Why it's Vital to Adopt an Aggressive Patient Experience Strategy

January 25, 2024

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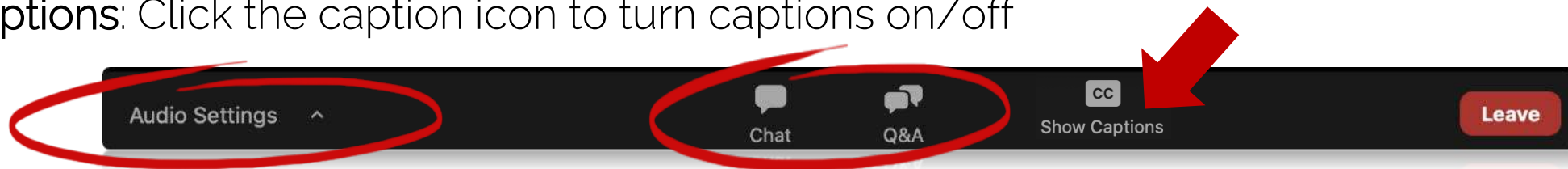
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Our Speakers

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Troy Moore
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Master Patient Experience With Technologies that Drive Success

January 25, 2024

Our Speakers

Robin Gareiss

CEO & Principal Analyst, Metrigy

Troy Moore

Healthcare Specialist, NICE

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Agenda

- The Value of a Strong PX Strategy

- AI Adoption in Healthcare

- Voice of the Patient Programs

- Digital Patient Journey

- Architecture Decisions: Cloud

- Recommendations

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About Metrigy

About Metrigy: **Metri**cs + Strate**gy**

Metrics-driven strategic guidance for employee and customer engagement leaders + technology providers

- Industry-leading research methodology
- Track success metrics of top-performing companies; correlate with technology adoption

Coverage areas

- Digital transformation/Digital workplace
- Workplace Collaboration and Unified Communications
- Customer Experience and Contact Center
- Employee Experience
- Artificial Intelligence and Analytics
- WC/CX Management, Compliance, and Security

Value

- Data-driven guidance for technology, vendor decisions
- Document characteristics of successful deployments
- Market analysis and buy-side forecasting
- Multimedia content creation based on primary research
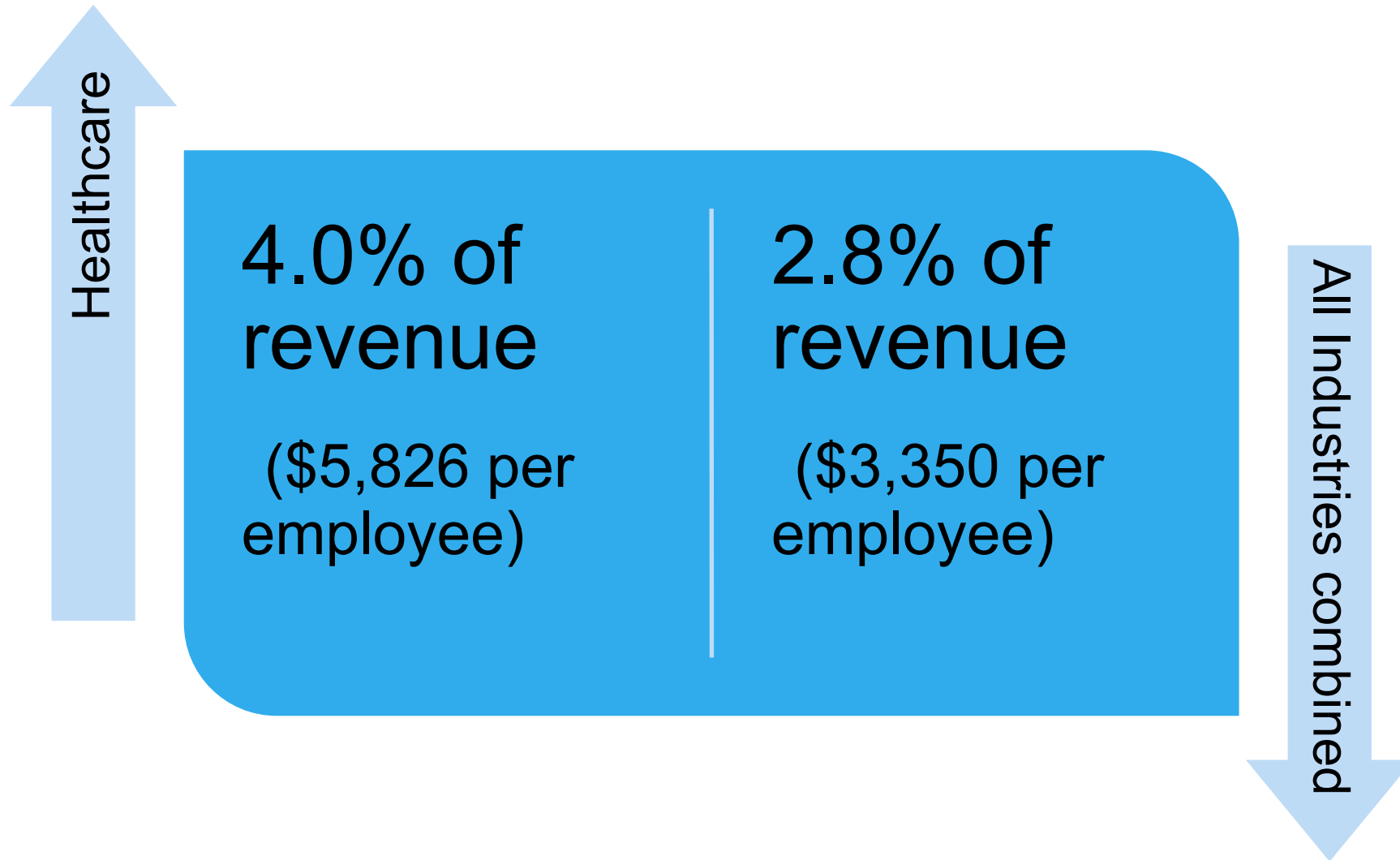
Our reach

- 5K+ Research Participants
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- Where we're published - NoJitter, TechTarget
- Where we speak - Enterprise Connect, InfoComm, UCX USA / London, IMCI

What's the Value of a Strong PX Strategy?

Why Focus on Patient Experience?

