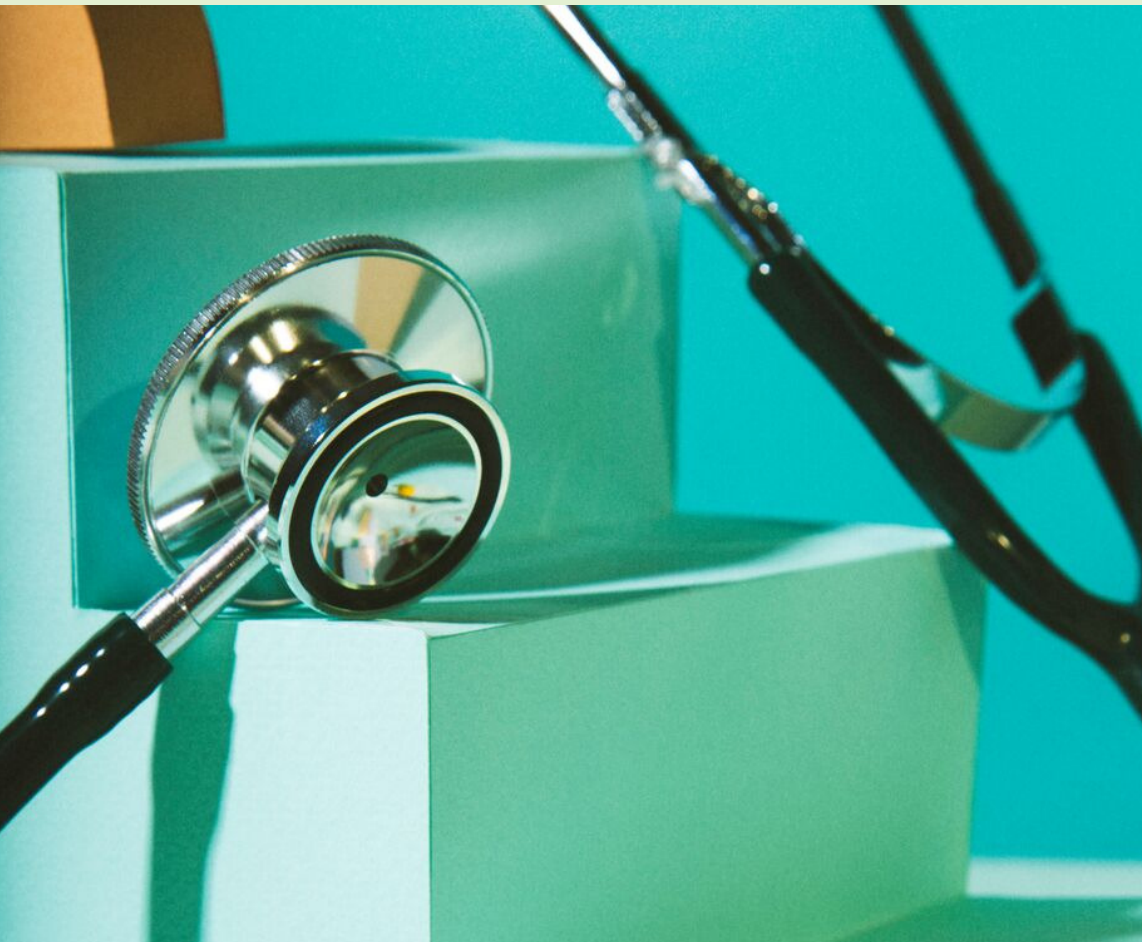


How leading healthcare organizations are transforming patient and employee experiences



While businesses in other industries shuttered their doors during the pandemic, healthcare providers, insurance companies and healthcare vendors worked around the clock to take care of patients in a challenging environment.



This created lasting effects such as higher patient expectations, the need for more virtual care and a shortage of healthcare workers. On top of these issues, the whole industry continues to deal with rising costs and a shift to value-based care.

Healthcare providers, payers, and vendors have been forced to adapt quickly to changes in real time to serve patients.

It's no secret that a personalized experience is vital to good patient outcomes. People now expect personalized service in customer service, and this is especially true in healthcare.

