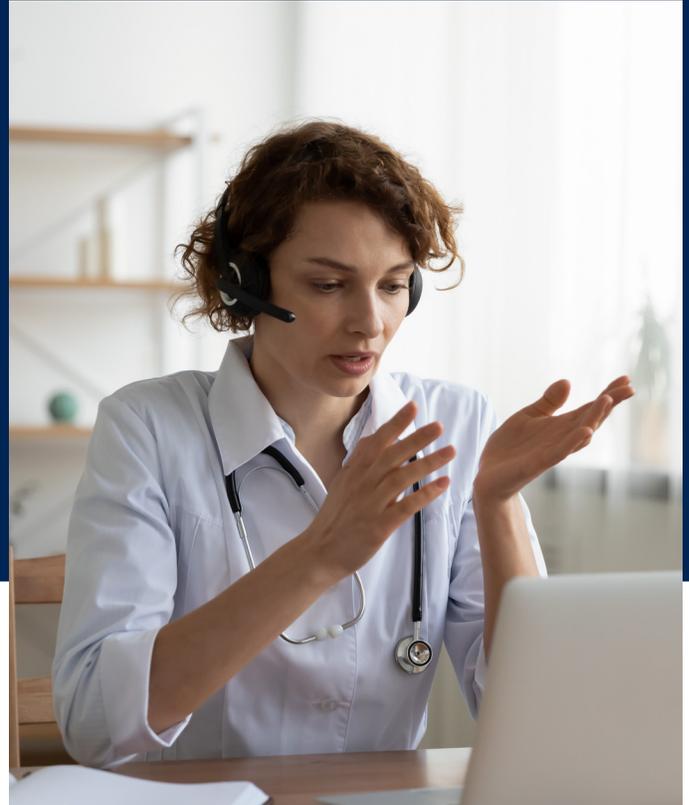# RingCentral

4 payer tips for better member engagement

Research has shown that when patients take a more active role in their healthcare, they have better outcomes. Additionally, improved healthcare outcomes save the healthcare system money. Incorporating digital tools can save up to $220 billion annually.

How can you improve member engagement through digital tools? Here are the top tips to help members take an active role in their healthcare through healthcare communication tools.

1. **Give members flexible communications channels**: Today, people want the flexibility to communicate how and when they feel like it (to wit, 74 percent of Millennials in the US and the UK communicate more digitally every day than they do in person). A unified communications platform offers telephony, chat, and video conferencing to give patients the channels they want.

2. **Automate communications**: Sending automated communications, especially if they're relevant and targeted, can be a great way to engage patients. Many members want to hear from you via text message or chat; research shows that nearly a quarter of customers said they'd be loyal to a company that texts them.

3. **Be available outside of business hours**: Patients don't always get sick or injured between 9 AM and 5 PM. A unified communications platform can work 24/7, so patients can reach out to you when they need you most, and you can share vital information with them even outside of business hours.

4. **Offer self-service options**: Unified communications platforms can provide self-service options to patients for higher member engagement. Research from Forrester shows customers would rather use a knowledge base than talk to a human being.

About RingCentral

Boost member engagement with RingCentral's healthcare communication tools

RingCentral's healthcare communication tools give patients flexible communication options, automated messaging, availability outside of business hours, and self-service options. To learn more about how our unified communications platform can help you, request a demo.

Put member engagement first.

Deliver better patient and member experiences via your healthcare program and bring down costs with modern and secure cloud communications.

RingCentral is where communication meets innovation. We provide a robust, secure and global cloud communications platform with messaging, video and phone. We help healthcare organizations everyday improve collaboration and productivity and ultimately drive better patient outcomes.

Visit us at ringcentral.com/payers or call 833-907-3437.

For more information, please contact a sales representative.
Visit us at
ringcentral.com/payers or
call 844-569-2989.

RingCentral, Inc. (NYSE: RNG) is a leading provider of cloud Message Video Phone™ (MVP™), customer engagement, and contact center solutions for businesses worldwide. More flexible and cost-effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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