Major Municipal Healthcare Provider achieves 130% Efficiency Increase through new Contact Center Solution

Company: Department of Health Services, Ambulatory Care Network (ACN)

Industry Segment: Health Care Services

Monthly Call Volume: 100,000+ on Average

Background:

One of California's largest Health Services organizations has been using Telax's Cloud Contact Center solution since 2012. Dynamic Notification, and many of the advanced features of the Telax cloud contact center solution, was cited by administrators as a key reason why patient access to care givers has improved considerably over the past six years.

The Issue:

When patients miss their appointments, diagnoses of tumors, breast cancer, lymphoma and other diseases may be missed or delayed. The broken appointment (BA) rate in both Radiology and the Women's Clinic was identified as much higher (38% and 28%) than the stated baseline goals (30% and 20%) of the two respective departments. The existing Centrex infrastructure could not support the automation of outbound notifications and staff who were responsible for reminder calls were already taxed with pressing patient care duties.

Working with the patient care team, Telax identified a number of key objectives that would positively impact both patient outcomes and patient satisfaction.

Objectives:

1. Provide a cost-effective patient reminder call feature that's easy to use

2. Enhance the contact center with the Dynamic Notification feature

3. Reduce the stress associated with placing calls during scheduled hours

4. Integrate a fully customizable solution within current data collection requirements

5. Increase the efficiency and accuracy of patient outreach communications

A leading global research & advisory firm positioned a full Telax migration as the most significant strategic initiative that could result in immediate impact on operations.
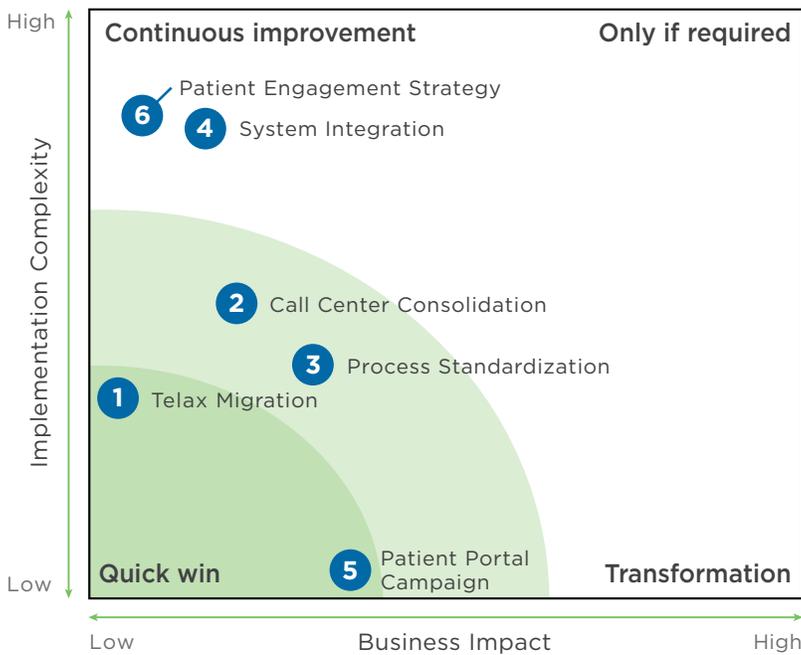
"We want to provide the best possible care to our patients, which we can only do if they are aware of their scheduled appointments."

The Situation:

- Reminder calls are currently being placed by the night staff from 5-7 pm on the night before a scheduled appointment.

- Staff is not bilingual, so there are language/translation issues as all calls are placed in English.

- Consistently placing reminder calls every day was difficult for the staff due to pressing patient care duties.

- Reminder call placement rate ranged from 30% to 93%, depending on staff and time availability.

"The cloud based telephone system across the Ambulatory Care Network is now refining how we answer and schedule appointments for our patients."

High

Continuous improvement   Only if required

Patient Engagement Strategy
6   **4**   System Integration

2   Call Center Consolidation

3   Process Standardization

1   Telax Migration

Quick win   **5**   Patient Portal Campaign   Transformation

Low

Low   Business Impact   High

Implementation Complexity

The Results:

Telax designed the Dynamic Notification patient contact protocol with input from the patient care team. This included: format (i.e., text/voice/email); timing (when to contact and how frequent to re-contact if no response); language (English or Spanish, depending on the primary language of the patient); content of messages and data collection requirements. After the Dynamic Notification feature was employed, the Department of Health Services (ACN) reported "drastic" improvements on their no-show rates for appointments.

After the first intervention, the Radiology BA dropped to 24.7%, an improvement of 52.6% over a 30-day period. The first script asked patients to hang up and call back the Radiology department to reschedule their appointment. Identifying this issue as a possible barrier, the second intervention, measured over another 30-day period, routed the patient directly to Radiology staff. This further dropped the BA to 21.7%, an improvement of 73.7% from the original baseline.

Since making daily calls give staff little time to check messages and reschedule the patients the night before the appointment, it was decided that reminder calls would be placed every Wednesday to all patients scheduled from Thursday until the following Wednesday. This also gave patients more time to rearrange their schedules if necessary. **These enhancements to the reminder call program further dropped the average BA to 16.4%, an improvement of 130% from the original baseline!**

For the Women's Clinic, after the first intervention, using the learning from the Radiology department, the average BA dropped to 22.9% in less than three weeks, an improvement of 21.4% from the baseline score.

In addition, patients were surveyed during the intervention period to receive their feedback on the new reminder system. When asked if they recall receiving a reminder notification, 83% of respondents said "yes" while 97% of respondents said they found the reminder to be "helpful."

Improvement in patient appointment no-show rate: **130%**

contact center

We're Changing the Contact Center Game.

Unlike most over-the-top cloud solutions, Telax's unique partnership with your Communication Service Provider enables your cloud contact center platform to become part of your unified communications by integrating directly within your Service Provider's network; **delivering increased reliability, superior voice quality, and faster more accurate resolve times.**

The only full-featured, powerful, flexible, and customizable Cloud Contact Center platform built right into your Service Provider network.

Plus, with a Telax powered solution you get the human capital you need to ensure your agents are empowered to deliver optimal customer service. **At NO ADDED COST, we'll help:**

- Recommend better contact center metrics to gain actionable business intelligence for Senior Management.

- Provide continuous training to ensure the most effective use of our simple yet powerful analytics and reporting tools.

- Offer ongoing staff training leveraging industry best practices to improve the collection and aggregation of optimal contact center metrics for your goals.

- Provide you with continued premium support via a dedicated technical team.

Patients who found reminder call service to be helpful: **97%**

Key Features of Telax's Dynamic Notification:

Combining extreme versatility with seamless functionality, you can use it for Scheduling, Customer Care, Operational Efficiency, Surveys, Revenue Generation, and more!

- Voice, SMS, and email capable

- Highly customizable and scalable

- Easy to deploy data-driven campaigns

- Buildable library of message templates

- Appointment reminders with option to confirm or connect to a live agent for rescheduling

- Fully integrated with Contact Center features

- Live dashboard reporting on campaign status

- Ability to export reporting on completed campaigns

- Text-to-speech voice notifications in 6 voices with English, Spanish, and French options

in   twitter   powered by telax