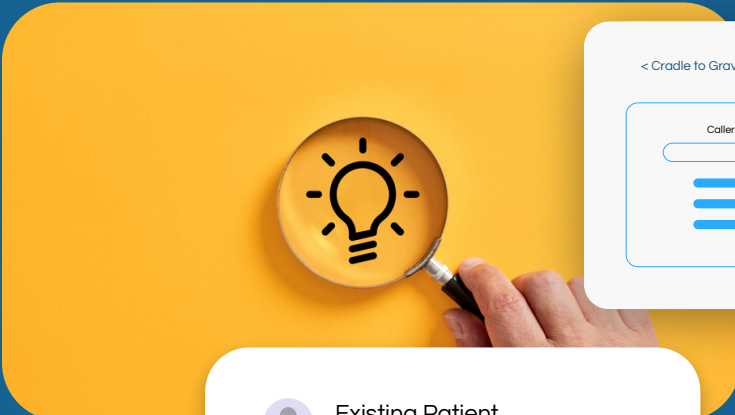










< Cradle to Grave 🔍 X Filters

Caller Info	Duration	Calling Parting	Group	Start	End	Recording
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
☰	☰	☰	☰	☰	☰	⬇
☰	☰	☰	☰	☰	☰	⬇
☰	☰	☰	☰	☰	☰	⬇



 Existing Patient
Michael Roads



Healthcare

Partner Playbook 2023

[XimaSoftware.com >](https://XimaSoftware.com)

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Healthcare



Financial



Manufacturing

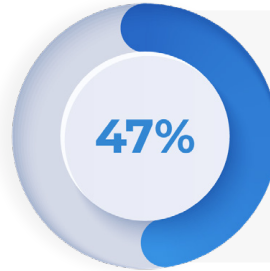


More

Industry Overview

The US healthcare industry is in the throes of an unprecedented workforce crisis.

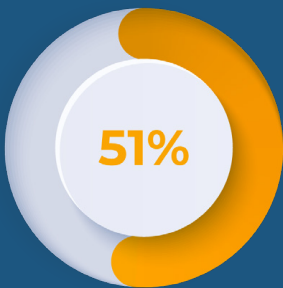
In a recent report, there was an anxiously awaited mass exodus of healthcare professionals, likely to begin with call center employees.



According to an Elsevier report, approximately [47% of American healthcare professionals are planning to exit the industry by 2025](#)

1

Patients Are Not Getting the Service They Expect



Only **51% of call center leaders** reported that patients are satisfied with the service provided by their call centers.

In this new age of [healthcare consumerism](#), where patients increasingly demand higher service levels from their providers, this figure leaves much to be desired. In sharp contrast, Amazon boasts a customer satisfaction score of 84.8 out of 100, and the total average score for e-commerce retail brands hovers at 80.

2

Leaders Are Under Pressure to Prove Their Call Center Is Not a Cost Center

A resounding majority of respondents, [74%, agreed that they feel pressured by executive leadership to demonstrate that their call center is not a cost center.](#)