Unfortunately, outdated technology prevents many healthcare organizations from providing the kind of streamlined experiences that patients and employees expect.

Siloed data makes it difficult to work efficiently, collaborate, and deliver a great patient experience. Inefficient internal workflows impact employee productivity, efficiency, costs, and job satisfaction. Healthcare organizations need to simultaneously engage employees and patients, improve patient care and outcomes, and reduce costs.

With all of this at stake, it's vital to give your teams the right technology to do their jobs well. Read on to learn how leading healthcare organizations are addressing the challenges faced by the industry while creating better patient and employee experiences.

Transforming the patient experience

Being a patient can be charged with emotional, mental and likely, financial stress. Logistical and customer experience issues should be the least of a patient's concerns. Every touchpoint of the patient experience should be smooth, quick, and seamless. Delivering a great, end-to-end experience can improve patient outcomes and employee satisfaction, reduce costs and increase productivity. Let's take a look at how the right technology can improve the entire patient journey.

01 PRE-VISIT: Patient makes appointment for care

Patients' experiences begin with the first interaction with a healthcare provider. They may have questions about a new or pre-existing health issue, need to schedule a routine checkup or find similar information.

The problem:

Outdated systems make it difficult for patients and providers

Without automated reminders, patients might forget to schedule an appointment or miss a scheduled appointment. Missed or late appointments not only affect patient care, but medical staff is underutilized which increases costs.

When a patient calls to schedule an appointment, the clinic or provider may not have a full picture of the patient's history. This makes the interaction feel impersonal, and might require screen-toggling or app-switching for the administrative team (which causes longer wait times for the patient).

When arriving for a routine appointment, the patient is often handed a clipboard with stacks of paper forms, starting the frustrating experience of filling out information already provided. On the provider's side, the staff has to spend unproductive time performing data entry from the forms to update files that might already be accurate.



The solution:

Streamlined workflows speed time-to-care

With a modern customer service platform, you can streamline workflows and create better patient and provider experiences.

Providers can

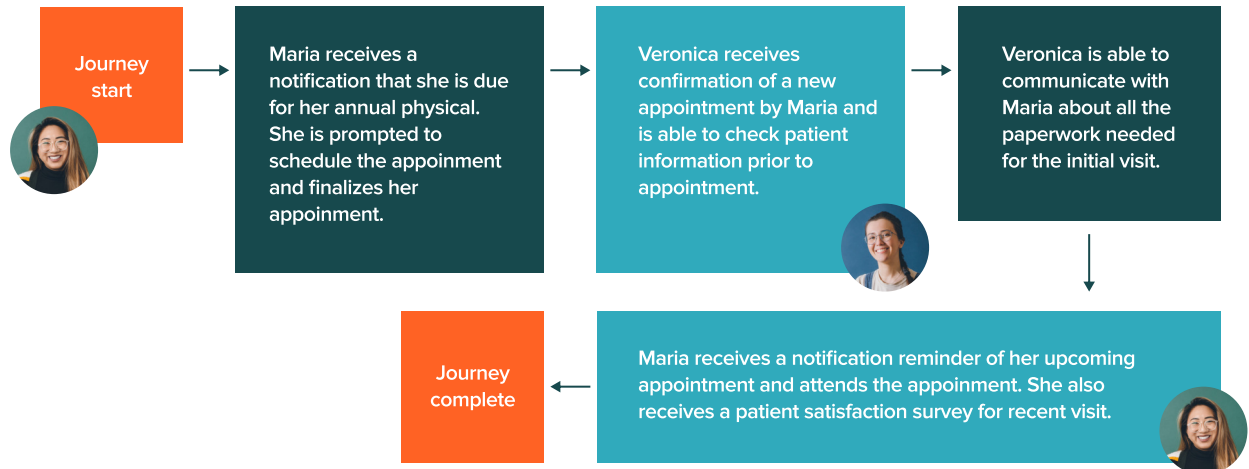
- Automate tasks like appointment reminders and rescheduling to save employee time and reduce no-shows.
- Easily connect patients to the right providers, and empower agents to deliver quality care, efficiently, with time-saving routing, automation, and AI-powered workflows.
- Include payers in the workflow for any pre-approvals required and to help ensure coverage in order to prevent potential issues after the appointment.
- Connect and understand key patient information from the EHR and other systems to create a holistic view of the patient's health, empowering staff to deliver fast, personal support.
- Enable patients to pre-register for routine checkups online before the visit, providing any updates to the existing information in their patient records. This increases productivity for office staff and eliminates the need to collect and enter patient info during the office visit.

