

## HEALTHCARE

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# The Remote Care Checklist

How to Address  
**6 Key** Patient Needs





Over the past year, remote care catapulted into the mainstream, requiring many health systems to launch telehealth initiatives in a compressed time frame. Because of this unexpected disruption in the status quo, health systems now have the opportunity to construct a stronger support infrastructure.

According to a report in [Harvard Business Review](#), patients have come to expect telehealth and other user-friendly options, and their health providers need to respond with integrated technology.

Now's the time to rethink this new operating reality and deploy a communications strategy that can meet modern patient expectations around care. Here are six new patient needs to consider, and how to address them:

1

### Offer High-Quality Digital Experiences

Consumers are looking for good digital experiences. According to a survey about telehealth by consulting firm [Accenture](#), 50% of people stated that a bad digital experience can ruin their entire experience with a provider and even drive them to switch, while nearly 40% believe a good digital experience has a major influence on patient experience.

Offering scheduling, bill pay, test results, and provider communications digitally is a great way to provide the streamlined, user-friendly experience that delights consumers.



2

### Meet Patients Where They Are

[According to research by Accenture](#), Americans 65 years and older want digital health, and they increasingly want it more than other consumers. At the same time, lack of internet access, limited digital literacy, and serious, high-risk conditions present barriers for some older populations.

What's the right solution? Offer multiple ways for patients to communicate on their terms – whether by text, web chat, email, or traditional phone services.



3

### **Deliver Seamless Remote Care**

Telemedicine is now part of the new normal, which means patients want the option of receiving remote care, a diagnosis, and treatment seamlessly and securely outside the walls of traditional medical facilities. This shift has huge benefits for patients and care teams, who can now reach beyond traditional boundaries to achieve better outcomes.



4

### **Provide Personalized, Always-On Communication**

To avoid clustering in waiting rooms, patients now safely wait in their cars before an appointment. When it's time to check in, offer a user-friendly option to text upon arrival, which provides a streamlined process for both patients and staff.

You can also eliminate the need for impersonal answering services with after-hours emergency notification. This allows patients to leave messages on the regular office line, which can be forwarded to the on-call doctor for a quick and more personal response.



5

### **Create a Delightful Patient Experience**

When a patient calls with a question about a prescription or test result, can your staff immediately see the patient's EHR or EMR data? When your communication platform is highly integrated with electronic health records and back-office platforms, you can connect staff to patients, other offices, and labs with a complete picture of the information they need.

No one likes waiting on hold or being routed to the wrong department. Avoid a poor patient experience with call queuing bolstered by real-time statistics. Leveraging the power of artificial intelligence (AI), you can automatically route calls to the representative the caller needs to speak with, enabling more efficient and cost-effective call queuing.



# 6

## Build in Trust and Efficiencies

Do you have a business continuity plan in place? Can patients reach you in the event of a disaster? Responding swiftly to patient needs requires communications systems that are right-sized for speed and security.

IT departments that have to toggle between numerous communications vendors and work with legacy systems that lack connectivity slow everyone down and pile on unnecessary costs. What's more, cybersecurity has emerged as a paramount patient safety issue. To get maximum value, you have to do everything possible to mitigate the risk of a breach.

Healthcare facilities have unique needs, including HIPAA compliance and data security, as well as always-on communication requirements. But transitioning away from legacy communication systems without disrupting performance is a concern.

That's why it's smart to partner with a unified communications provider that specializes in solutions designed specifically for healthcare. The right communication tools allow you to safely meet the needs of your patients and providers — wherever they are.



### CASE STUDY:

## CURING COMMUNICATION BREAKDOWNS

See how ComTec helped a major metropolitan healthcare system increase staff efficiency, patient satisfaction, and revenue.

[Read the Case Study](#)