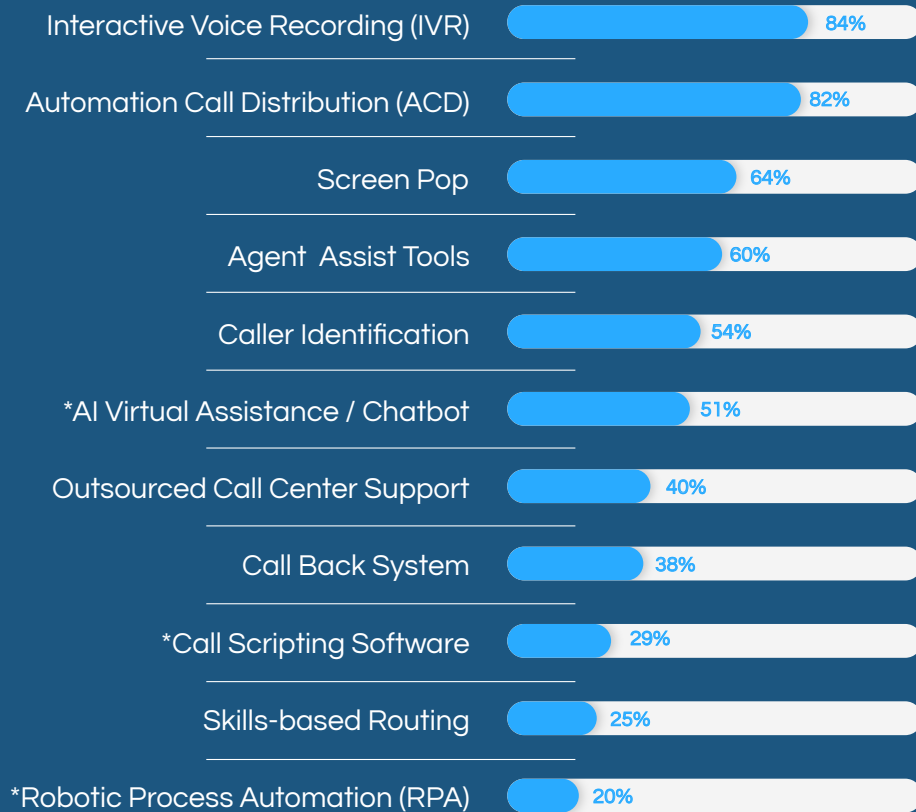
This finding highlights that despite the optimistic outlook regarding the profit margins of their call centers, surveyed healthcare call center leaders are under incredible pressure to showcase their financial contribution to the health system. Due to the current economic climate, it seems that all branches of healthcare systems are dealing with mounting expectations to contribute to net patient revenue

Industry Insights

Outdated Technologies in Front

Many healthcare organizations still rely on outdated technologies, hindering efficiency and patient care. Our innovative software offers a transformative solution, bridging the technology gap to streamline operations, enhance patient experiences, and improve overall healthcare delivery. Embrace the future of healthcare with our cutting-edge platform.

Technologies in Place to Support Agents with Inbound Call Volumes

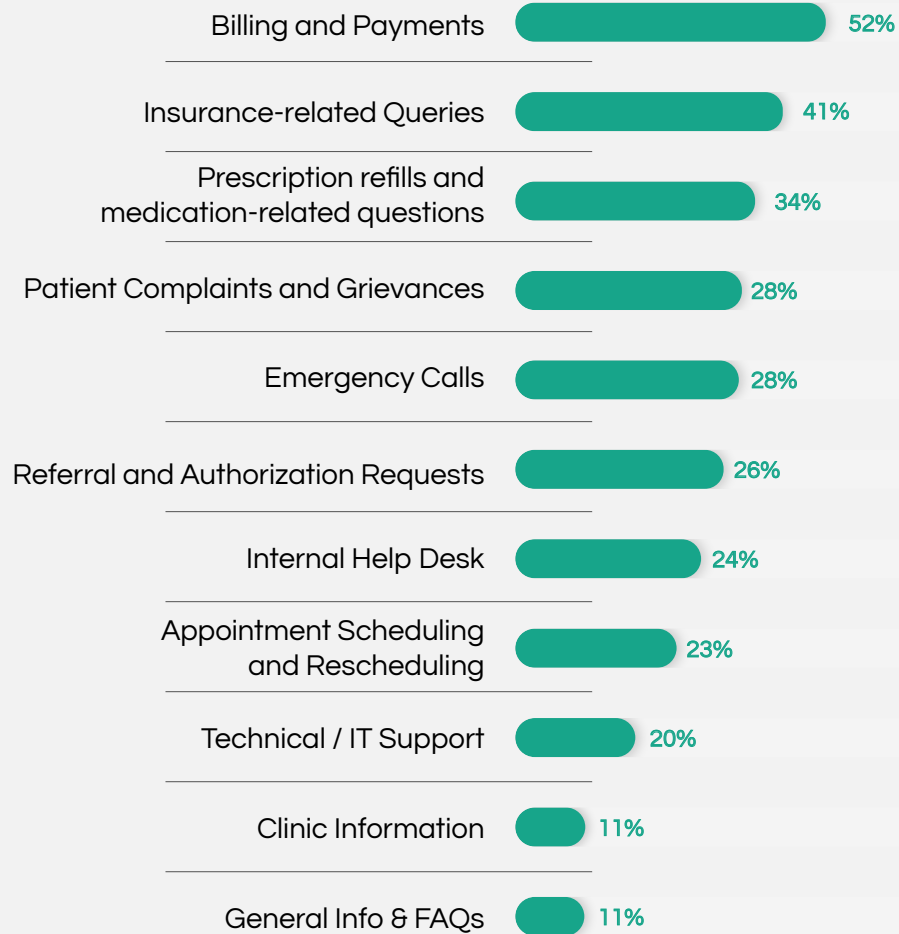


*On 2024 Roadmap

Industry Insights

Main Call Drivers

The primary reasons for patient calls to healthcare organizations revolve around billing and payments, insurance inquiries, and prescription refills. Understanding these key drivers is pivotal for healthcare providers to ensure seamless and patient-centered services.



