

# THREE WAYS CLOUD COMMUNICATIONS CAN BENEFIT HEALTHCARE

## IMPROVE PATIENT EXPERIENCES, STAFF PRODUCTIVITY, AND OPERATIONAL EFFICIENCY – ALL WITH ONE COMMUNICATIONS PLATFORM

Providing outstanding patient care is a top priority for healthcare organizations. But as patient needs and expectations evolve, healthcare organizations must evolve as well. To meet patient's expectations for a convenient, modern experience, healthcare organizations recognize they must provide quick answers, increased access, helpful service, and efficient task resolution at all points in the patient journey.

A fully integrated cloud communications platform goes a long way toward improving the patient experience and engagement – regardless of whether patients are in the examination room or sitting at their kitchen tables. Empower your staff to proactively engage with patients, reminding them of upcoming appointments, prescription refills, and outstanding bills. Communicate with patients in their preferred channel – voice, email, text, or video – all while meeting security, compliance, and privacy requirements. The flexibility and feature set of cloud communications also helps increase the productivity and efficiency of staff and operations, which further improves the patient experience.

Let’s take a look at some common use cases for most healthcare organizations, along with the benefits and capabilities needed to implement each.

## DELIVER EXCEPTIONAL PATIENT EXPERIENCE

**Address patient queries quickly and efficiently.**
When your patients have questions or need help, you want to give them the right information – quickly and hassle-free. No one wants to wait on hold or be passed around to multiple departments. To maximize every interaction, healthcare providers need to transform their communications platform to ensure superior responsiveness for every patient, every time. This means easy, accurate, and prompt answers to patient inquiries, as well as proactive appointment reminders, outreach, and follow-up.

When you adopt Elevate, you untether your staff from old technology. With our single, integrated cloud communications platform, staff can handle any volume of inbound queries across multiple channels – phone, chat, text, and video. Integrated with most major electronic health record (EHR) systems, Elevate provides the seamless digital care and proactive outreach that your patients deserve.

## BENEFITS



### Answer patient queries fast and effectively

Rapidly verify patient identification and route calls to the right staff or department. Provide self-service options for finding common information or handling routine tasks using interactive voice response (IVRs) and intelligent routing.



### Send proactive and timely reminders

Minimize no-shows, increase medical adherence, and reduce the revenue cycle with proactive voice, text, or email reminders for appointments, prescription refills, and outstanding bills.



### Engage patients through any channel

Engage patients or caregivers through their preferred channels, moving easily between integrated phone, chat, text, video, call center, email, and secure file sharing.



## MAXIMIZE STAFF PRODUCTIVITY

**Work from anywhere with integrated, mobile communications.**
Your clinicians and staff want to be as productive as possible - whether they're in the office, answering calls from home, or conducting virtual exams. This means empowering your employees to connect with patients and colleagues – before, during, and after each appointment – on any device, through any channel, from any location.

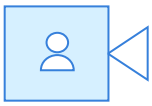
Elevate, our integrated cloud communications platform, makes it easy to support remote or hybrid work environments. Our feature-rich set of tightly integrated and intuitive cloud solutions lets your staff easily and securely manage high call, text, or email volumes, share documents and files, conduct video appointments, and log and summarize important interaction details.

## BENEFITS



### Work from anywhere

Our integrated cloud communications platform is available virtually anywhere, anytime, and on any device – creating a more flexible workforce, extending reach, and improving productivity.



### Support virtual visits

Patients increasingly prefer the convenience and access of telehealth. Our cloud communications platform includes easy-to-use and secure high-definition video, screen sharing, and collaboration features.



### Compile better call summaries

With artificial intelligence (AI)-enabled communication systems, your staff-patient communications can be automatically transcribed, redacted, and even summarized, making future review a snap.

## IMPROVE OPERATIONAL EFFICIENCY SECURITY, AND COMPLIANCE

**Remain secure and compliant while you scale and flex to meet patients' needs.**

Just as landline home phones are household relics, on-premises phone systems for healthcare organizations are outdated, expensive to maintain, and hard to move.

Investing in a cloud communications platform empowers healthcare organizations to dramatically increase operational efficiency while protecting data privacy and security. If your patients, staff, and providers are using chat, text, voice, video, and email to connect, our cloud communications platform makes it easy to preserve, protect, and retrieve communications in compliance with data retention regulations. You can also scale in a budget-friendly manner without rewiring or purchasing new on-site hardware – maintaining security and reliability for all your staff and patient communications.

## BENEFITS



### Operate with HIPAA-compliant security

Our services are designed to meet the privacy and security requires for Protected Health Information (PHI), including HIPAA and HITRUST certification. We support compliant data encryption and retention and ensure your records are easily searchable and accessible.



### Ensure staff privacy

Mobile workers need to be able to securely communicate and share documents and files while protecting their own personal privacy (for example, not disclosing personal phone numbers). Our mobile apps extend business numbers to mobile devices, keeping your team members' personal phone numbers private when they are routing or returning calls.



### Scale flexibly

Our cloud-based communications platform is easy to scale and manage. Add temporary staff during periods of higher call volumes and expand your talent pool to non-local markets. If you need to expand or move locations, it's simple to create a new account, port numbers, and drop ship new phones – all from a central account.

Contact us today to discover how a fully integrated cloud communications platform can help your healthcare organization thrive and grow.

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