- Better communications helps ensure patient safety, improve quality of care, prevent medical errors, achieve better clinical outcomes

- Communications improvements help clinicians uphold ethical responsibilities, maintain professional reputations, achieve desired treatment outcomes, enjoy better job satisfaction

- Healthcare is competitive. Patient ratings are easy to find, and this influences which clinicians and facilities patients will use

- Time is valuable. Long wait times in telemedicine, at clinics, and simply with scheduling appointments results in low ratings

- Data privacy is critical to protecting patient privacy. PX technology ensures that is paramount

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Spending on PX Technology is Strong

Healthcare

4.0% of revenue

($5,826 per employee)

2.8% of revenue

($3,350 per employee)
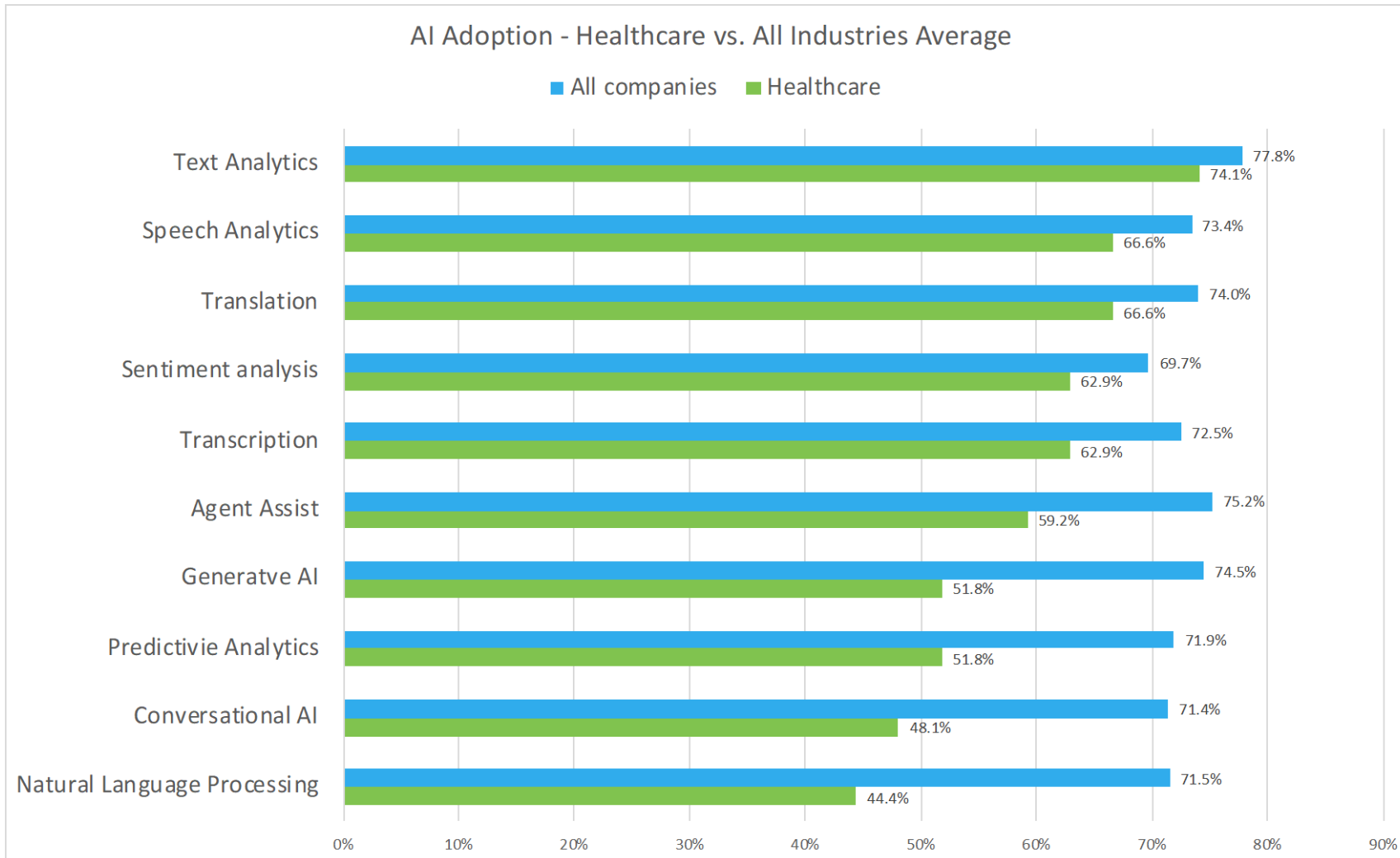
All Industries combined

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AI Adoption Still Low

No AI in 2023? Here's What You Missed

Huge cost avoidance!

Those not using AI for PX hired **2.5x** the number of patient care representatives vs. those using AI

