



6 Best Practices for Unified Communications in Healthcare

Improve Patient
Experiences and
Your Bottom Line





Healthcare has changed forever.

COVID-19 forced health organizations to find new ways to connect with patients and deliver care. [According to the American Medical Association](#), telehealth visits in 2020 increased up to 175-fold, shifting the way patients and their providers interact and communicate.

While healthcare providers that successfully transition to this new normal have the potential to drive improved patient experience and forge a clear competitive advantage, the technology needed to support these changes must adapt as well.

As you rethink ways to provide a better patient experience in response to shifting expectations, consider these six best practices for improving your organization's communication strategy.

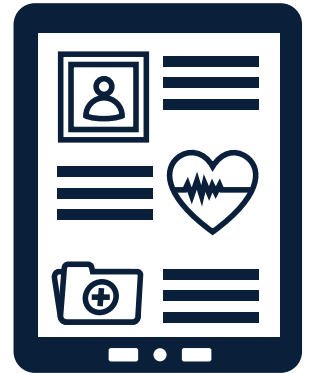
1 Provide Patient-Friendly Digital Capabilities

In today's medical landscape, people have many options for healthcare, which is why positive experiences matter more than ever for patient retention. [According to an Accenture survey](#), consumers increasingly choose medical providers that offer digital capabilities, including the ability to communicate through secure email, online portals, and video conferencing.



2 Tie Communications With Electronic Health Records

When a patient calls with questions about a test result, does your staff have immediate visibility into that individual's EHR or EMR? A communication platform that fully integrates with



patient health records offers a single-pane view from which you can provide superior and streamlined patient service. To maintain patient privacy, use a HIPAA-certified solution that provides automatic redaction in the event health information is discussed.

3 Provide a Better Appointment Scheduling Experience

A modern communications strategy allows healthcare organizations to track the number of patients who are waiting on hold in real time. With real-time data, you can better deploy scheduling resources and eliminate hang-ups, which leads to increased patient visits and higher satisfaction scores. Leverage historical data to plan ahead for days and times that are known to have higher call volumes.

Also, consider networking remote offices. This allows for centralized scheduling and reception, and eliminates the need for multiple office numbers.

4 Modernize Legacy Communications Systems

Meeting patient communication expectations today requires systems that are right-sized for speed and security. IT departments that have to toggle between several communications vendors and work with legacy systems that lack connectivity slow everyone down and pile on unnecessary costs.

Today's best practices call for a modern, unified communications approach that consolidates voice, data, and connectivity into a single solution.

5 Enhance Telemedicine Offerings

Patients not only increasingly expect telehealth options, [more providers favor the option for virtual care as well](#). Advanced video and collaboration technologies can help you deliver remote care, diagnosis, and treatment seamlessly and securely – while reducing overhead and communication costs.



6 Leverage Artificial Intelligence

Every inbound patient call is an opportunity to monitor and improve the quality of a patient's experience. But until recently, processing calls was often time-consuming and costly.

Leveraging the power of artificial intelligence (AI) allows you to streamline previously time-consuming and error-prone tasks. With AI-powered call recording, you can automatically route patients to the representative they need to speak with, enabling more efficient and cost-effective call queuing – and a better bottom line.

Unified communications solutions can be customized for healthcare to measurably improve the patient experience. What's more, when your IT team no longer has to troubleshoot communication issues, it frees up their time to focus on other patient-centric initiatives.

A single, unified communications solution with tools specially designed for the healthcare industry can help you provide better patient interaction and improve satisfaction while eliminating the costs associated with outdated systems and multiple providers.

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