A Fresh Look at Patient Engagment

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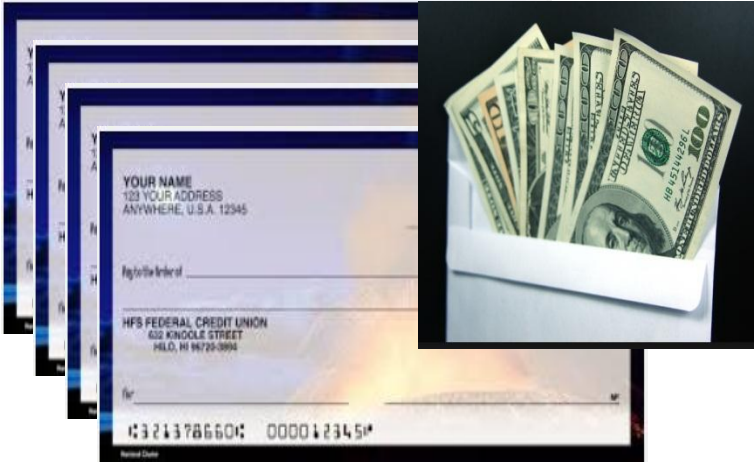
On an ordinary day…

Going back in time…banking

1990s

- Cisco Remote Expert
- Mobile Advisor

1980s

2000s

Today

Online bill pay

Call Center Experiences TODAY

What makes a call center experience GREAT?

- Kind, friendly, courteous agents
- No repetition of data elements (name, address, identifiers)
- Knowledge of recent offers, transactions, account
- One call resolution
- KNOW ME, know my preferences

The 2013 Top 100 Finalists:

Large Centers: 250+ Agents

1. Florida Power and Light Company
2. Alliance Data
3. American Electric Power

Medium Centers: 100 to 249 Agents

1. United Concordia Companies
2. Regional Transit Authority - Chicago
3. Desjardins

Small Centers: 5 to 99 Agents

1. Delta Dental of Wisconsin
2. City of Fort Wayne
3. Unicom Teleservices

The 2012 Top 100 Finalists:

Large Centers: 250+ Agents

1. Cigna
2. Affinion Group
3. Regions Bank

Medium Centers: 100 to 249 Agents

1. City of Edmonton
2. BMO Harris Bank
3. New York Life Insurance Company AARP Operation

The **PATIENT EXPERIENCE** drives our ability to attract patients and staff and operate a successful accountable care model

42%

of patients indicated they would be
of hospital leaders say they
PATIENT SWITCH HOSPITALS FOR
WILL INVEST IN TECHNOLOGY
A BETTER PATIENT EXPERIENCE
FOR A BETTER PATIENT EXPERIENCE

Patients Are Rating You

Patients and Providers Are Tech Savvy

CMX – Application Engage
Providing unprecedented user engagement as well as analytics

Scenario Details

- Indoor GPS and Directions

- Location Based & Targeted Messaging

- Integrated with clinical systems

- Advanced Analytics

Business Benefits

- Improve patient and visitor satisfaction

- Reduce late appointments

- Insight into patient flow and dwell times
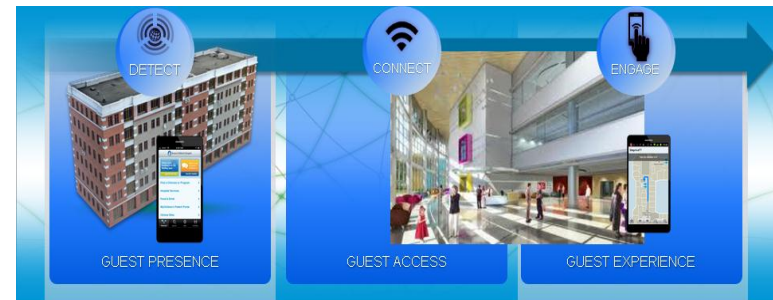
* Screen shot from Connexient

Care Room Interactive Services

Patient Experience …

- Receive and view Wellness Education

- View Live TV

- View Care Team Information

- Control the room environment

- Remote Video Consultations

- View Personal Health Records

- Visit with Family through video

- Simplify Discharge Process

Cisco Omnichannel in Healthcare

Office

Real-time
Segmentation
& Targeting

Real-Time
Routing

Predictive
Intervention

Cisco Solutions
Healthcare Intelligent
Contact Center

Encounter
Escalation

Mobile

Home

Omnichannel Example for real time response

1. **Patient Calls in from web, mobile, etc to Contact Center**

Cisco
Remote Expert /
Mobile Advisor

Identification & Insight

2. **Analytics determines the right response and routing based on the patient history across all systems**