Xima for Healthcare

Provide patient care and communication effortlessly with Xima.



Patients need care that keeps them informed and gives them the access they need quickly. By using Xima, healthcare organizations can reduce wait times, and simplify workflows for their staff.

Secure (HIPAA Certified)

From top to bottom, our software is meticulously designed to create a secure environment, safeguarding sensitive patient information and maintaining the confidentiality mandated by the Health Insurance Portability and Accountability Act (HIPAA). With robust encryption protocols, stringent access controls, and continuous monitoring, our contact center provides peace of mind defence against potential threats.



Reduced Wait Times

Xima's Contact Center improves the efficiency of healthcare operations by reducing patient wait times and improving communication channels. Xima helps patients manage appointments and access information, helping reduce wait times. Additionally, through intelligent routing, Xima ensures that each patient is promptly connected with the most relevant representative, avoiding unnecessary transfers or callbacks.

Reliable (Cloud)

Hosted in the cloud, Xima allows for swift resource provisioning, ensuring faster response times. Compared to legacy on-premise systems, our cloud-based solution boasts superior up-time, guaranteeing uninterrupted communication services. This allows healthcare professionals to focus on delivering optimal patient care without disruptions. Xima stands as a resilient, efficient, and indispensable tool for healthcare communication systems.

Improve Patient Care

Convenient forms of communication, efficient problem-solving, and time-saving measures improve patient outcomes. You can implement these strategies and more with Xima's contact center software solutions. Better patient engagement means you'll have more satisfied customers who know they can rely on your business to give them the assistance they need.

Improve Patient Care



Appointment Reminders

Not only will appointment reminders help keep a patient's commitments at the top of their mind, it will allow them an easy method to signal that they need to cancel or reschedule. Xima's top-notch reporting and appointment management dashboard will easily help identify patients who may need a call if they did not confirm via text.



Practice and Patient Reporting

All remote communications with your clients (including automated text reminders, outbound calls, and inbound inquiries) will be documented in the same tool. You can drill down on any interaction in cradle-to-grave or compile and summarize the data in historical reports to identify strengths and weaknesses in your team's performance.





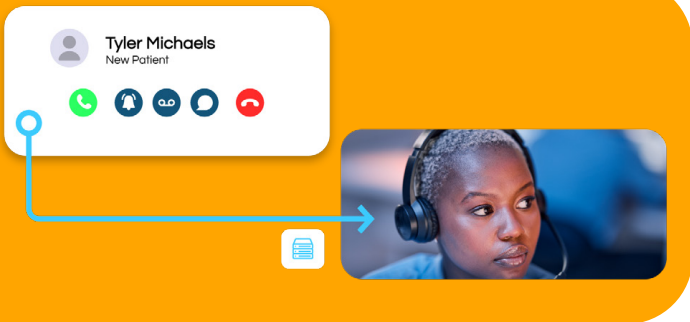
Call Queuing with Queue Callback

Xima takes a proactive approach to minimizing patient wait times through our innovative call queuing and queue callback features. Call queuing ensures that even during peak call times, callers are kept informed about their position in the queue and our call queuing system allows customers to avoid waiting on hold while maintaining their place in line. This convenience eases patient and customer frustrations and leads to better service.



Patient Sentiment Analysis (Speech Analytics)

You can efficiently reduce patient wait times through advanced sentiment analysis. By swiftly addressing recurring issues, this feature frees up agent time, enabling them to deliver exceptional service. Additionally, it provides valuable campaign insights to management, optimizing overall operational efficiency and enhancing the patient experience.