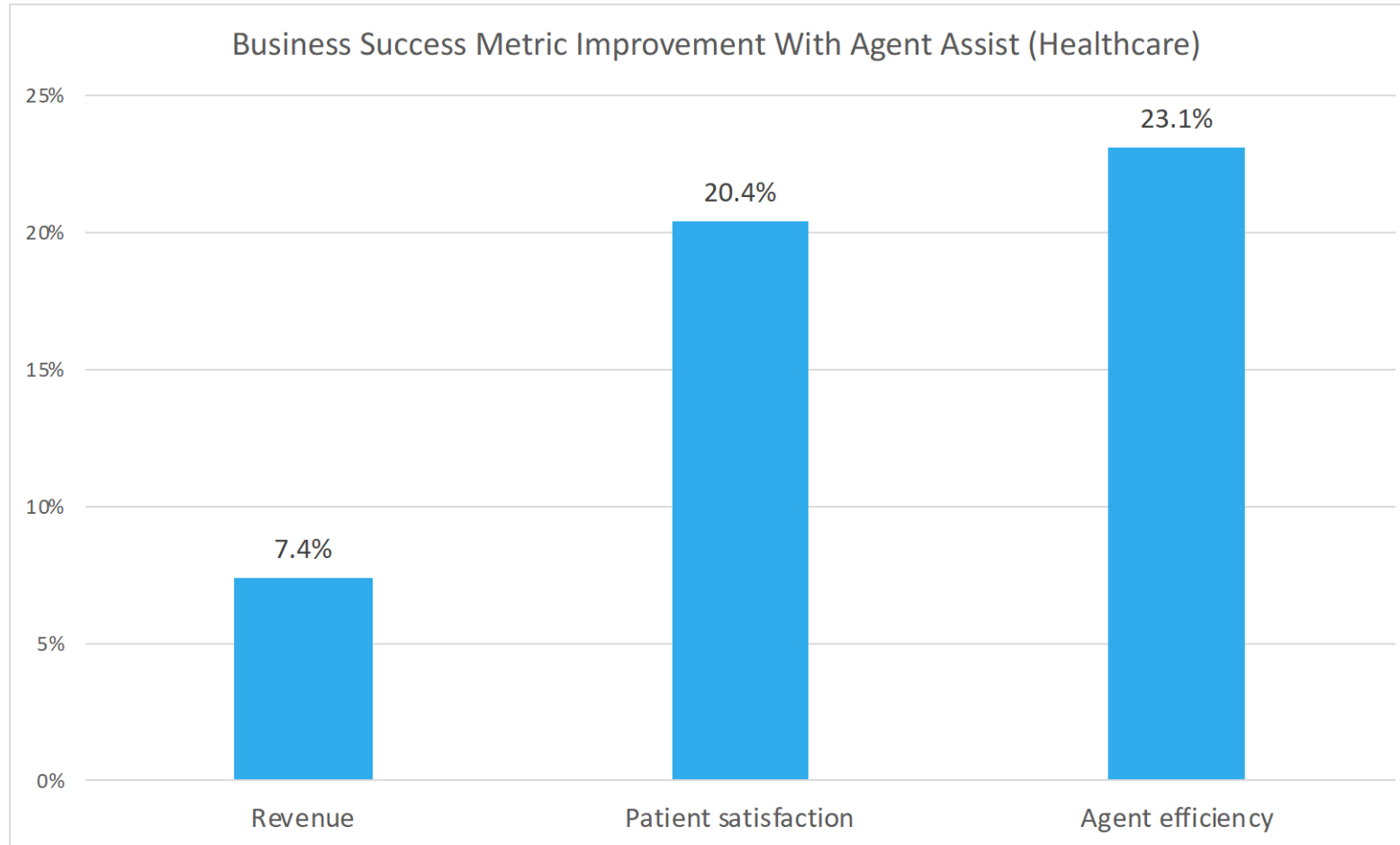metrigy

Healthcare Behind in all Areas of AI Adoption

AI Adoption - Healthcare vs. All Industries Average

■ All companies   ■ Healthcare

Category	All companies	Healthcare
Text Analytics	77.8%	74.1%
Speech Analytics	73.4%	66.6%
Translation	74.0%	66.6%
Sentiment analysis	69.7%	62.9%
Transcription	72.5%	62.9%
Agent Assist	75.2%	59.2%
Generatve AI	74.5%	51.8%
Predictivie Analytics	71.9%	51.8%
Conversational AI	71.4%	48.1%
Natural Language Processing	71.5%	44.4%

AI is involved with resolving **38.7%** of patient interactions, compared to all-industry average of **44.5%**

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Use Cases for AI

- **Speech and text analytics** – Determines patient distress or acute conditions emerging

- **Transcription** – Provides paper trail for conversations; automates appointment confirmations or next steps after diagnosis. Helps clinicians with notes
  - In one example, generative AI saved doctors 2 hours per day on notes after patient consultations

- **Sentiment analysis** – Gauges patient satisfaction with any interaction proactively

- **Agent assist** – Allows RNs in contact center to see contextual health information pertinent to a patient interaction, and next-step recommendations

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'Agent Assist' for Patient Care Reps

Business Success Metric Improvement With Agent Assist (Healthcare)

Revenue: 7.4%
Patient satisfaction: 20.4%
Agent efficiency: 23.1%

Agent assist reduced average handle time by

32.1%

(vs. industry average of 27.2%)

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CUSTOMER PROFILE

BAYADA Home Health Care delivers clinical and personal care support services to clients in their own homes

RESULTS ACHIEVED

- 97% decrease in average speed of answer
- 87% decrease in abandon rate
- 70% increase in email service levels
- 50% decrease in queue hold times
- 34% increase in phone service levels
- 25% cost reduction for servicing phone calls
- 15% cost reduction for servicing emails

"Our fast growth would be impossible to handle without CXone. It is the backbone of everything we do, and it has been integral to our success."

Martin Jones
Director of Contact Center Operations
BAYADA Home Health Care

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Leading US Healthcare Company

