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Healthcare CX:
Inside a New Reality

4 customer experience trends that are reshaping patient and provider relationships.

Healthcare success starts with transforming CX

How has the COVID-19 pandemic reshaped patient and provider needs and expectations?

What are the best ways for physicians and patients to interact in this new reality?

How should healthcare organizations and their partners adapt to accommodate those changes?

Finding answers to these questions is critical to move forward in a CX landscape that's been reshaped by crisis. To help guide organizations through this transformation process, we've identified 4 experience trends that are reshaping patient and provider relationships.

We also included real-world examples of healthcare organizations that are seeing meaningful results from new approaches to patient and provider support.

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The state of healthcare CX

58%

of healthcare leaders said offering **digital tools** and information to enable consumer engagement were high priorities, but only **14%** have those capabilities in place.

Source: Vision Critical

60%

of consumers say they would **"absolutely" or "very likely" switch providers** if offered faster appointments, online booking and video appointments.

Source: The Consumerization of Healthcare report by Adobe and Econsultancy
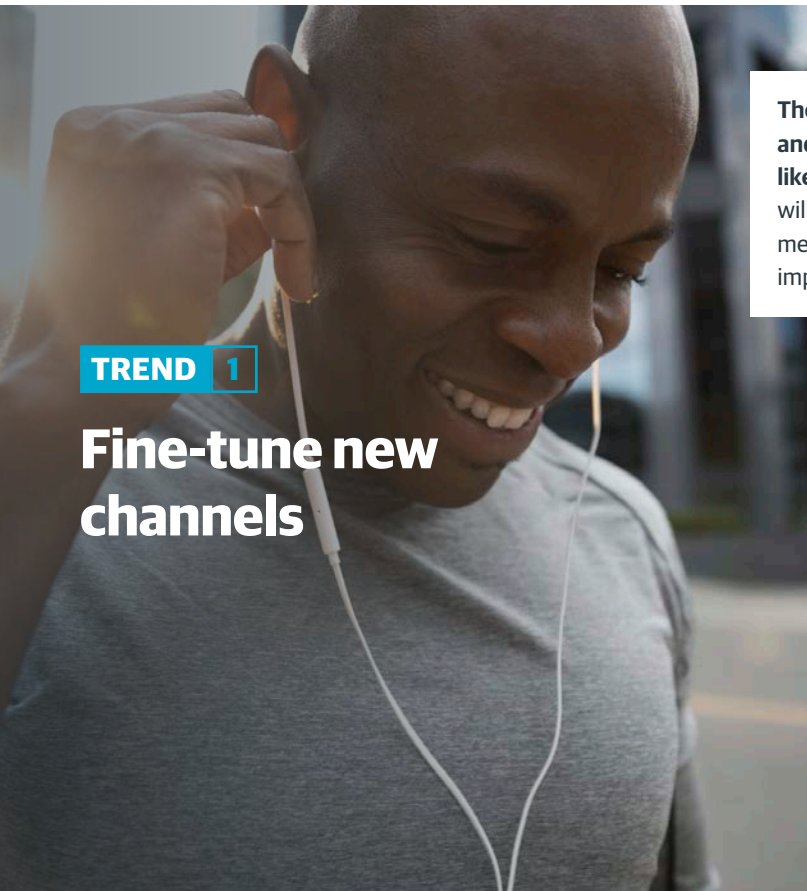
75%

of patients want **better communication** with healthcare providers between appointments, and **88%** prefer **automated communications** about specific actions patients may be required to take.

Source: yourpracticeonline.net

78%

of consumers place a **premium on positive experiences** and interactions with brands when making a healthcare purchasing decision.

Source: PwC

The pandemic accelerated the shift to new channels such as telehealth and virtual/home exercise, while increasing the use of existing channels like online self-service portals and messaging. Demand for these channels will continue to rise. Investments in systems, data, analytics and tools to measure the performance and effectiveness of the new channels will be an important part of the patient/member experience moving forward.

Fine-tune new channels

CX OPPORTUNITY

Examine the end-to-end journey to find opportunities to refine the new channels. Questions such as what journeys do you want patients to have via the channel and what skills do agents need when using those channels should be top of mind.

50%

of surveyed physicians expect telemedicine to be more important to their future work.