Patients can

- Get reminders through multiple channels to ensure that they schedule and keep appointments.
- Have confidence that the medical staff has their full health history to be able to make a referral to the best provider for their needs.
- Pre-register for routine checkups online, provide any updates to the existing information in their records (no need for duplicative and time-wasting forms).
- Receive a more efficient and personalized experience.



Use-Case #1: Scheduling Appointment/Procedure



Customer Story: One Medical

One Medical, a membership-based primary care practice based in the United States with 70 offices, uses Zendesk to help build better relationships between patients and providers.

By bringing in better technology, recruiting the top primary care doctors, and focusing on value and efficiency, One Medical has made it easier for patients to get care when they need it.

That means same or next day doctor's appointments or seamless prescription refills that can be addressed within hours of a request — programs that lower total healthcare costs over time.

"Zendesk provides the visibility agents need to ensure One Medical fulfills its promise to be advocates for members. The features make it straightforward and easy to see, organize, and track everything so that we can work efficiently and effectively for our members."

Ian Wolfley

Manager of Product and Technology Support

02 VISIT: Patient visits healthcare provider

Most often, the next step in the patient experience is the visit to the healthcare provider. This could be for a routine office appointment, an urgent care clinic visit or to the ER in the case of an emergency.

The problem:

Disconnected patient information creates delays

When a patient goes to the ER with an immediate problem, the staff physicians may not have access to full health history details needed to quickly make an accurate diagnosis. ERs typically have long wait times with visits routinely lasting multiple hours.



The solution:

Streamlined workflows for more personalized communications

With the right tech stack, this process can be faster, more efficient, personalized with better patient outcomes and reduced costs for providers.

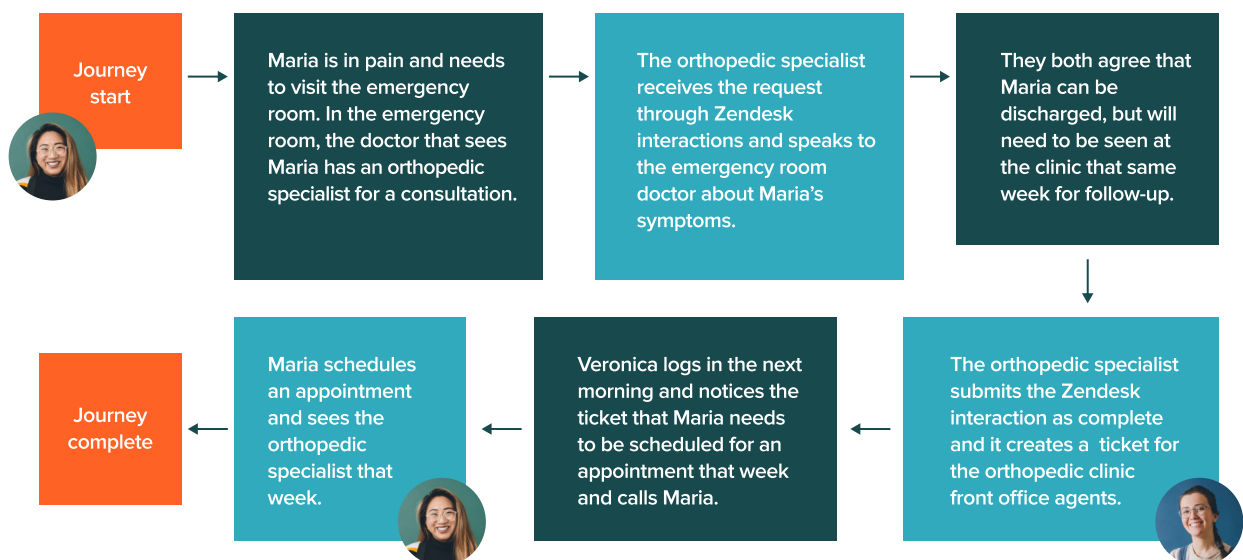
Providers can

- Connect and understand key information about patients from EHRs and other systems to create a holistic view of patients' health, empowering the provider to improve patient outcomes.
- Unify and facilitate communications between the entire care team, from ER nurses and doctors to front desk, to primary care and specialty physicians.

