

## Case Study

# Health System Transforms Contact Center into Customer Engagement Center, Improves Patient Experience

Regional Health System serving millions of patients, adopts SymphonyRM's data science driven CRM to help contact center streamline inefficiencies and use proactive outreach to close care gaps.

### Success Highlights

↑ **15%**

Increased weekly patient appointment bookings using the HealthOS Next Best Action Engine

**\$1+** million

Achieved 50% increase in annual wellness visits, generating incremental value

↓ **35%**

Decreased Abandonment rates in the contact center

### THE CHALLENGE:

#### **Providing a frictionless consumer experience and proactive access starts in the Health System's Contact Center**

A regional health system recognized that in order to improve the patient experience, they needed a 360-degree view of their patients and a modern contact center with enhanced proactive outreach capabilities.

The organization previously relied on multiple teams, siloed systems, and spreadsheets to manage patient engagement, limiting their ability to generate enterprise level insight and allocate traditional and digital resources at the Health System level to improve:

- Provider Utilization
- Patient Experience
- Population Health Metrics
- Reduce Provider Burnout

To address these challenges, the health system recognized they needed an AI-powered Healthcare CRM to make data actionable and enable a consumer-centric and proactive approach to patient engagement.

## THE BOTTOM LINE

### SymphonyRM's Next Best Actions Drives Success

## SOLUTION:

The health system chose the SymphonyRM HealthOS platform to gain a new level of insight into their patient population and provide a consumer experience that is responsive and personalized. SymphonyRM's value added delivery model includes managed services which the health system leveraged to streamline contact center processes, hire and train new representatives, and launch both digital and traditional personalized outreach campaigns.

SymphonyRM's HealthOS provides a data model that pinpoints value-based opportunities in the organization's current database and quickly analyzes multiple sources of data (EMR, payer, consumer behavior, etc.) to generate a personalized and prioritized engagement plan for every patient.

The health system can now coordinate communication efforts - from the contact center to marketing to population health - to drive quality, growth, and loyalty.

### **Next Best Actions Fuels Proactive Outreach (and Revenue)**

Moving from static, un-prioritized paper lists to a centralized web-based dashboard that provides a 360-degree view of the customer with a prioritized list of next best actions is how this large health system transformed their contact center into a best-in-class engagement center.

With SymphonyRM HealthOS, the organization can set up regular and targeted marketing campaigns to their patient population to make them aware of any current clinical initiatives to support their next best actions. Achieving this level of personalization and proactive outreach enabled them to increase annual wellness visits by 50 percent, engage over one million patients digitally, and increase marketing conversions by 100 percent.

## THE BOTTOM LINE:

### **SymphonyRM's Next Best Actions Drives Success**

The health system now has a deeper level of insights about their patients and can more efficiently engage members across multiple channels. With the SymphonyRM platform, the organization can also track patient acquisition, access, quality, growth, and loyalty metrics and use that information for a continuous feedback loop to improve communication, engagement, and care coordination efforts.

Get Started with  
SymphonyRM Today

Learn more at  
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