West Engagement Center™
PATIENT ACCESS CENTER MODERNIZATION
Introduction
As healthcare continues to evolve and the focus on population-based approaches intensifies, more and more care will be delivered outside the four walls of hospitals and Physician’s offices. This, combined with the expanding number of empowered and accountable patients, is driving the need for modern, streamlined communication between patients, providers and care teams.

While contact centers have long facilitated patient access, centers tend to be segmented and have traditionally been managed with a focus on staffing to ensure calls are answered and service levels are met. Patient access centers in the new era of value-based and population-focused care will emerge as important instruments of patient-centered experiences, will be operated and measured around patient-driven metrics and will drive a competitive advantage for organizations seeking revenue growth and expanded market share.

Business Value of West Solutions
• Improve patient access center service levels
• Reduce readmissions
• Reduce missed appointments
• Shorten payment timelines
• Drive new revenue opportunities
• Increase patient satisfaction
• Improve patient retention and referrals
• Increase patient lifetime value

Current State of Today’s Contact Centers for Patient Access
Analysis of many of today’s patient access centers reveals technology, process and cultural challenges that reflect a decade of industry consolidation, constrained spending and redirection of resources. Common symptoms of contact centers in need of modernization to keep pace in the new era include:

1. No single point of access for the hospital or health system
With multiple, and sometimes hundreds of phone numbers directing patients into the health system, cost and communication inefficiencies remain high.

2. Misrouted calls
When patients and members must be transferred multiple times to get their needs resolved, patient experience and access center service levels suffer while operating expenses rise. In life-threatening situations, misrouted calls can create dangerous scenarios for patients who are confused about who to call or where to go.

3. Poorly leveraged self-service
Lack of personalized, intelligent and integrated inbound and outbound self-service options for transactional, repetitive and even remote monitoring types of interactions drives unnecessary call volume in to and out of the patient access center. Poorly executed self-service drives inefficiency, higher cost and patient frustration, which can compromise brand loyalty and result in patient attrition over time.

4. Limited use of data
When data collected through the IVR system isn’t passed to the agent desktop during call transfer, agent talk times are increased and callers are frustrated at having to repeat information.

5. Lack of relevant reporting and business intelligence
Absence of clearly defined and patient-relevant transactional data and success metrics, as well as the inability to measure overall solution performance, significantly hinders quantification of business value and makes it difficult to devise, budget and implement improvement strategies.

6. Inadequate redundancy
Lack of business continuity and disaster recovery planning in the access center exposes hospitals and health systems to significant business and execution risk in the event of an outage or disaster.

Increase patient satisfaction and reduce access expenses by up to 30%.

West Solutions can reduce annual operational costs by up to $2M in access centers with 300 agents.
Modernizing the Contact Center for Patient-Centered Access
Driving Better Patient Engagement with West

West helps modernize patient access centers in order to improve operational efficiency, reduce cost and increase revenue and retention with a focus on patient-centered experiences.

The West Solution Provides:

1. A single “front door” into the hospital or health system
   With just one number to call, a single “front door” for patient access greatly reduces complexity and improves the caller experience. By using active decisioning to offer the most relevant options to each caller, the West IVR system quickly and efficiently determines the reason for the call and either provides the right self-service option or immediately transfers the caller to the resource best equipped to handle their query. This approach minimizes both patient and provider effort and ensures callers get their issues resolved quickly.

2. Smart self-service
   West’s industry proven, high-performance self-service options balance call automation with the live agent experience by streamlining patient access to information, reducing cost and improving access center service levels. Bi-directional awareness between the automated outbound notification and inbound IVR platforms maximizes the patient experience while driving continuity and operational efficiency. Since the system is aware when a call placed to a patient has resulted in a call back from that patient, calls are handled more appropriately and efficiently.

3. Patient-centered interactions
   “Know me, show me you know me and show me that you care.” This is the patient imperative in the new era. West delivers intelligent, personalized patient experiences based on interactions that are tracked and captured by the system over time. By combining caller information with his or her interaction history across multi-channels (i.e. voice, website and portal), West dynamically creates a picture of the patient at a specific point in time so that each interaction can be more relevant and personalized than the last. When a call is transferred to an agent, data collected during the automated interaction is provided to the agent’s desktop. This allows the agent to effectively pick up the call where the automated system left off, creating a seamless transition from the automated environment to the agent environment.

4. Intelligent insights
   With our Managed Service Support program, West partners with you to understand your business goals and objectives so that solutions you invest in will be built, deployed and continuously improved over the life of the solution to maximize measurable value for you and your patients. Whether your focus is operational, clinical or combinations of the two, West solutions include robust reporting and business intelligence necessary to assess value and enable us to proactively present our clients with continuous improvement strategies over time.

5. Redundancy and Control
   West solutions are geo-redundant and provide built-in business continuity and disaster recovery features to ensure maximum uptime. Patient access center agents as well as clinical resources can log in from any location with just a phone and computer with Internet connection. Our secure, web-based portal puts the control in your hands, allowing you to quickly make configuration, routing, messaging and prompt changes with the click of a button. West solutions leverage your existing access center technology investments and therefore provide the most cost effective way to deliver the scalability and flexibility required to support growth in both consolidated and segmented environments.
Getting Started
Patient Access Center Assessment

West offers Patient Access Center Assessments to help organizations determine whether better patient, member and employee communication and engagement could help improve financial and clinical outcomes. Understanding your goals, evaluating the readiness of your current communication infrastructure and benchmarking your current patient communication and engagement programs are key drivers for building and executing effective strategies for delivering the business outcomes you need. Contact West to learn more about the Assessment.

About West Healthcare
West helps healthcare providers, payers, employers, pharmacy organizations and ACOs optimize communications, drive better patient activation and lower the overall cost of delivering care. Whether you want to increase immunization and screening rates, reduce hospital re-admissions for patients with chronic disease, or improve the patient experience and operational efficiency in your patient access centers, the West Engagement Center™ is the communication lynchpin for engaging and activating patient populations across the entire care continuum.