

# Omni-channel engagement for your patients.

Improve patient experience and key metrics while reducing operational costs.



## Optimal health consumer experience

Patients now expect the same customer service experience that banks, airlines, and other businesses offer them – including self-service options and engagement on multiple channels. With the growth of individual health plans and the prominence of CAHPS scores, patient satisfaction is more important than ever.

Nuance omni-channel engagement platform enables 75% of the Fortune 100 to deliver the seamless experience that provider organizations are now seeking to implement to successfully acquire and retain patients. AI-powered solutions ensure that context follows the entire omni-channel interaction, so your patients don't have to repeat themselves. And natural language understanding enables patients to easily engage with self-service systems by speaking or typing their own words and using natural dialogue.

## Patient acquisition

The patient journey often begins by visiting an organization's website or calling in to select an appropriate provider. Through self-service via either conversational IVR or virtual assistant with the capability to escalate to live chat, patients can ask questions about appropriate

specialties, insurance accepted, language, locations, and schedule a visit. All channels deflect calls from the contact center, where live agents can handle more complex issues, leveraging an AI learning loop to improve and expand guidance over time.

## Appointment management

Nuance uses a real-time EHR integration as well as mobile, outbound voice, text and email channels to confirm and reschedule appointments, create up-to-date wait lists for open slots, notify patients of availability, and keep patients informed of wait times. This all combines to decrease no-shows, improve provider utilization, reduce last minute cancellations and alleviate call center burden.

## Patient self-payment

Billing questions can be contained and answered through a virtual assistant or in the IVR (or routed to the most appropriate agent) using the patient's natural, conversational language. Like in the banking industry, voice biometrics is used to authenticate the consumer before addressing inquiries, then take payment.

## Scale nurse and agent resources in population health programs

Virtual assistants, live chat, and outbound messaging enroll and

## Omni-channel patient engagement, intelligently delivered

Our omni-channel customer engagement platform includes solutions for patient acquisition, access, services, and more. All are enabled by digital, voice, outbound, and biometric security products. All are powered by AI. And all are deployed by the industry's largest global professional services team—offering unparalleled vision, deep industry expertise and a proven track record in delivering success to organizations like yours.

In addition to the use cases provided, organizations can leverage the Nuance platform to:

- Boost quality metric compliance with screening, test, and immunization reminders
- Reduce unnecessary readmissions with post-discharge follow-up
- Increase patient portal utilization by alerting patients that lab and other results are available
- Ensure efficient use of clinical resources by providing pre-operative instructions

engage patients in chronic disease and wellness programs, while automating monthly check-ins with chronic patients, freeing valuable staff to handle more complex or high-risk cases.

**Provider expertise and cross-industry results**

For more than 20 years, Nuance has partnered with thousands of consumer-centric companies around the world to support best-in-class engagement efforts. We take a results-focused approach to deliver customized solutions that address challenges within provider, payer and other organizations.

**Client results**

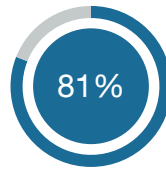
**Leading provider implements outbound**

A nationally-recognized provider and Baldrige Award winner wanted to improve patient engagement and missed appointment rates while increasing quality measure compliance. Using Nuance Proactive Engagement to orchestrate voice,

email and text channels, they increased their patient engagement metric by 126% in the first seven months, reduced missed appointments by 25% and improved compliance with most quality metrics above 85%.

**Top ten plan installs virtual assistant**

One of the largest payers in the country was looking to improve the experience of website health plan “shoppers” and increase member satisfaction while reducing call center costs. Nuance web-based and mobile virtual assistants were leveraged to help visitors with benefit, network and administrative questions.



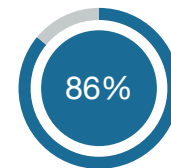
first contact resolution rate



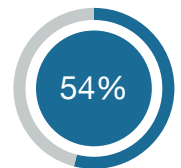
call deflection rate

**Leading national plan leverages Conversational IVR**

One of the country’s largest insurers wanted to improve self-service containment and streamline authentication for approximately 475,000 calls per month, as its touch tone/directed dialog IVR was nearing end-of-life. Nuance On-Premise Conversational IVR was implemented, leading to 28,500 fewer calls routed to a representative each month.



growth in containment



authentication rate

**Get started**

We understand the demands of healthcare providers and other consumer-focused organizations. [Learn how](#) Nuance can help you meet them.



**About Nuance Communications, Inc.**

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.