4
Divisions

20M & counting
Calls Improved by Enlighten AI Routing

10,000
Agents

100%
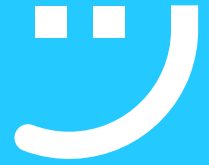Calls with Predictive CSAT Scores

5%
Increase in CSAT

0 hours
Coaching, Training or Employee Change Management

8%
Immediate AHT Improvement

120 sec
Call up to 120 sec Shorter than Calls without Enlighten AI Routing

12 weeks
Improve Metrics across 4 Divisions within 12 Weeks

Achieved *3 ROI and $11 million a year in savings

"We implemented sophisticated analytics to drive predictive call routing, matching members with the most appropriate representative based on communication style and reason for the call.
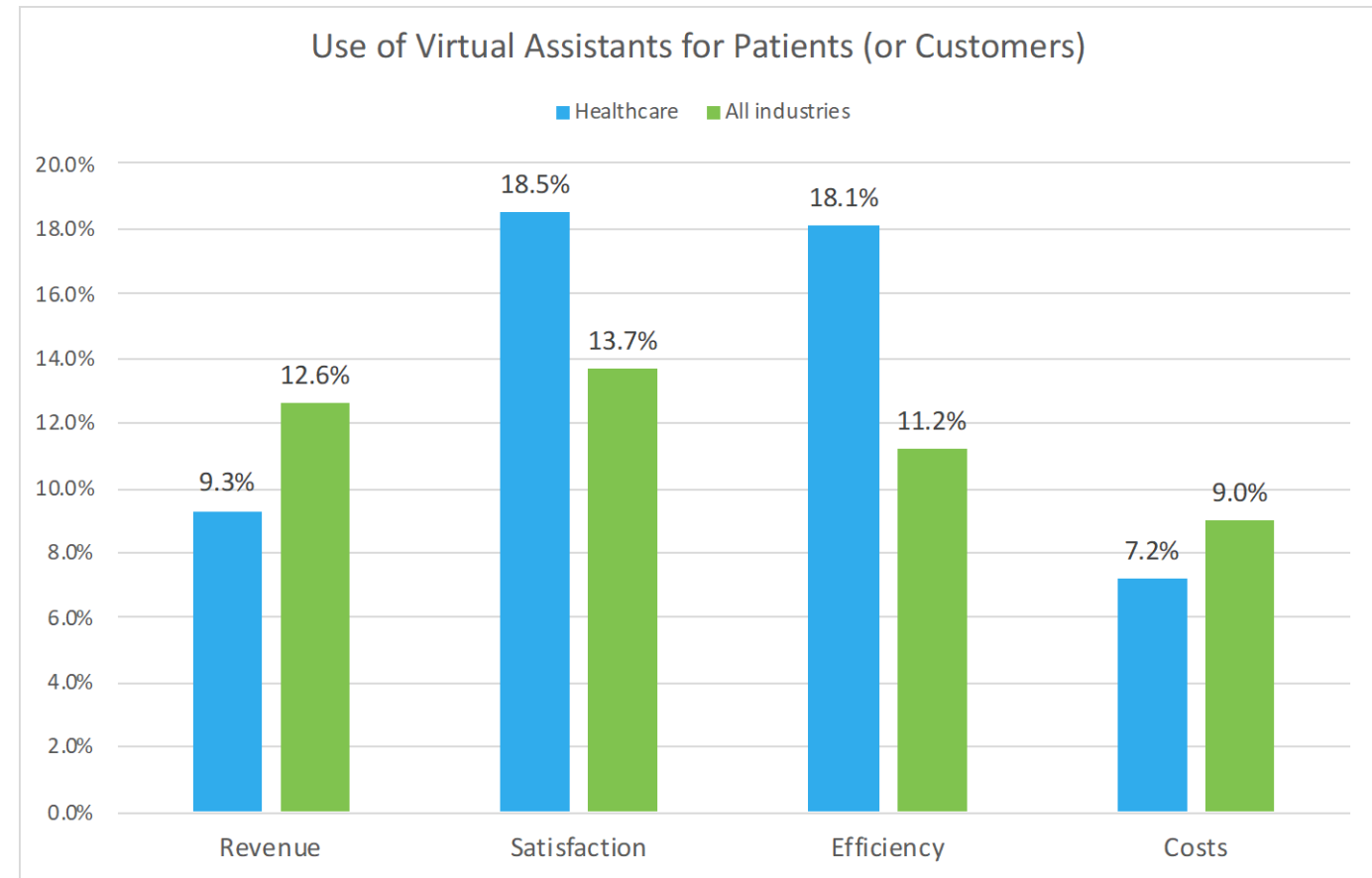
These initiatives improve CSAT and reduce call transfers 12% [year-over-year]."
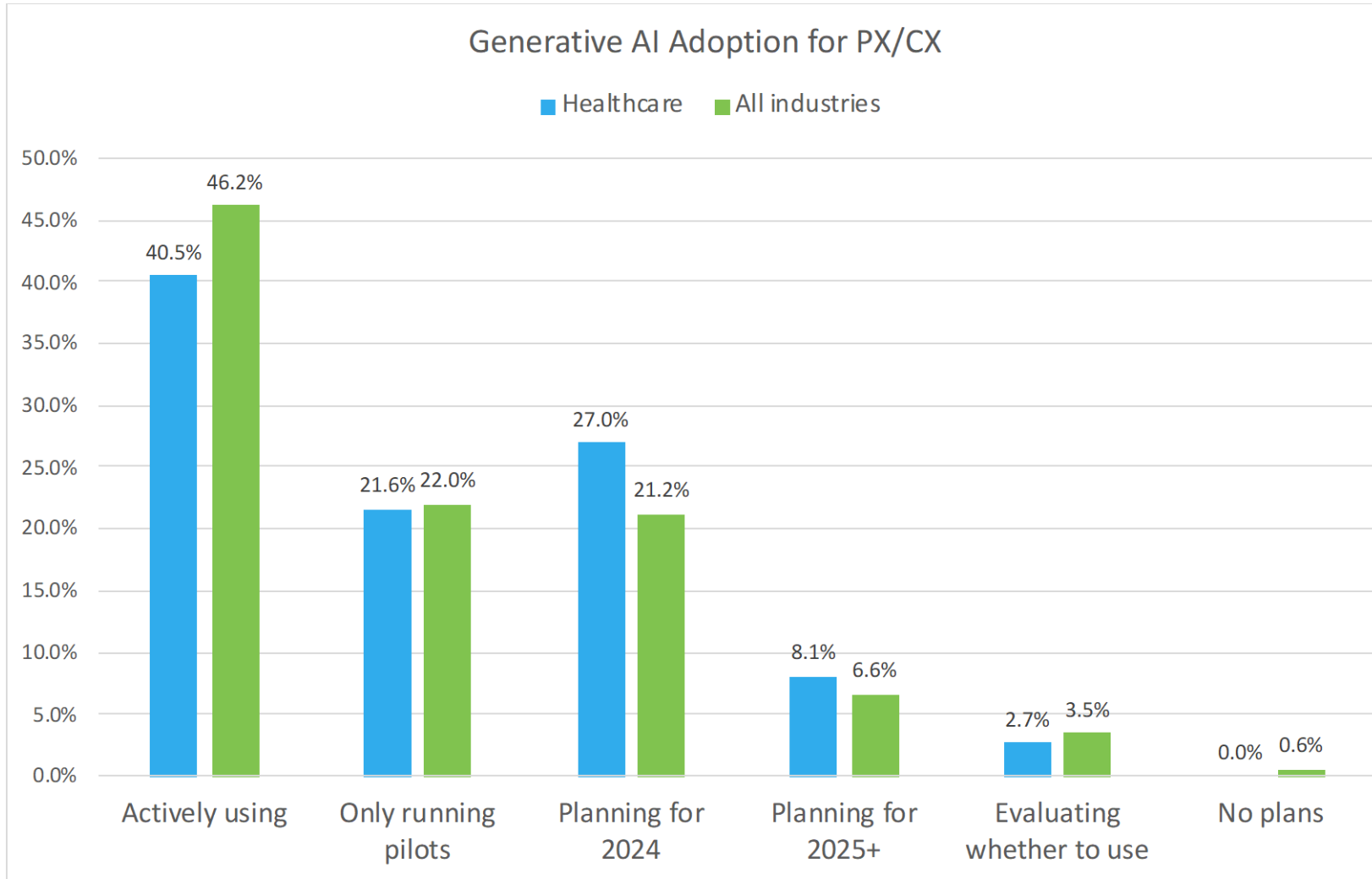
CEO, Earnings Call

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Virtual Assistants for Patients Show Promise

Patients typically want to speak with a person. But there are use cases where self-service with virtual assistants are desired:

- Appointment schedule or reschedule
- Prescription refill
- Appointment time or purpose confirmation
- Care instructions

Use of Virtual Assistants for Patients (or Customers)

■ Healthcare ■ All industries

Category	Healthcare	All industries
Revenue	9.3%	12.6%
Satisfaction	18.5%	13.7%
Efficiency	18.1%	11.2%
Costs	7.2%	9.0%

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GAI Adoption Slightly Low in Healthcare

Generative AI Adoption for PX/CX

■ Healthcare   ■ All industries

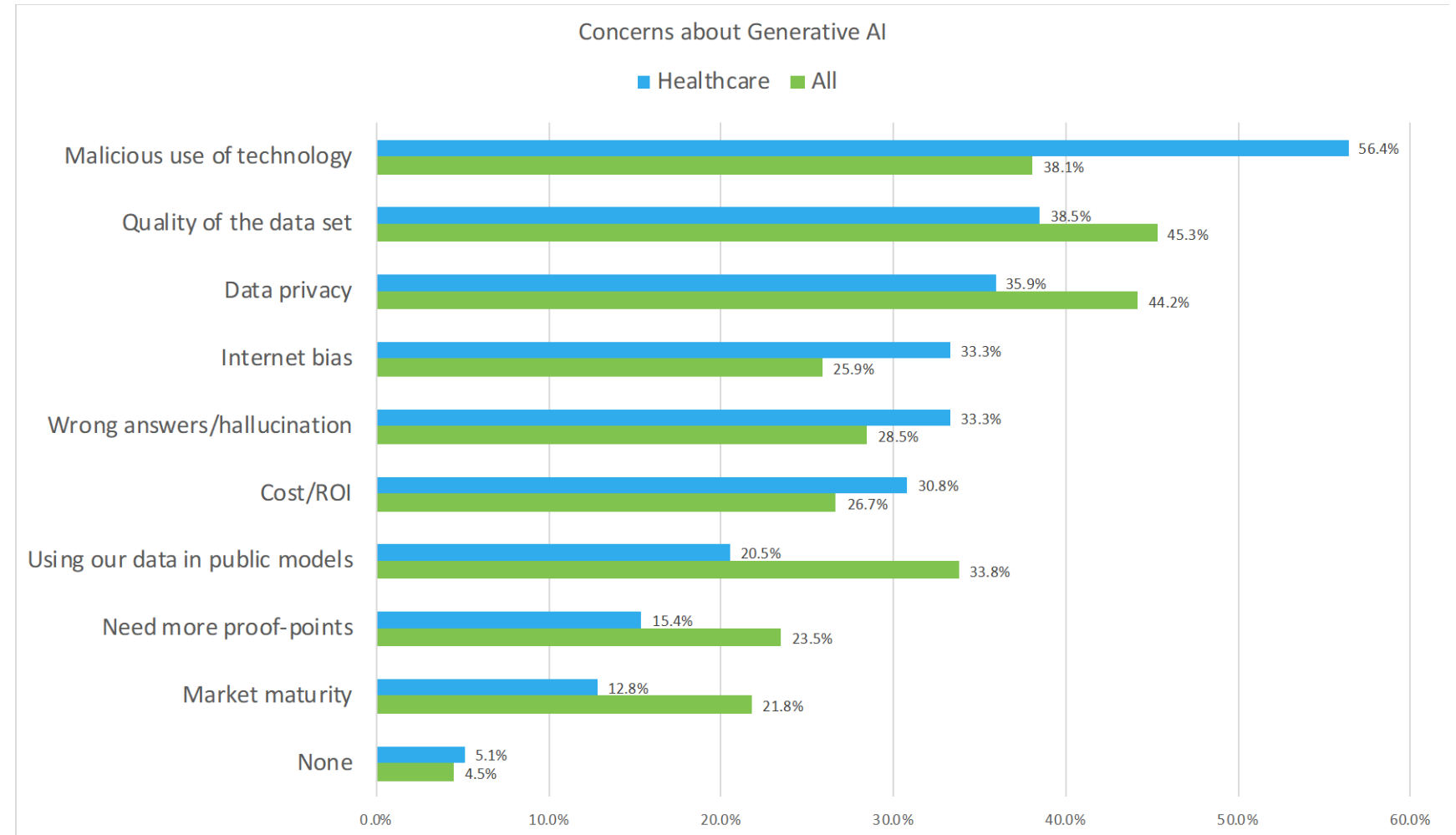| Category	Healthcare	All industries
Actively using	40.5%	46.2%
Only running pilots	21.6%	22.0%
Planning for 2024	27.0%	21.2%
Planning for 2025+	8.1%	6.6%
Evaluating whether to use	2.7%	3.5%
No plans	0.0%	0.6%

