



# Customer experience in the age of the patient

Healthcare eBook  
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# Introduction



Gone are the days of sitting in a waiting room for hours. Where everything is connected, shouldn't our healthcare remove the need to sit and wait to see someone? We want care at our convenience.

Sadly, the patient experience remains complicated. Patients need convenience and ease, yet every patient is different, so a one size fits all approach isn't feasible and some patients have to navigate multiple organisations to get the service they need.

One to one connected patient journeys can transform the way you acquire, service, engage and innovate. In the age of the patient, caregivers should be able to guide each patient on his or her own connected journey.

In this eBook, we discuss connected journeys for patients and how to simplify processes by using your phone.

# An apple a day



More and more we're being advised not to go and see our doctor, with symptoms like flu, we're advised to stay in bed and stop the germs spreading. However, we're also reading about cases where a Doctor's advice would have been necessary. So how do we combat the waiting rooms, receptionists' advice and our own need for reassurance and potentially medication?

"An apple a day keeps the doctor away", but if you've got the wrong illness then that appears to keep the doctor away as well.

So, in this age of everything being connected, shouldn't healthcare providers be able to provide the same kind of customer experience we expect everywhere else?

Could it be possible for healthcare providers to offer a simplified, personalised and connected experience before, during and after care?

# A.I. taking over



With IoT being mentioned more and more, when will the time arrive that we don't actually speak to a human Doctor at all?

Could healthcare professionals be replaced by Artificial Intelligence and what kind of experience would we receive?

It's the kind of thing we see in science fiction films. Press your inbuilt screen in your home and it will tell you what you're ailing from.

Then there are the autonomous vehicles which know if you're having a heart attack. A recent study revealed that diabetic events were behind 20 percent of crashes precipitated by driver-reported medical emergencies; heart attacks accounted for an additional 11 percent. It's no wonder that automakers are working on in-car technology that can monitor medical conditions and in the future, warning signs, such as a change in heart rate, could lead a car to pull off the road and dial the emergency services for you.

But, is this really something so futuristic? Shouldn't every connection we have with our healthcare provider be predictive and proactive?

# 360° view



Quite simply your CRM tool could simplify your patients experience. By integrating existing systems into a single console, caregivers will have a 360° view of each patient, eliminating endless searching.

With predictive intelligence built into CRM systems, each case becomes an opportunity to deliver proactive care by helping agents recommend services like wellness programs that improve patient health and reduce costs. Built in analytics help you keep track of key metrics to prevent bottlenecks and establish best practices.

The healthcare industry should be no different to any other industry which aims to provide exceptional customer experience. Appointment reminders, communicating pre-work etc. ensures that everyone is set up for success and the patient knows what they need to know, eliminating concerns and unnecessary worry.

When you integrate data from legacy systems and email into a secure CRM system, your care teams can better collaborate and share knowledge in searchable formats.

**Communicate in real-time and liberate caregivers from their desks so they can spend more time with patients.**

# Connected patients



Patients want a quick and straightforward resolution to their issues. If they're calling you it's probably because they're unwell and in need of help. The last thing they want is to hear how important their call is and to be left waiting. Or put through a long menu of commands when all they want to do is talk to the person who can help them fastest.

Repeating your policy number or name or being bounced around specialised reps, repeating themselves is not conducive to exceptional customer experience. By resolving patient issues quickly, agents have smarter, more personalised relationships with the patients and a more complete view of their needs.

Is the answer really as simple as embedding your phone system within your CRM? Yes it is. A patient calls in and is recognised within the system and passed to the appropriate agent who has a screen pop allowing them to see what's appropriate and advise accordingly. Or leave a dedicated message for that patient, confirm appointments or at the very least connect them to where they need to be.

Trust is essential within the healthcare industry, you want your caregiver to know who you are and why you're calling in.

# About Natterbox

Natterbox is a global, cloud-based, telecommunications company based in Croydon, UK. Founded in 2010, Natterbox is the world's first global business phone system with contact centre, 100% embedded and managed entirely within Salesforce. Our technology can help you make and receive calls, retrieve records and automatically log calls within the relevant object in Salesforce.

We invite you to engage with us to learn more about how we can connect your global offices, increase productivity and personalise your telephony integration.

Once connected, the Natterbox Advanced Voice Services platform optimises and automates your business to intelligently route calls, increasing productivity and efficiency.

Natterbox is dedicated to enhancing the value of its customers businesses, through intelligent integration of future proof telephony, personalisation and services.



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