Source: McKinsey

Maximize resources

Healthcare contact centers face immense pressure to reduce costs and increase cost efficiency while responding to fast-changing surge volume that could spike at any time. The ability to shift resources and budgets dynamically to where they are needed most will be critical to success.

3 contact center problems solved by CX outsource innovation

Agent shortage: An at-home model that is already regulatory and security compliant and can be scaled up or down increases operational efficiencies while also reducing overhead costs.

Long wait times: Messaging-based services allow consumers to get support anytime, anywhere, on any device. Consumers can message a bot with their symptoms and/or questions and be triaged to the right source or receive answers to their questions.

Sudden volume spikes: During peak periods callers can be directed to text their questions for faster support and to reduce call volumes. During a slowdown, associates can switch back to answering phone calls.

CX OPPORTUNITY
Explore ways to get the most out of your resources such as cross-functional approaches and outsourcing to build a nimble response to meeting unexpected shifts in patient volume.

Take care of the care providers

Over the past few months, healthcare providers have made significant changes to how they deliver care, such as through an increased use of telemedicine. As a result, the support they need from partners, payers, and other stakeholders is also changing.

Enhanced uses of data and technology that enable providers to stay connected to their patients and make informed decisions, as well as deliver care more efficiently are just some of the ways that partners can better support providers. Investments in learning and performance as well as upskilling across partner organizations will be important on both an immediate and long-term basis.

CX OPPORTUNITY
Look for an experienced partner that can train and coach front-line agents on the best ways to connect with people online (such as providing guidance on technical issues via video, the nuances of conversing over different channels, and tracking performance).

In healthcare, when patients and members feel respected:

73%
plan to stay with the brand

82%
will advocate for the brand

47%
will purchase additional benefits or programs

Source: Forrester

TREND 4

Prioritize data security and privacy

Healthcare is a data-driven industry. Healthcare providers and care associates are entrusted with highly sensitive data and must ensure that it is used appropriately and kept secure. As healthcare becomes increasingly digital-first, having a robust set of policies and processes to manage and protect patient data will be the foundation for providing outstanding service and building member loyalty.

Only
2%
of CFOs are considering reductions or deferrals of cybersecurity or privacy investments

compared to

67%
that plan to defer or cancel investments around facilities/general capital expenditures and the workforce

Source: PwC

CX OPPORTUNITY

Government-mandated quarantines that forced employees to operate at home have shown that with the right technologies, processes, and procedures in place, a virtual contact center model is a viable solution even for highly regulated industries like healthcare.

Transformative healthcare CX in action

Health Insurance Company

Before the COVID-19 crisis, a health insurer asked TTEC to provide support from four different geographies. Although some of the agents were in a work-at-home arrangement, about half were still working out of TTEC facilities. Within days, TTEC had moved all agents to work-at-home.

Not only did TTEC respond quickly, our '7 Day First Call Resolution" beat their internal agents and other BPO providers. The client is now considering keeping all agents at-home.

Pharmacy Benefits Provider

When the COVID-19 disruption threatened contact center operations for this pharmacy benefit provider, TTEC was ready.

We transitioned all offshore resources to work-at-home or in our Metro Manila and Dumaguete facilities in the Philippines, maintaining operations. TTEC didn't miss any KPIs and our client actually offered TTEC another line of business due to our performance and staffing capabilities.

3 days
to move 250 agents to work-at-home

86.4%
7-day FCR (better than client's internal agents and other vendors)

Exceeded
KPIs

All-time low
Absenteeism rate

The path to success in 5 steps

Tune into shifts in patient behavior needs and expectations.

Market intelligence including assessments by geography, site of care, and other demographic information can help yield insights.

Don't think of digital transformation as a one-off transition.

Instead, think of it as a mindset for continually evolving the organization as needs, priorities, and other factors shift.

Lead with insights over products.

Technology should not be introduced for technology's sake, it needs to have purpose.

Empower your employees with the skills to succeed.

An experienced partner that can provide training and best practices is a smart way to quickly increase performance effectively and efficiently.

Learn and adapt.

A willingness to try new approaches and learn from the results will determine which organizations will be there for their patients as trends—digital and otherwise—continue to accelerate.

Start thriving

For more information on achieving the performance excellence, agility, and efficiency needed to thrive in today's new healthcare landscape, contact us:

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About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. TTEC Digital delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. TTEC Engage operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, with nearly 50K employees and offices on six continents across the globe, the company and its employees are proud to live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit **ttec.com**.

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