Patients can

- Ensure the ER visit physician is connected to their broader care team for referrals and the best advice for short term and longer-term care plans.
- Get proactive follow-up for next steps through the communications channel of choice.
- Receive faster, efficient, expert, and personalized care.

Use-Case #2: Emergency Room Referral to Specialist



03 POST-VISIT: Payment, treatment, and ongoing care

The patient experience continues well beyond the visit with ongoing treatment, potential medications or medical devices that are needed and follow up and payment for services.

The problem:

Patients and providers can't work across care teams to resolve issues

Healthcare costs are already exorbitantly high and patients are often surprised by unexpected bills. For example, a patient might receive a huge medical bill after surgery for an out-of-network provider the patient had no control over. While still recovering from surgery, this adds undue stress and creates a poor patient experience. Now, the patient needs to spend hours on the phone with insurance companies and providers to try to resolve the problem when they're still in recovery. Similar post-care issues can occur with medications, medical devices, and follow-up treatment services.



The solution:

Centralized case management makes it easier to work collaboratively

With centralized case management, providers can use streamlined communications tools to work seamlessly across distributed care teams and payer networks to resolve patient/customer issues.

Providers can

- Improve the patient experience by helping them quickly resolve billing issues.
- Get paid for services faster.
- Help ensure that patients adhere to follow-up treatments including services, medications and medical devices.

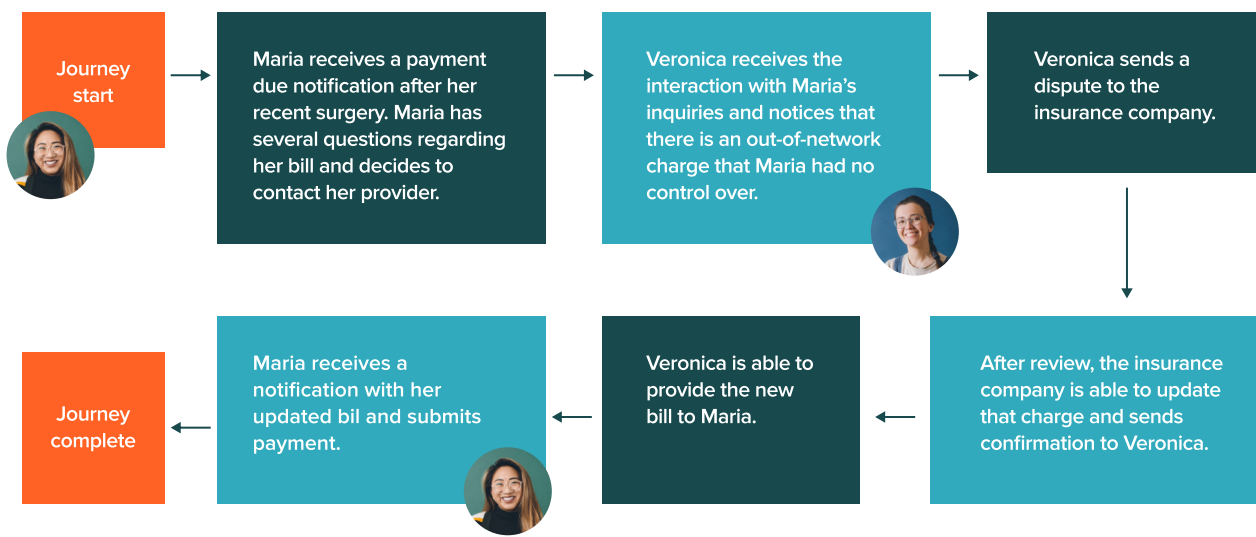
Patients can

- Have a clear understanding of follow-up items related to their care.
- Have peace of mind that their provider is helping them resolve payment issues and potentially prevent them in the first place.
- Get any questions resolved faster.