Healthcare active use of GAI has increased dramatically from 7.4% (June 2023) to 40.5% (January 2024)
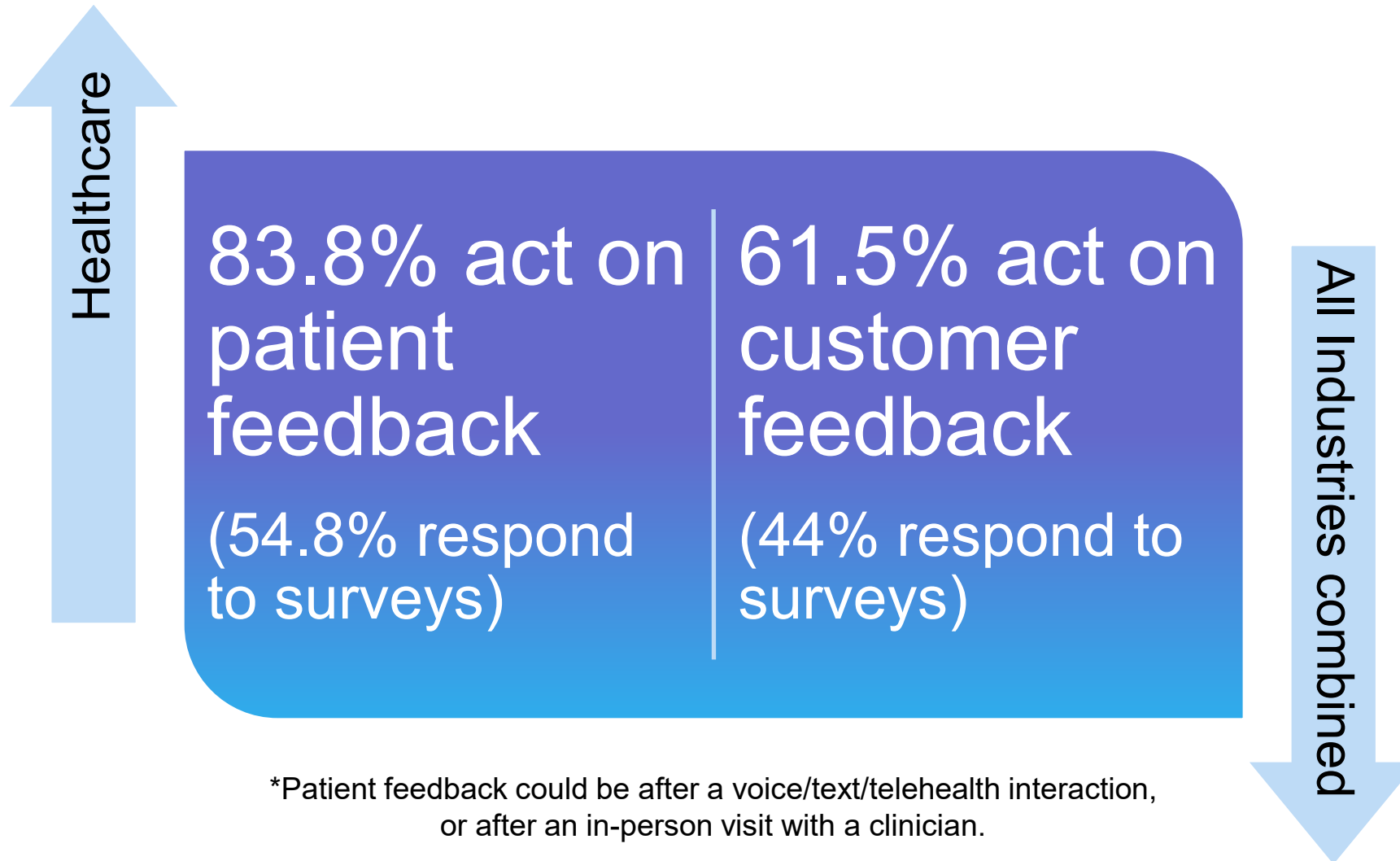
Malicious Use Top GAI Concern

USE CASES FOR GAI
- Summarizing interactions for clinicians and patients
- Classifying patient calls into reports for practice managers
- Creating content to educate patients on conditions, treatments
- Summarizing patient feedback

Concerns about Generative AI

■ Healthcare ■ All

Concern	Healthcare	All
Malicious use of technology	56.4%	38.1%
Quality of the data set	38.5%	45.3%
Data privacy	35.9%	44.2%
Internet bias	33.3%	25.9%
Wrong answers/hallucination	33.3%	28.5%
Cost/ROI	30.8%	26.7%
Using our data in public models	20.5%	33.8%
Need more proof-points	15.4%	23.5%
Market maturity	12.8%	21.8%
None	5.1%	4.5%

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Voice of the Patient Programs Key

