

5 WINNING STRATEGIES FOR HEALTHCARE COMMUNICATIONS

Today, healthcare innovations abound. Yet, patients still experience long wait times or multiple call transfers when contacting their providers. Many providers haven't adopted modern communications solutions, leading to frustrated patients and negative patient experiences.

THOSE PATIENT FRUSTRATIONS ARE ADDRESSABLE, THOUGH. HERE ARE FIVE WINNING STRATEGIES FOR SUCCESSFUL, EFFICIENT, EFFECTIVE HEALTHCARE COMMUNICATIONS

1

STRATEGY 1:

Determine how your patients want you to communicate with them.

Survey your patients to better understand their needs so they can connect with you effectively; web chat and video are trending within the healthcare industry.

STRATEGY 2:

Put security at the forefront.

Cybersecurity is a huge problem for the healthcare industry; more than 83% of physician practices said they've experienced some kind of cyberattack.

2

STRATEGY 3:

Make it easy for patients to communicate with you.

Often patients desire more than one method of communication. (For example, instead of just having a phone number, enhance your patient portal with web chat features.)

3

STRATEGY 4:

Remind patients of their appointments to reduce no-shows.

A modern healthcare communications system can support automated text message delivery to patients—reducing the need for separate solutions or investments.

4

STRATEGY 5:

Choose the right healthcare communications platform.

Putting a HITRUST CSF certified cloud communications platform in place makes communicating with patients smoother. It intelligently routes calls, enhances your patient portal, and protects and secures ePHI.

5

Brought to you by



Want to see RingCentral's integrated healthcare communications platform in action?

[Request a demo today](#)

to see how cloud communications can transform your healthcare organization