Payers can

- Prevent coverage issues and resolve payment issues faster through close collaboration with providers.
- Offer a more satisfying customer experience.

Use-Case #3: Revenue Cycle



Transforming the employee experience

Leading healthcare organizations understand that the key to creating a better patient and customer experience is improving their internal employee experiences. According to the latest [Zendesk Employee Experience Trends Report](#), 68 percent of company leaders now recognize a direct link between employee service and business growth.

Many healthcare providers, payers, and vendors have inefficient internal workflows that impact productivity, costs, and employee experiences. Siloed information, disconnected workflows and excessive paperwork lead to frustrating experiences for employees, customers and patients. Improving the employee experience is especially important in the healthcare industry that is facing an unprecedented shortage of skilled healthcare professionals.

By streamlining operations, organizations can improve the employee experience by making internal operations like HR, IT, and Finance more efficient. A key way to improve the employee experience is establishing internal help desks where employees can access information about internal processes, products, and services. In our research for the Zendesk Employee Experience Trends Report, we found that organizations want to deploy [internal help desks](#) for multiple reasons: 79 percent to increase employee productivity, 73 percent to automate business processes, and 68 percent to help internal departments manage requests. By optimizing experiences for staff, healthcare organizations can gain efficiencies and scale, save money, and improve employee satisfaction which can help with retention.

Trends Reports

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Treat your employees like customers

To recruit and keep great healthcare professionals, you need to empower your HR team to across all phases of the employee experience from hiring and onboarding, to learning and development, to off-boarding. When employees feel cared for, they tend to stick around. When HR has the right tools, and when employees can get fast and easy access to the HR information they need, you're creating a better experience for everyone. Implementing a streamlined end-to-end structure for ensuring a healthy employee experience is easy with a solid [HR help desk](#) software platform.

Simplify internal IT support

Healthcare employees may need to access dozens of applications to do their jobs, including in-house software. It's critical that these systems are running smoothly and that employees get questions answered quickly. An internal [IT help desk](#) is the first point of contact for employees to get their IT issues addressed. It gives your IT team the tools it needs to track and solve issues in one workspace. This saves time and can help IT staff be more effective at solving employee problems. Employee requests are organized, prioritized and addressed quickly to maximize productivity.

Help employees help themselves

One way to empower employees is to provide resources to find their own answers. The trend toward [self-service](#) for employees and customers has been growing for years. The Employee Experience Trends Report finds businesses that are leaders in employee support and satisfaction are 60 percent more likely to offer self-service resources. Employees don't want to have to wait for someone to find information for them, they want to help themselves, when and where they need it.

CUSTOMER STORY



Streamline business processes

Large healthcare enterprises can also increase productivity, save money, and reduce employee frustrations by streamlining business processes. The [NHS](#) Greater Glasgow and Clyde is one of Scotland's national health services that provide healthcare services for 1.2 million people. With 38,000 employees, it manages £2.5B of managed resources/year. The NHS uses Zendesk Support to streamline its procurement workflow of more than 500,000 invoices from 10,000 suppliers. Their new procurement process has freed up the accounts payable team to focus on more important work and they are able to pay their suppliers more quickly.

Learn more about how healthcare organizations can [create better employee experiences](#).



Summary

Healthcare organizations can empower their employees with streamlined workflows that encourage collaboration and provide the data they need to improve patient experiences, as well as systems that simplify and speed up internal processes. Improving internal efficiencies not only creates happier employees, but also increases productivity, improves communication, saves money, and leads to better patient experiences and outcomes.

Zendesk for Healthcare is a complete customer experience solution that allows providers, payers, and vendors to deliver secure and personalized services that improve patient outcomes while eliminating inefficient and expensive processes. Healthcare organizations can empower their agents with contextual workspaces and unified knowledge management so they can deliver exceptional service through any channel. AI-powered workflows and self-service tools further improve the patient experience while reducing costs. The Zendesk platform is flexible and designed for agility so you can quickly adapt and deploy a solution that scales.

It's time to transform

Making things easier for patients and providers takes the right tools. Zendesk has everything you need to create best-in-class experiences.

Start a free trial today.