EHR and EMR Integration

With Xima, healthcare professionals can access and manage patient information, appointments, and communication records effortlessly. Xima now integrates with over 70 of the most popular electronic health record (EHR) solutions in North America. Xima's EHR integration syncs patients' contact information and communication history into our top of class reporting engine, cradle-to-grave, and agent client tools. This integration ensures that all relevant data is consolidated in one place, eliminating the need for toggling between different platforms.

Simplify Workflows

Patient Sentiment Analysis (Speech Analytics)

You can efficiently reduce patient wait times through advanced sentiment analysis. By swiftly addressing recurring issues, this feature frees up agent time, enabling them to deliver exceptional service. Additionally, it provides valuable campaign insights to management, optimizing overall operational efficiency and enhancing the patient experience.

Call Prioritization

No one likes having to retell their story to multiple people when they call for patient or customer assistance. Call prioritization allows the customer to tell their story one time, or assign them to the right person by answering a few simple questions at the top of the call. By prioritizing appointments, provider lines, or triage, it eliminates the need for callers to repeatedly explain their situation.



Auto-Attendant

Xima Voice is designed to give companies a simple-to-use, cost-effective, and highly scalable cloud phone system. Voice is a very personal form of communication, and customers expect to be connected with the right person who can address their specific needs and concerns. Using auto-attendant, organizations can ensure that patients or customers incoming calls are routed to the desired person.

Learn more at Ximasoftware.com/healthcare

Top 3 Reasons Why Healthcare Organizations Need to Partner with Xima

Reduce Wait Times

With the labor shortage and budget constraints, healthcare companies are struggling to keep up with the demand and call volume. With Xima's skills based routing calls are routed to the appropriate personnel and this reduces wait times and first call resolution. Xima's callback queues create an automated scheduling system through the phone and allow front desk employees to create callback queues manually for the back office.

✓ **QUEUE CALLBACK REDUCES
ABANDONED CALLS BY 32%**

Expert, Reliable Partners to Your Patient Care Team

Our solution bolts onto the existing phone system, queries their scheduling system for the next available appointments, and allows front desk employees to rearrange callbacks based on priority.

Improve Bottom Line

Meet the Customer where they need. With enhanced communications not all patients want to call. With email, SMS, web chat and Social Media, your team can streamline customer service operations by providing a better experience to your patients Reps can handle more calls or inquiries with the same resources, increasing productivity and reducing costs.

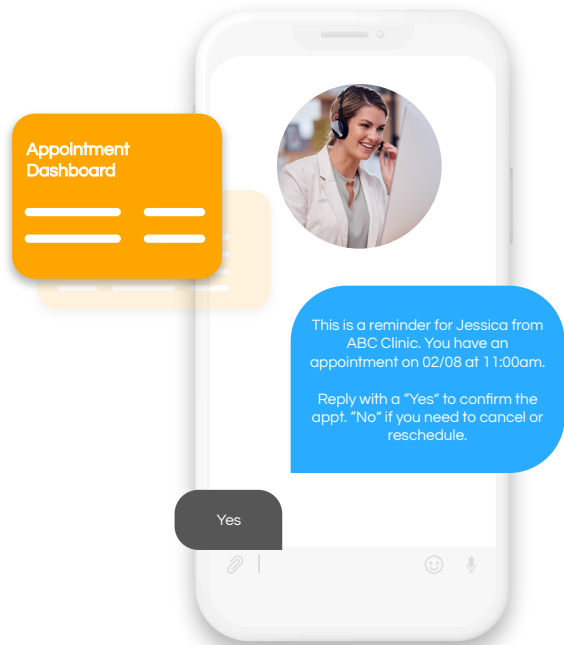


Xima Healthcare Electronic Health Record (EHR) Integration

Integrate with 70+ Electronic Health Record (EHR) Solutions

Xima now integrates with over 70 of the most popular electronic health record (EHR) solutions in North America. Xima's EHR integration syncs patients' contact information and communication history into our top of class reporting engine, cradle-to-grave, and agent client tools.

Your agents and managers will see up-to-date patient identifiers for inbound and outbound communications. We're also enhancing the appointment reminder experience by integrating and intelligently routing patient responses to your scheduling team members to provide the personal touch when canceling or rescheduling appointments.



Reduce appointment no-shows by **50%***:

Not only will appointment reminders help keep a patient's commitments at the top of their mind, it will allow them an easy method to signal that they need to cancel or reschedule. Also, Xima's top notch reporting and appointments management dashboard will help you easily identify patients who may need a call as they did not confirm via text.

