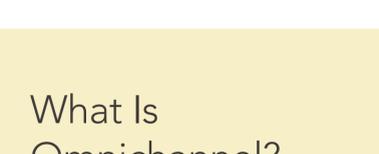


The Shift To Omnichannel Patient Access

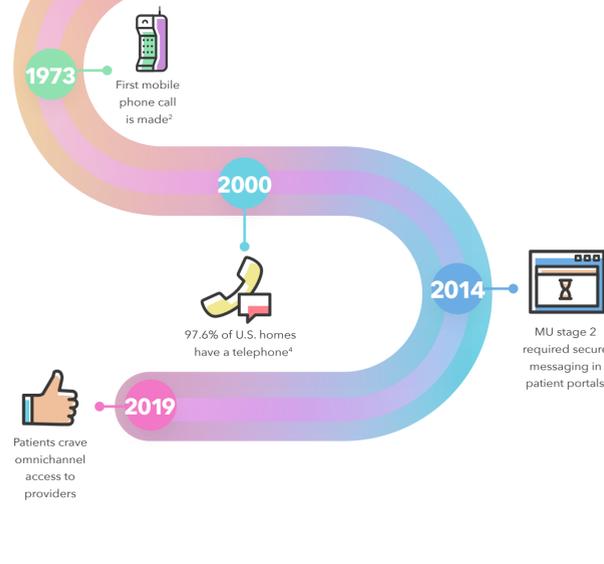


What Is Omnichannel?

According to Frost & Sullivan, omnichannel is seamless and effortless, high-quality customer experiences that occur within and between contact channels.

Evolution Of Healthcare Contact Centers

The healthcare industry has been slower to adopt omnichannel contact methods than its retail and commercial neighbors. Today, many healthcare organizations rely heavily on traditional communication models, namely telephone contact.



Telephone-Only Troubles

Until very recently, patients who wanted to contact their healthcare provider had very few options.

Of these, traditional phone calls reigned supreme. But with daytime-only office hours and limited phone lines, connecting with healthcare organizations could prove difficult.

With this model, patient access quickly became insufficient as technology progressed and patient expectations evolved.



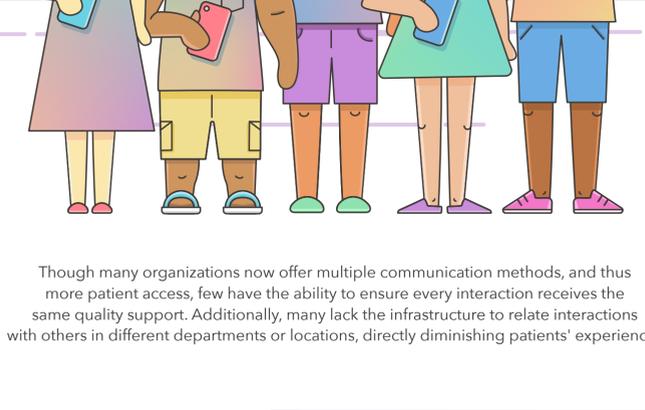
Clunky Portals

Patients want easy access, not a message to call their provider.

Though Meaningful Use stage 2 required patients have secure messaging access within patient portals⁶, data was often not shared with other communication channels.

All too often, patients needed to repeat information when trying to access support. This disconnected communication model quickly frustrated patients.

Disconnected Communications



Though many organizations now offer multiple communication methods, and thus more patient access, few have the ability to ensure every interaction receives the same quality support. Additionally, many lack the infrastructure to relate interactions with others in different departments or locations, directly diminishing patients' experiences.

Patient Influence

It's clear that patients want more ways to communicate with their healthcare providers – and many organizations are introducing new technology to meet their demands. But without the infrastructure to support cross-channel interactions and provider responses, these technologies will fall short of patient expectations.

72% of consumers expect companies to understand their needs and expectations.⁷

44% of patients who find healthcare providers on mobile devices schedule appointments.⁸

64% of consumers expect companies to respond and interact with them in real time.⁹

Consumers rate the following capabilities as majorly or moderately influencing their likelihood of being loyal to a brand or organization⁹:

71% They provide customer service at any time, every day.

59% They have self-service options available to me.

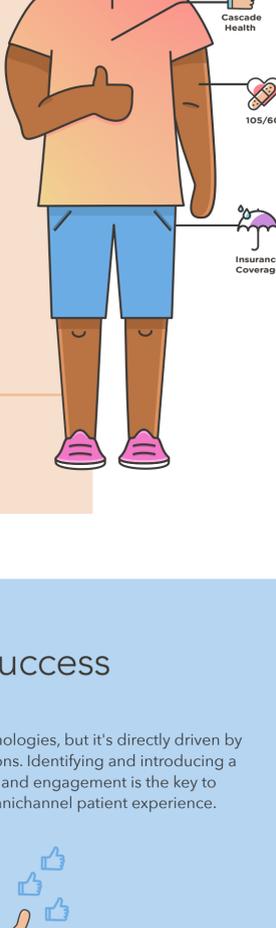
80% They respond immediately when I reach out for help.

69% They provide personalized customer care.

Achieving The Omnichannel Patient Experience

Omnichannel is the contact method of choice for patients striving to engage in their healthcare journey across multiple platforms and communication channels.

By providing the quality tools, technologies, support, and organizational connectivity patients crave, healthcare institutions can proactively improve patients' health awareness and brand loyalty.



Strategy For Success

Omnichannel may use evolving tools and technologies, but it's directly driven by patients' increasingly consumer-like expectations. Identifying and introducing a strategy that provides cross-channel access and engagement is the key to creating a truly satisfactory and effective omnichannel patient experience.



Sources
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