Patient Feedback Programs Widely Used

Healthcare

83.8% act on patient feedback

(54.8% respond to surveys)
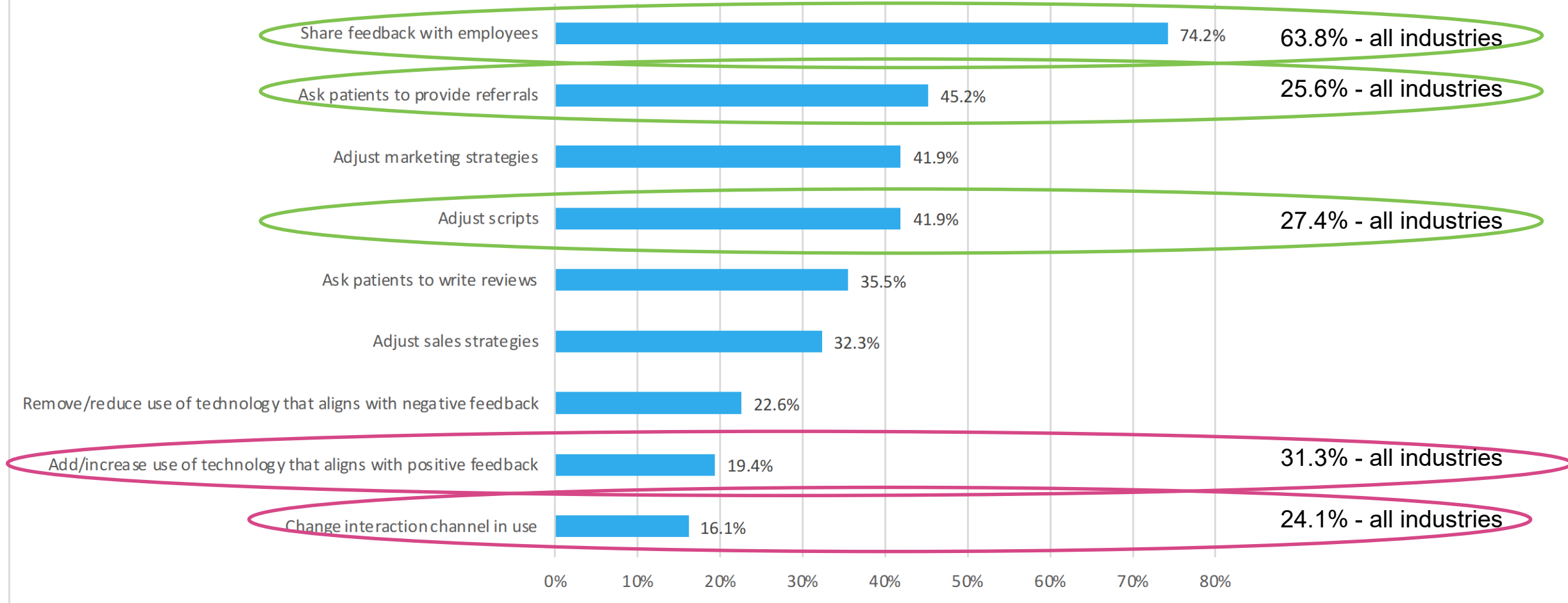
61.5% act on customer feedback

(44% respond to surveys)

All Industries combined

*Patient feedback could be after a voice/text/telehealth interaction, or after an in-person visit with a clinician.

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Majority Shares Feedback With Employees

How do healthcare companies act on patient feedback?

Share feedback with employees	74.2%
Ask patients to provide referrals	45.2%
Adjust marketing strategies	41.9%
Adjust scripts	41.9%
Ask patients to write reviews	35.5%
Adjust sales strategies	32.3%
Remove/reduce use of technology that aligns with negative feedback	22.6%
Add/increase use of technology that aligns with positive feedback	19.4%
Change interaction channel in use	16.1%

63.8% - all industries

25.6% - all industries

27.4% - all industries

31.3% - all industries

24.1% - all industries

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The Power of CXone

Optimize Journeys

- **Voice of the Customer**
- Journey Optimization Analytics
- Business insights & Analytics
- Authentication & Fraud prevention

Understand Experiences →

← Real-time Supervisor Remediation

Improve Performance

- Recognize & Incentivize
- Measure & Coach
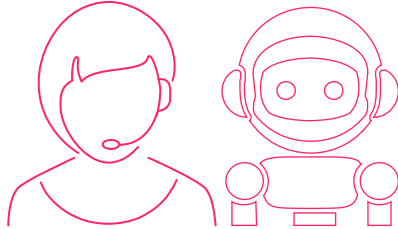- Forecast & Schedule
- Long term planning

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Voice of the Customer

Feedback Management Across the Customer's Lifetime Journey

- Research
- Quote
- Retention
- Purchase
- Renewal
- Help
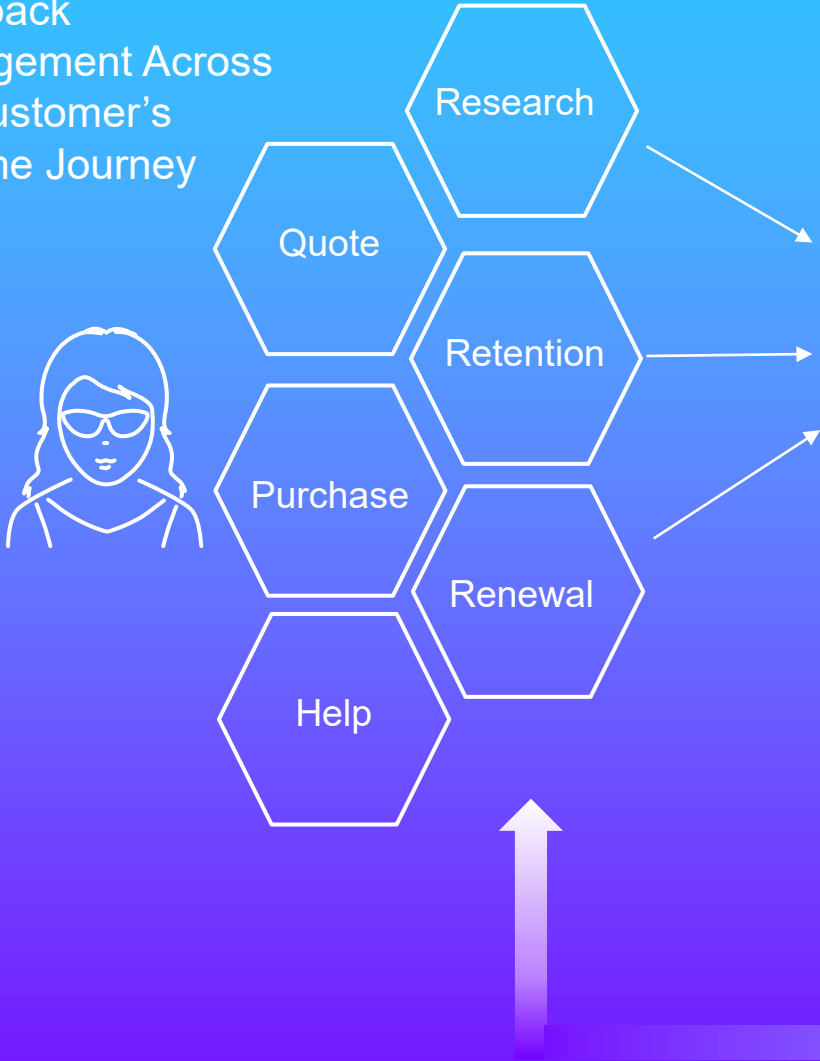
Omnichannel Direct, Indirect and Inferred Feedback Data

Personalized closed-loop automation

Feedback Management

- Direct, indirect and operational feedback and analysis

- Close the loop with customers

- Drive satisfaction and loyalty

- Comprehensive insights across all channels

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Digital Patient Journey

Patient Journey Details

<div>

First exposure

Search engine, physical location, calling into office or contact center

</div>

<div>

First live contact

Virtual chat, physical location, telehealth visit

</div>

- Healthcare is behind at using technology to make journeys more seamless: Only 22% do this today, vs. 43.3% of all industries

