

RingCentral for Healthcare Providers: Connecting the Ideal Patient Experience

Healthcare is in the midst of its largest transformation in decades, fueled by advancements in technology and data, with an ultimate focus on improving patient outcomes. The need to build strong patient-provider relationships, enable real-time care team collaboration, and ensure secure communications throughout every aspect of patient care has never been more critical.

Changes in healthcare payer models, new regulations, incentives to move to electronic health records, and an increased focus on patient outcomes have caused a massive digital transformation in healthcare today.

Healthcare providers must navigate these trends successfully, but they face complex challenges, including:

85% of first-attempt voice-only calls fail in healthcare environments¹

Better patient outcomes at better costs.

As the provider landscape has shifted to outcomes-driven measurement and satisfaction scoring, the implications for patient volumes, reimbursements, and overall practice profitability are clear: Healthcare providers need to find a way to increase patient satisfaction, because most of them aren't happy.

Patients today have frustrating experiences caused by healthcare providers' ineffective, disjointed communications systems that prevent them from being able to easily reach providers, schedule appointments, get answers to aftercare questions, or request

prescription refills. Addressing these matters with healthcare providers should be simple, fast, and uncomplicated.

Siloed interaction and collaboration.

Most healthcare providers remain trapped in an old-fashioned world, communicating primarily via pen and paper, old phones, voicemail, and email. These particular communication modes delay patient treatment and discharge, create barriers to follow-up care that can lead to unnecessary readmissions, and more. Healthcare facilities' ineffective, slow manner of operating is out of step with the rest of patients' day-to-day experiences, given today's uber-digital, on-demand world. When a patient's life brushes up against the healthcare industry "norm," the experience leaves much to be desired. Consistently disappointing, frustrating experiences undoubtedly decrease patient satisfaction and likely also result in less optimal outcomes.

The fix? Connecting care teams in real time will speed up treatment and maximize staff utilization while also improving patient satisfaction and outcomes.

Communications without compliance.

Compliance is top of mind for healthcare providers, who are struggling to modernize communications and meet employee and patient expectations for convenience. Good news—there's a better way.

"RingCentral plays a mission-critical role in helping us build strong relationships with the patients we serve, while also allowing us to keep their information confidential and secure in accordance with HIPAA."

— Hernando Celada, CIO, ChenMed

Connecting the ideal patient experience with RingCentral's all-in-one platform

RingCentral's cloud communications solution enables secure patient-provider communication and real-time care team collaboration via video meetings, voice, and team messaging on mobile devices or desktops. With RingCentral, healthcare providers can improve patient satisfaction, maximize staff utilization, and speed up care coordination by connecting the ideal patient experience:

Seamless scheduling experience.

Inefficiencies in patient scheduling frustrates patients and reduces staff utilization. With RingCentral, patients consistently reach live staff with voice calls that fall over to additional extensions or patient access centers. In addition, fast appointment scheduling and automated SMS reminders increase patient satisfaction, reduce no-shows, and optimize staff time.

Faster care, shorter stays.

Forget about paper, phone tag, and email—no wonder 19 minutes of every hour is spent on care coordination! With RingCentral, dispersed care teams can connect in real time using integrated voice, video, and messaging on any device, from any location,

support increased engagement, improved access, and better response times by allowing patients to reach providers in the most efficient way. Patients can talk or chat with staff directly via live agent-enabled patient portals or VIP numbers for post-discharge support—request aftercare instructions, address medication questions, and more. Providers can also add automated outbound patient notifications via SMS to follow up on patient satisfaction surveys, freeing up critical staff time to focus on in-office patients and services.

Secure and flexible platform.

Many healthcare professionals use personal devices, send patient data over unencrypted channels, and are generally out of compliance. Provider staff require a single healthcare-compliant solution that addresses the need to maintain separate personal and business phones without having to use multiple devices. Staff love RingCentral's BYOD support: One device, two numbers for work and personal use.

RingCentral's flexible cloud communications platform replaces numerous shadow IT tools and the use of non-compliant communication channels when interacting with patients and staff while meeting HIPAA's regulatory requirements via our HITRUST CSF Certification. It also integrates with most systems, including more than 1,500 in our App Gallery.

Healthcare providers are moving their communications to the cloud. RingCentral's modern communications platform is tailored for healthcare providers to improve patient satisfaction, maximize staff utilization, and reduce care coordination delays, helping our customers deliver the ideal patient experience.

73% of healthcare professionals send and receive work-related texts²

to exchange critical and timely information, files, and updates for faster decisions and actions related to patient care. Choose the channel that best supports specific clinical workflow actions while offering patients multiple points of secure engagement.

Engage patients in follow-up.

Reduce avoidable readmissions and drive patient engagement with a proactive and easy-to-use post-discharge protocol. Options like click-to-chat and click-to-call in a patient portal

¹ ZK Research 2019 Cloud Communications Can Relieve the Pain in Care Coordination White Paper

² KLAS Wireless Security Report, KU Medical School Survey, Spyglass Consulting Report and FierceMobileHealthcare; IDC Health Insights; Forbes

For more information, please contact a healthcare account executive or the RingCentral healthcare team.

Visit ringcentral.com or call 855-774-2510.

RingCentral, Inc. (NYSE:RNG) is a leading provider of global enterprise cloud communications, collaboration, and contact center solutions. More flexible and cost-effective than legacy on-premises systems, the RingCentral platform empowers employees to work better together from any location, on any device, and via any mode to serve customers, improving business efficiency and customer satisfaction. The company provides unified voice, video meetings, team messaging, digital customer engagement, and integrated contact center solutions for enterprises globally. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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