Patient contact lists at your agents' fingertips:

Your agents will no longer be required to utilize the EHR/EMR to find a patient's contact information. We'll embed a frequently updated patient phone book into the same client your agents will use for handling calls, emails, and messaging.

Identifying what reminder practices work best:

Every practice and clientele is different in their needs and response rate. With Xima's reporting and dashboards, you'll recognize what reminder templates and frequency are working best for obtaining customer commitments.

Include a human-touch when needed:

Though appointment reminder confirmations can be left for automation and do not require agent time, other types of responses will benefit from involving an agent to get an appointment accurately rescheduled, and answer patient questions.

*Sinch Message Media, (2023, September) Drop no-shows with SMS appointment reminders.

5 Major Features with Xima EHR Integration

1.

Appointments dashboard

We're offering an easy to use dashboard for supervisors or assigned agents to review and update the reminder statuses in one interface. They'll be able to recognize which patients may need a phone call as they've failed to confirm.

2.

User friendly custom reminder templates.

Our customers can build multiple templates to be utilized by different teams to send out the reminders with a personalized message. The outgoing reminder template also allows you to insert intelligent variables to automatically insert patient data into the message. We also offer custom automated confirmation and cancellation replies.

3.

Reminders can be scheduled for multiple days prior to the appointment.

You will be able to define how many days prior to an appointment to send the initial reminder. If you'd like to send additional reminders, i.e. the day before the appointment as well, you can automate a new separately customized message.

4.

Agents will not need to leave the browser-based agent client.

Whether finding a patient's contact information or responding to patient appointment questions/concerns, the agent will be able to accomplish all of this from the same client they manage phone calls, texts, and emails.

5.

Centralized Communication Logs:

All remote communications with your clients (including automated text reminders, outbound calls, and inbound inquiries) will be documented in the same tool. You can drill down on any interaction in cradle-to-grave or compile and summarize the data in historical reports in order to identify strengths and weaknesses in your team's performance.

Xima Success Stories focused on Healthcare



Accelerating Response Times and Delivering Better Patient Experiences

How Fairfax Pediatric Associates modernized
their patient communication platform

[Read the Full Case Study >](#)



Easier Management and Visibility Boosts Healthcare

Privia delivers tools, talent, and technology built to
help doctors and their teams keep patients healthy.
Privia decided to enhance its technology by using
Xima Software solutions.

[Read the Full Case Study >](#)

More Case Studies at
[Ximasoftware.com/CustomerSuccessStories](https://ximasoftware.com/CustomerSuccessStories)

Discovery Questions

Best Opening Questions

- How important is customer service to your organization? How do you measure it?
- How do you actually make money?

Customer Experience Questions

- Do you have abandoned calls? How many abandon calls do you have each day?
- How much is an abandoned call (prospective customer) worth to your organization?
- Are you looking to reduce abandoned calls?
- Tell me how you route calls? What are the decision-making criteria and process?
- Are some of your employees better at handling calls, assisting customers, than others?
- Do you have priority customers? If yes, how do you provide them preferential treatment?
- Do you communicate with customers outside of the phones? Example: email, web chat, SMS, social media (WhatsApp, FB Messenger, etc)? If no, would you like to?
- Do you have appointment reminders? Do you call customers or send SMS messages to remind them?
 - » Can customers confirm/cancel/reschedule their appointments via SMS?
- Do you need visibility into your call volume, queues, who's answering/missing calls? Both historical or realtime?
- Do you record calls for training/coaching purposes? Legal purposes? If yes, what do you do with those recorded conversations?
- For remote workers, new employees, etc do you need to capture what they are doing on their PC screens (to provide coaching and performance feedback/improvement)?
- How do you schedule your team members for their shifts? How do you forecast how many resources (employees) that you will need each day and especially during your busiest days/times?
 - » How do you ensure adherence to your schedules?

Do Not Use These Terms

- Call Center
- Contact Center
- CCaaS
- Cloud Contact Center

Additional Resources

[Xima Health Solution Page](#)

[Maximizing ROI by Moving to the Cloud](#)

[The TLDR on Migrating to the Cloud](#)

[Xima for Supervisors](#)

[Xima for Agents](#)

[Xima for Management](#)

[Xima for Operations](#)



[Ximasoftware.com](#)