions, reducing manual intervention and speeding up response times. Improved efficiency enables healthcare organizations to handle higher inquiry volumes while maintaining quality and consistency in communication.



Increased revenue

Diving into the patient interaction data and applying self-service functionality allows for contact centers to predict patient behavior, creating up-selling and cross-selling opportunities.



Cost savings

Automating routine interactions with AI leads to significant cost savings by reducing the need for human agents/staff to handle repetitive tasks. Efficient resource allocation and reduced operational expenses contribute to overall cost savings for healthcare organizations.



Competitive advantage

Leveraging AI to enhance patient interactions provides a competitive edge by delivering superior experiences. Outperforming competitors in service quality and efficiency attracts new patients and retains existing ones, driving growth and success.

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Improve patient interactions with IntelPeer's Communications Automation Platform

With IntelPeer'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 IntelPeer 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.



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