# Re-imagining Healthcare Communication With Cloud Telephony

A deep dive look into the healthcare industry and how digital innovations like cloud telephony can help in transforming patient communication.

exotel

Whitepaper

# Industry Overview

The Global Healthcare spending continues to increase dramatically. According to a study, global healthcare spending is expected to reach 10 trillion dollars by 2023. The Indian healthcare market is also expected to reach 372 billion dollars by 2023.

Deloitte recent study predicts the average expenditure for healthcare per person in the US by 2023 to reach 11,674$.

Technologies like wearables, biometrics & bio electronics have really help in Healthcare transformation in the past few years. On the other hand, digital Innovations like AI, Blockchain & automation are certainly helping reshape the future of the healthcare industry. The impact of these innovations is more than just clinical - also impacting operations like finance, supply, customer communication and more.

# Challenges

There's a pressing need for automation in basic tasks in operations and administration. This results directly in better customer experience, quality of service & lower costs.

At the very heart of this human-centered industry is patient communication. As the number of healthcare consumers increase daily, the conventional hospital phone systems are simply not sufficient for patient support. There's a need for better communication experience at almost every step of the patient's journey.

Let's look at how automation & cloud telephony can ensure a seamless customer experience.

# Communication at every step of the patient's journey.

Booking
Appointments — Appointment Reminders — Phone Consultation — Call Center Solution — Automated Feedback — Emergency

SMART IVR

1 Press 1 to Confirm Booking

2 Press 2 to Cancel Booking

3 Press 3 to Reschedule Booking

## Booking Appointments

### Patient
John needs to book an appointment for his eye checkup. Rather than speaking to an agent or visiting the website, he directly dials the hospital's number.

### Hospitals
Hospitals can track patients and their appointments by integrating their CRM with a cloud telephony platform like Exotel. Smart IVR helps provide a personalized experience to existing patients like John.

Booking
Appointments

**Appointment
Reminders**

Phone
Consultation

Call Center
Solution

Automated
Feedback
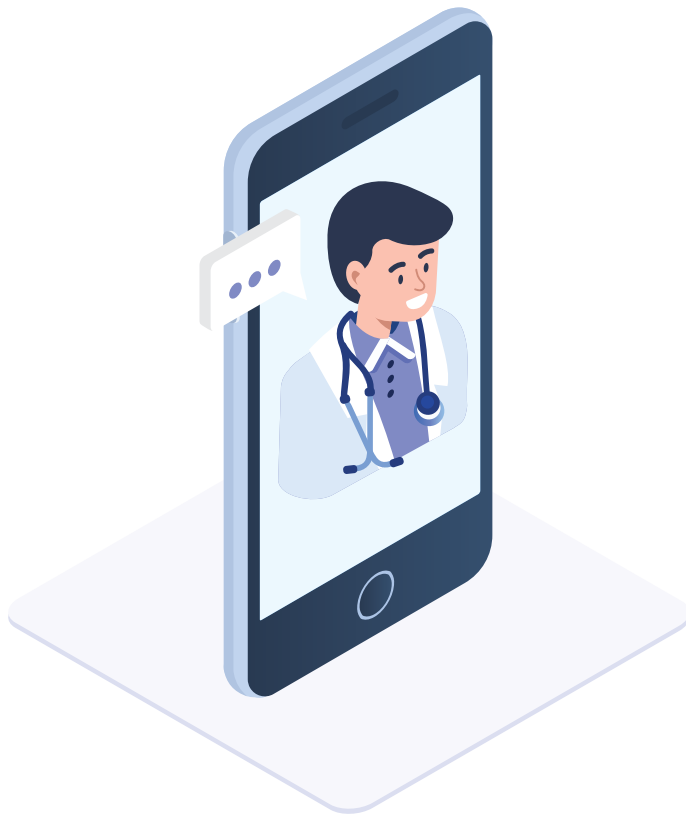
Emergency



# Appointment Reminders

## Patient

David is quite absent-minded when it comes to remembering his appointments. But thanks to the SMS appointment reminders by the hospital, he never misses his appointment and reschedules them when required.

## Hospitals

Hospitals can benefit greatly from automating their appointment reminders. It reduces patient no-shows, which saves a lot of time and money. Automating the reminders also helps save on manpower costs.

Booking
Appointments

Appointment
Reminders

**Phone
Consultation**

Call Center
Solution

Automated
Feedback

Emergency

# Phone Consultation

## Patient

David had a few concerns regarding his current dosage of medicine. Rather than visiting the hospital, he books a quick 30 minute consultation with the doctor through IVR.

