

# Hospital & Health Systems

## ACCESS CENTER TRANSFORMATION

Transform your patient access center to excel in the pursuit of superior patient experience.

### Keeping pace with evolving expectations

Patient Access Centers are a critical component in a health systems' journey to creating a truly integrated patient experience. At the journey's inception, Access Centers often experience inconsistent quality and output, running as siloed operations. In today's world, the Access Center journey must culminate in a highly personalized patient experience from episodes of care to sustained relationships with patients and families.

Patient access operations play a key role in meeting evolving expectations – but often, there are pitfalls:

- ◆ Unacceptable wait times
- ◆ Slow response from channels beyond voice calls
- ◆ Inability to access desired information
- ◆ Limited service communication around financial responsibility
- ◆ Inconsistent experiences among channels
- ◆ Impersonal, over-scripted associates who are not empowered to address important issues

Is your patient access center enabling or endangering success? And have you identified your best opportunities for improving service?

### HOW DOES YOUR ACCESS CENTER MEASURE UP?

#### ACCESS CENTER OPERATIONS

	TRUE	FALSE
Your access center operations are efficient and cost effective.	<input type="checkbox"/>	<input type="checkbox"/>
Your access center is a differentiator for your company.	<input type="checkbox"/>	<input type="checkbox"/>
Your access center is a profit center.	<input type="checkbox"/>	<input type="checkbox"/>
You have defined performance goals for your access center – and you are meeting them.	<input type="checkbox"/>	<input type="checkbox"/>

#### CUSTOMER EXPERIENCE

	TRUE	FALSE
The “voice” of your customers drive your operations.	<input type="checkbox"/>	<input type="checkbox"/>
You make it easy for your customers to do business with you - requiring minimal effort on their part.	<input type="checkbox"/>	<input type="checkbox"/>
You offer a seamless, consistent experience across all service channels.	<input type="checkbox"/>	<input type="checkbox"/>
Your customer satisfaction ratings are trending up.	<input type="checkbox"/>	<input type="checkbox"/>

## Move up in maturity

We partner with hospital and health systems to deliver a better patient experience by simplifying, modernizing, and improving the quality of their services.

We bring a team with the right blend of people – customer experience and contact center professionals as well as industry experts – to help you understand and capitalize on opportunities in a changing marketplace.

Our rapid assessment sets the stage for change. Through observations, agent shadowing, data review, and interviews, we gather information to benchmark your access center against KPIs for six core capabilities – strategy, people, processes, patient centered organization, technology, and performance management and reporting – and more than 50 sub-capabilities.

We then use this insight to determine where your access center capabilities stand on our maturity model. From there, we help you:

- ◆ Define an access center strategy that transforms your operating model, supporting technology, and customer experience
- ◆ Create an access center vision, including the most important capabilities and desired maturity level for your organization
- ◆ Prepare for change with a plan that stages both short-term wins and multi-year transformation

- ◆ Provide all of the skills necessary to implement sustainable changes
- ◆ Improve your access center operations by implementing formal change management and continuous improvement programs

## Better service at a lower cost

Patient Access Centers are the foundational capability that can transform a Health System to a truly integrated care and engagement model. When health systems approach their access center from the patient's perspective, they can improve the patient experience and increase engagement, decrease churn, and boost revenue opportunity. We can help build that winning formula.

### OUR CLIENTS REALIZE TANGIBLE IMPROVEMENTS

- **94% Reduction**  
in abandonment rate
- **91% Improvement**  
in average speed of answer
- **88% Reduction**  
in maximum wait time
- **445% Improvement**  
in service levels
- **Millions of dollars**  
in annual savings with
- **77% Improvement**  
in engaged employees