✓ Use generative AI to product summary of each journey, so live patient care representative has context before speaking to patients

✓ Leverage a unified data layer, coupled with analytics, to benchmark KPIs across any channel to see where patients get stuck, or are more apt to make appointments and invest in those channels

Channel Adoption in Healthcare vs. Others

Adoption of Interaction Channels

■ Healthcare ■ All industries

Channel	Healthcare	All industries
Voice	85%	85%
Email	85%	84%
Self-service	78%	78%
SMS	74%	76%
Social media	74%	79%
Conversational AI	74%	78%
In-app chat	74%	76%
Business messaging services	70%	79%
Voicebot	67%	71%
Webchat	63%	78%
Visual engagement	56%	72%
Virtual assistant for agents	56%	73%

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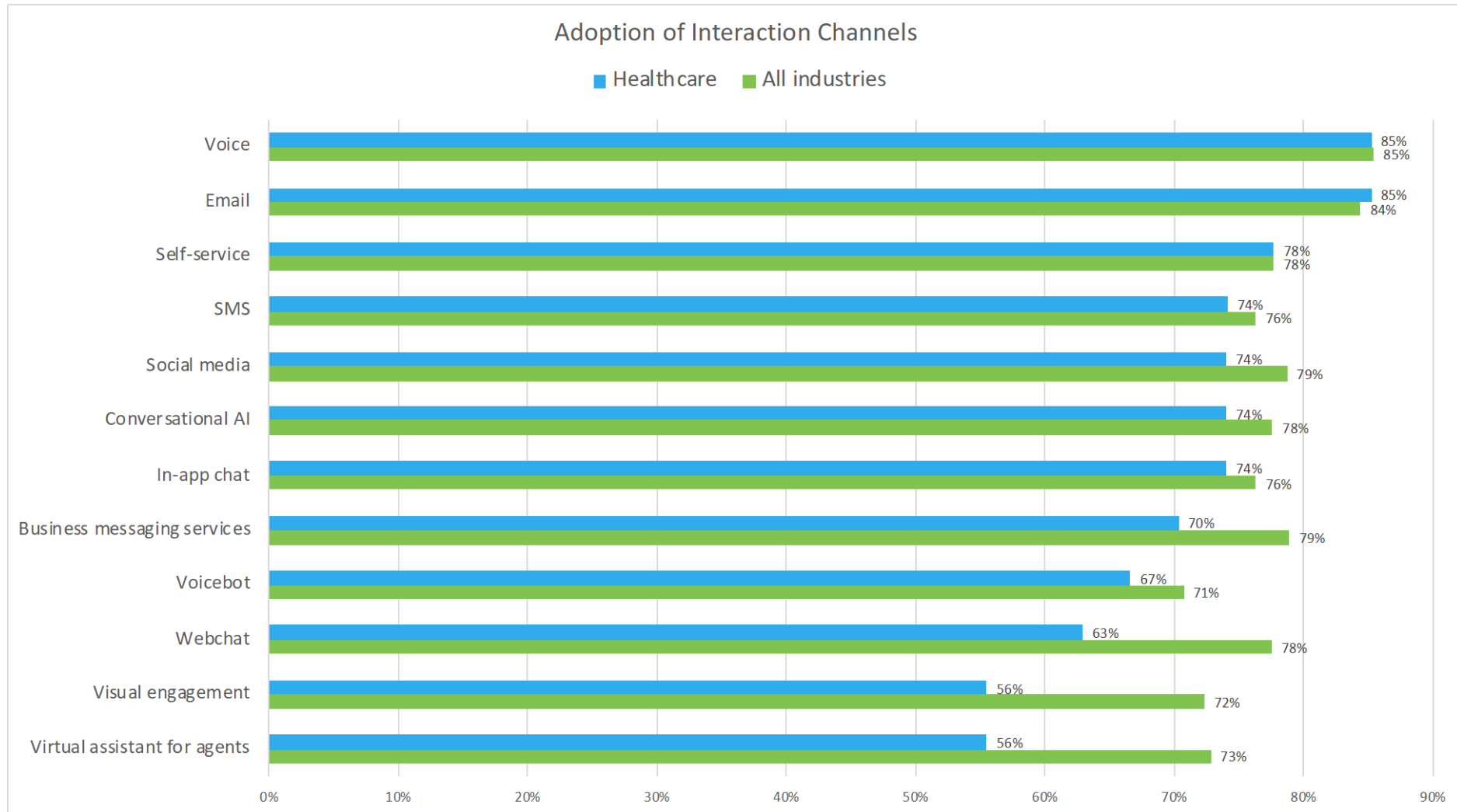
Architecture Decisions

Architecture Details

- On-premises contact centers still exist widely
  - Customized apps
  - Sunk costs
  - Security requirements

- Preferred architecture is CCaaS, though more are using on-premises or hybrid cloud/on-premises

23.5%
Primary trigger for moving to cloud
Need more technology expertise than they have on staff

8 in 10
Healthcare companies that use on-premises solutions integrate them with cloud-based applications

3x more
Healthcare companies than overall average say that to get innovation, they need to move to the cloud

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Recommendations

Recommendations

- Evaluate how other industries are using CX technologies; apply them to healthcare

- Hire a Chief Patient Officer to focus on cross-section of patient satisfaction and technology

- Work with trusted advisors to implement AI to solve problems and address opportunities
  - Agent assist, generative AI apps already show promise

- Launch or enhance your Voice of the Patient program; they are vital to success

- Investigate patient journeys to implement, remove, or expand interaction channels, based on their success

- Consider cloud or hybrid cloud – it speeds innovation

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Consumer and patient interactions along the care journey