## Hospitals

Dr. Stark gets notified of the consultation immediately via SMS and app notification, so that he can block the time for the call.
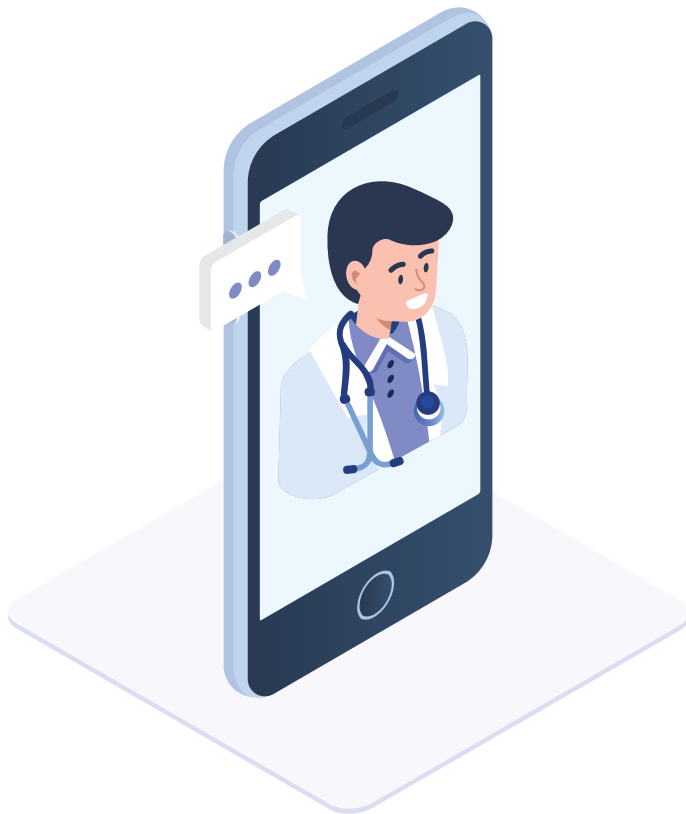
Booking
Appointments

Appointment
Reminders

**Phone
Consultation**

Call Center
Solution

Automated
Feedback

Emergency

# TeleMedicine (New)

## Patient

John is suffering from cold for a week now. As it is not getting better, he wants to consult a doctor. He dials the hospital's helpline number to connect with a doctor. Depending upon his symptoms (entered over IVR), he's connected with the right doctor.

## Hospitals

To ensure a great experience and minimal delay, the hospital uses Telemedicine, Exotel's smart IVR solution for their helpline number. Rather than connecting him directly with the doctor, they collect John's symptoms upfront over IVR. The choices are displayed to a doctor in real-time. This allows the doctor or agents to serve John better.

Booking Appointments — Appointment Reminders — Phone Consultation — **Call Center Solution** — Automated Feedback — Emergency
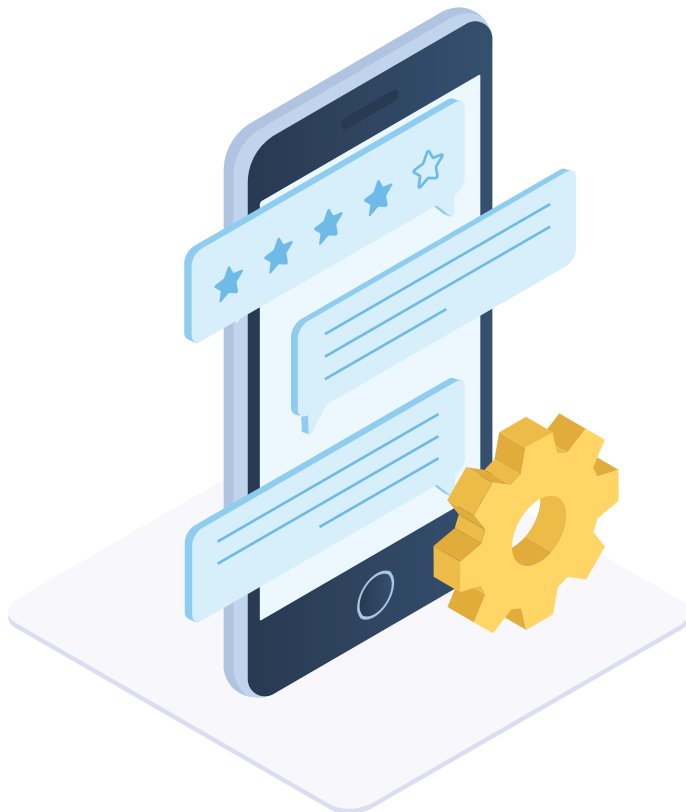
# Call Center Solution

## Patient

John wants to connect to the insurance department of the hospital. Rather than calling the hospital and being transferred to different departments, he dials the advertised hospital number. The IVR reads out a menu with different departments and their extensions. He presses the number for the insurance department and is connected to it.