SAS SAP

Best match

Cisco
Contact Center and Unified Comms

4. **Patient and Expert Interact**

- Proactive service or guidance
- Consistent experience across media types
- Targeted intervention based on condition or history

Cisco
Remote Expert /
Mobile Advisor

Prescriptive Interactions

3. **Agent or expert prompted to offer correct service based off analytics**

SAS SAP

Solution Delivery

CISCO + SHOREGROUP + SAP + SAS + NEXUS»
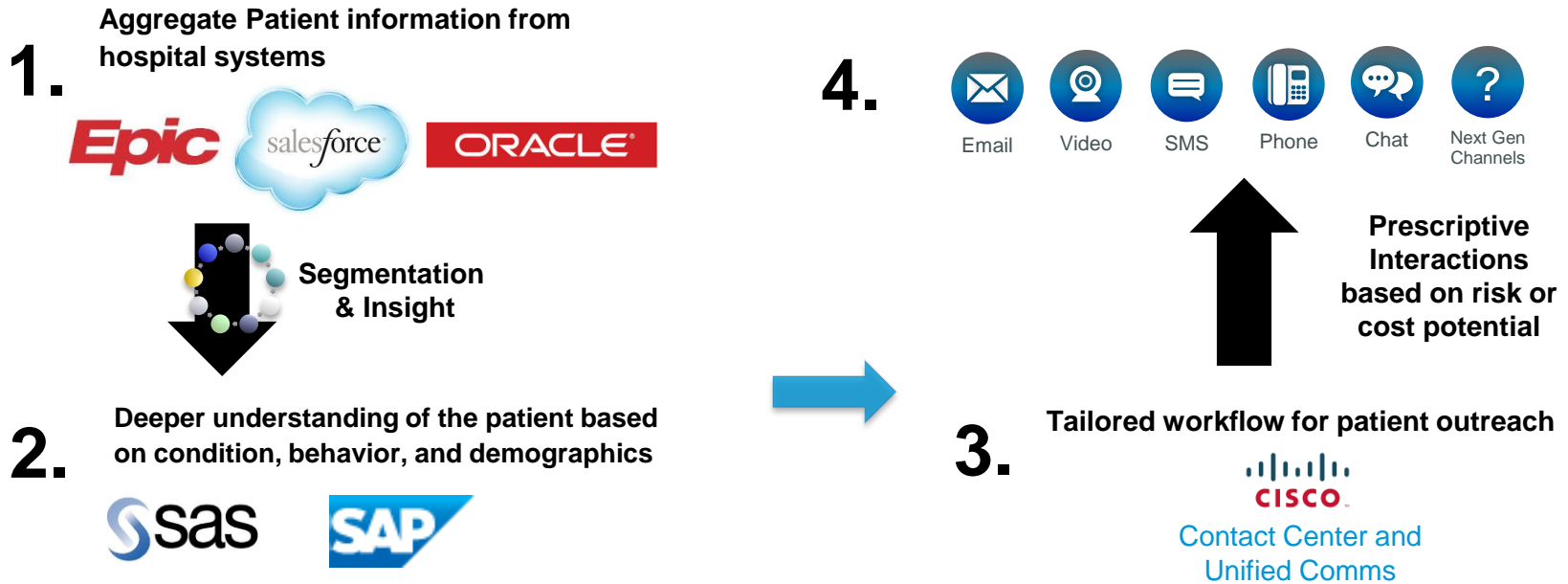
| Cisco CVA and CCS-led Engagement | Customer experience contact center solutions provider | In-Memory high performance data platform ISV | High performance and visual analytics ISV | Strategic delivery partner |

Omnichannel Example for predictive outreach

1. **Aggregate Patient information from hospital systems**

Epic   salesforce   ORACLE

Segmentation & Insight

2. **Deeper understanding of the patient based on condition, behavior, and demographics**

SAS   SAP

4.

Email   Video   SMS   Phone   Chat   Next Gen Channels

Prescriptive Interactions based on risk or cost potential

3. **Tailored workflow for patient outreach**

CISCO
Contact Center and Unified Comms

Solution Delivery

CISCO **+** SHOREGROUP **+** SAP **+** SAS **+** NEXUS» Connect Collaborate Create

Cisco CVA and CCS-led Engagement

Customer experience contact center solutions provider

In-Memory high performance data platform ISV

High performance and visual analytics ISV

Strategic delivery partner

Cisco Extended Care
Healthcare Collaboration Middleware

Cisco Healthcare Collab Middleware
(Cisco Extended Care)

Cisco Infrastructure
(Collaboration, Core, Security)

1 Patient Engagement

2 Pharmacy Expert Systems

3 Clinical Apps (EMR)

4 HIE/Customer Apps

Thank you