Schedule and Pre-Care

Receive Care

Awareness and Search

Post - Care

Digital Front Door
An opportunity to connect consumer and patient interaction data at every point of the care journey
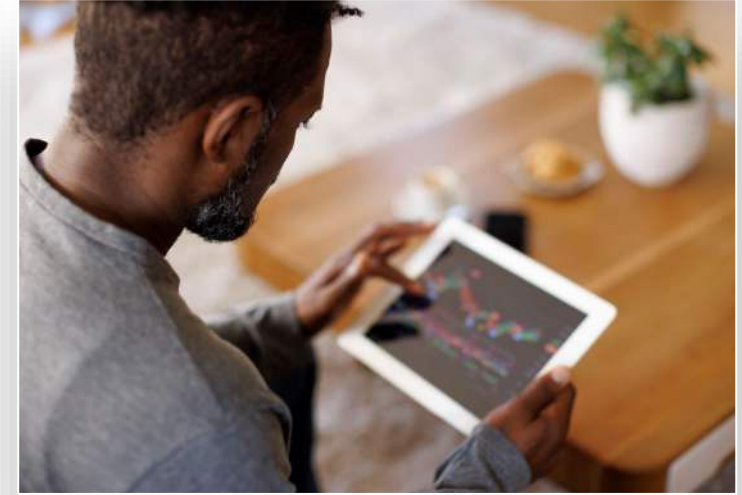
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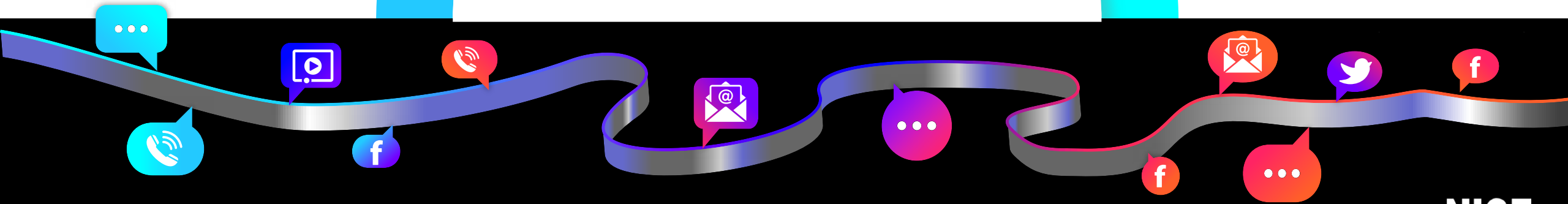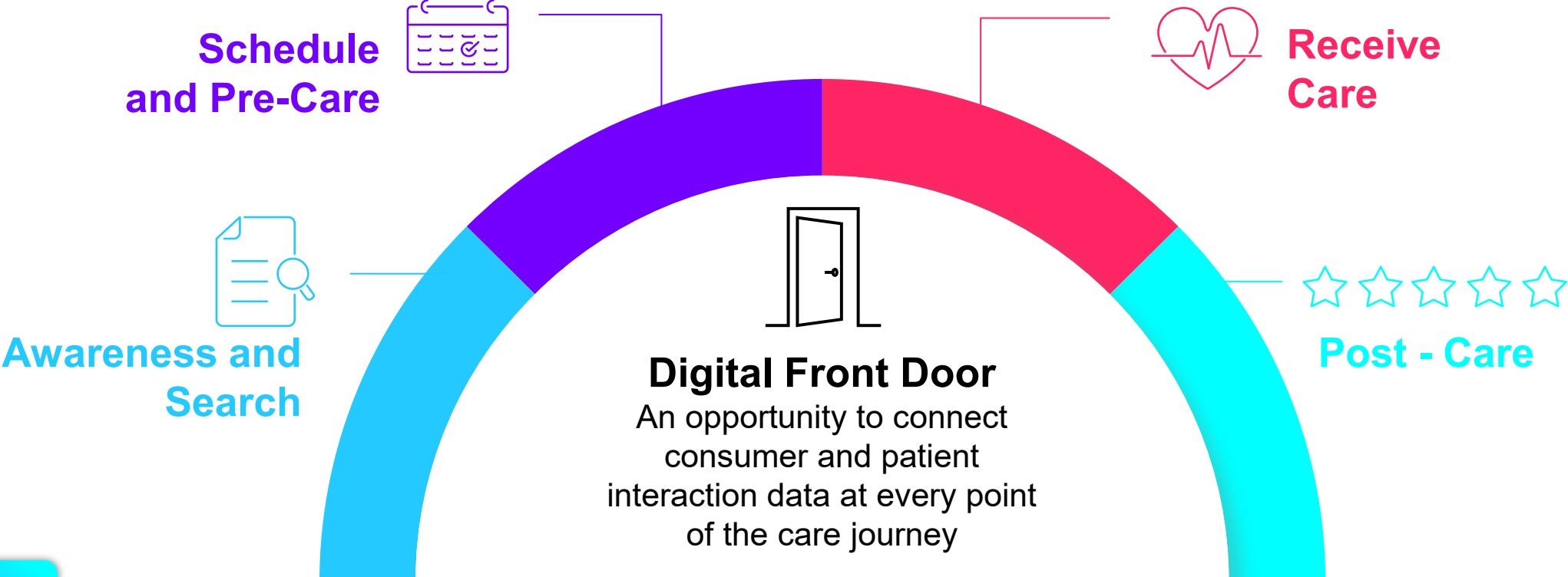
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CX tech transforms consumer and patient interactions
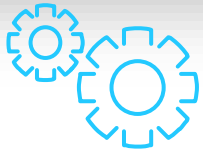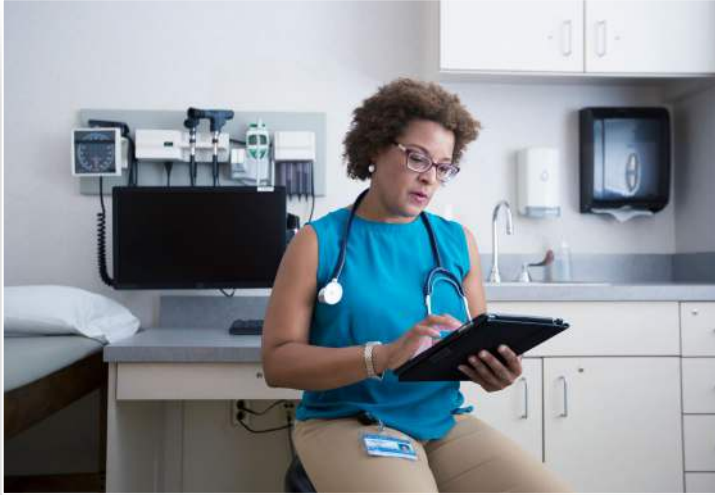
Optimize and protect staff time
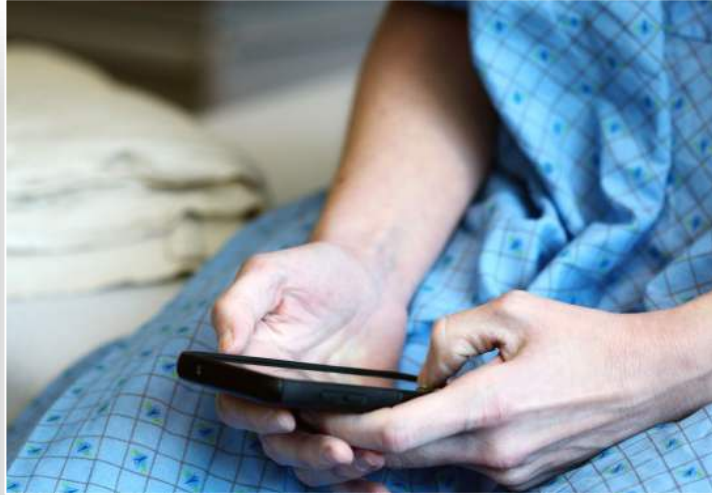
Increase patient engagement and access

Simplify administrative systems

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Thank You

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Questions?

Please submit your questions using the Q&A icon

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Upcoming Events & Programs

WEBINARS

January 30 | Improving The Patient Experience by Adopting a Culture of Safety

February 1 | Round & Coach: Engaging Clinicians & Patients to Improve Communication and Care

February 6 | Volunteer Services + Patient Experience = A Winning Team

February 27 | Escalation Management: The Journey to Support a Culture of Mutual Respect

CONNECTION CALLS

February 7 | PX Connect Live: Patient Relations in Academic Medical Centers

February 14 | Lost Belongings Workgroup

PROGRAMS

February 6-27 | Foundations of Volunteer Management

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