## Hospitals

Since all the calls land on one number, it increases visibility and decreases the operational costs for the hospitals. It also enables them to track and analyze calls.

Booking
Appointments

Appointment
Reminders

Phone
Consultation

Call Center
Solution

**Automated
Feedback**

Emergency

# Automated Feedback

## Patient

Every time John visits the hospital he gets an automated feedback call/SMS to rate his experience.

## Hospitals

With feedback from patients like John, hospitals are able to maintain a healthy patient retention rate by providing consistent quality service.

Booking
Appointments

Appointment
Reminders

Phone
Consultation

Call Center
Solution

Automated
Feedback

**Emergency**

# Emergency

## Patient

To call an ambulance, Harsh dials the emergency number. After the ambulance is assigned, Harsh is sent a confirmation SMS with a unique extension which he can use to connect to the driver.

## Hospitals

To protect the privacy of the patients, hospitals use virtual numbers which enables them to track conversations & streamline their operations.
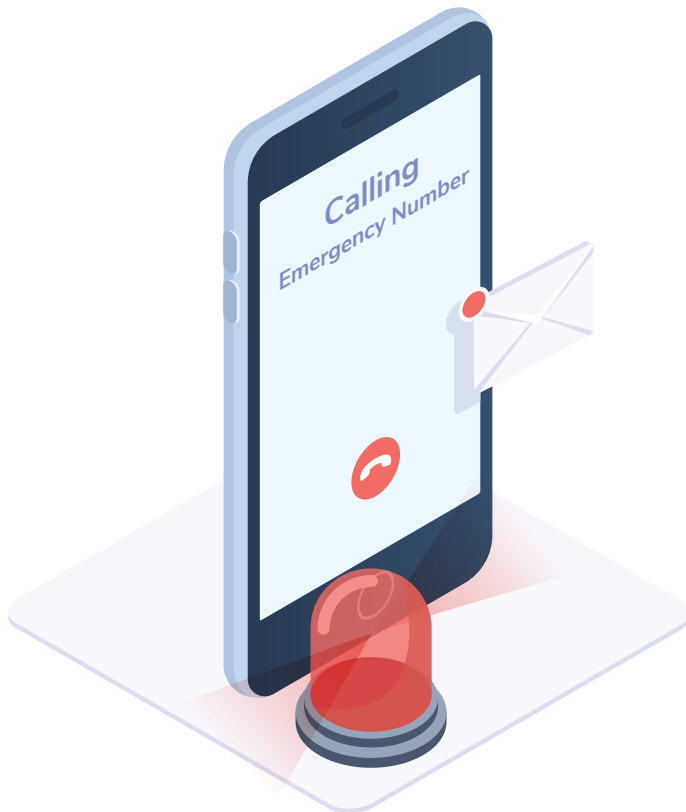
# How Exotel can help

To provide quality healthcare, it's quite necessary for hospitals to embrace technology. Over the last few years, Exotel has helped a lot of healthcare companies and hospitals to improve their CX, operations, and more.

In a world filled with AI & chatbots, there's nothing like calls and SMS to provide that unique human touch which creates lasting customer relationships. Our solutions like Reminder/Feedback SMS, Smart IVR etc. can be used to automate many tasks that don't need human intervention. The best part is that you can manage everything from a single dashboard.

Exotel can help you with better lead management, marketing, retention, support, customer experience, etc. The possibilities are endless.

Exotel also helps hospitals to be in compliance with HIPAA regulations, by protecting critical health information which is held within the healthcare organization.

# Conclusion

It's quite clear that digital communication can greatly help in optimizing and transforming different aspects of communication for a hospital. It empowers healthcare companies to improve the customer experience while lowering the (operational) costs.

Exotel is the most reliable cloud telephony provider in India. Innovative startups like Practo, established hospitals and diagnostic labs like Columbia Asia & Thyrocare rely on Exotel for effective communication between patients, doctors & other departments.

Want to learn how Exotel can help you transform your patient & hospital communication?

**TALK TO US!**          **TRY EXOTEL FREE**

**Trusted by**

COLUMBIA ASIA          Thyrocare®  Think Thyroid. Think Thyrocare.          •practo•

# About Exotel

Exotel is Asia's leading cloud telephony platform. We empower over 2500 businesses including Ola, Uber, Ekart, Swiggy, Tokopedia, Lazada, Redbus, Redmart Zomato, etc. to efficiently handle their customer conversations over calls and SMS.

**Watch this quick video to understand how we grew from handling 1000 conversations a day to powering 10 million conversations every single day.**

**WATCH THE VIDEO**

Exotel is proud to announce that we are now ISO 27001:2013 certified, which ensures that our information security meets the needs of our clients through an effective information security management system.