



CH Consulting *Group*


Expert Guidance • Proven Results

Optimizing the Healthcare Contact Center for Results

The client is an innovative pharmaceutical company committed to advancing the health of women and championing awareness of women's healthcare issues. The company develops products that address the unique challenges women experience through various stages of their lives with a therapeutic focus in family planning, reproductive health, and menopause management.

The company's in-house contact center delivers the brand's products and medication at an affordable price with emphasis on exemplary professional customer service. Staffed by pharmacists, data entry clerks and Customer Care Advocates (CCA), the contact center is in the early stages of development.

CH Consulting Group partnered with the rapidly growing organization to help reduce operating expense by optimizing contact center performance. Through a 360° analysis, the team identified 4 areas for opportunity to reduce costs, increase revenue and improve customer experience.



82% of patients say quality customer service is the most important factor they consider when choosing care, which means the success of the healthcare contact center is central to the success of the business (1).

Customer Experience

The CH Consulting Group team completed a full audit of contact center systems and processes to ensure both are HIPAA and PCI compliant. According to the Identity Breach Report (2), the number of exposed health records went up by 51 percent from 2019 to 2021. Data security is important not only to patients, but also to the success of healthcare organizations.

CH Consulting Group also developed a web portal and IVR self-service opportunities to provide patients with the options consumers expect when interacting with companies today.



Workforce Management

The CH Consulting Group 360° analysis revealed Customer Care Advocates were running at a utilization rate of approximately 35 percent. To improve this, CH Consulting Group implemented an RFP process to select a WFM tool to integrate with the company's current technology platform.

Reporting and KPIs

According to MIT Sloan, "KPIs should be the most important data and analytics that an organisation has." (3) Yet, the in-house contact center was not utilizing this important information to help understand operations and make improvements.

CH Consulting Group developed agent and team dashboards and scheduled KPI reports to automatically generate through the company's existing technology system.



Contact Center Technology

One of the fastest ways to realize contact center ROI and efficiency improvements is through investment in updated technology and processes.

CH Consulting Group converted the company's faxes to digital, implemented automation of appointment reminders and prescription refills and developed a data warehouse.





“The best healthcare call centers focus on emotional connections, trust, relationship-building and empathy. Your ultimate goal must be to help individuals take control of their health through timely outreach, helpful agents, and relevant resources. Undoubtedly, this team is a critical aspect of your health system’s patient engagement strategy.” -- Mercury Healthcare

CONCLUSION

Yesterday’s “call centers” have become today’s complex “solution centers,” providing services via multichannel communication. As seen above, a fully optimized healthcare contact center can benefit organizations by allowing them to deliver a higher level of customer service, increase efficiency, decrease costs and boost revenue.

The United States has the highest health spending based on GDP share among developed countries, reaching an all-time high in 2020 of 19.7 percent. CH Consulting Group understands the complexities of the healthcare industry and recognizes that healthcare affects us all. From personal wellbeing to caring for aging parents and children, we all benefit from improvements to the industry.

For more information about how CH Consulting Group can help your healthcare or medical business by optimizing the contact center and other business processes, including audits, leadership recruitment and more, visit chconsultinggroup.com.

By implementing contact center industry best practices related to customer experience, WFM, KPIs and technology, CH Consulting Group delivered the following results:

CUSTOMER EXPERIENCE

- Self-service portal has potential to reduce calls by 10 - 30%
- Savings up to \$5 million (years 1-3)

WFM

- Reduce CCA utilization from 34.9% to 60%
- Reduction of CCA wages by 12.5% or 7 FTE
- Savings of \$15.5 million over 3 years

REPORTING AND KPIs

- Decrease cost/unit by 7%
- Decrease expenses by \$820K

TECHNOLOGY

- Digital adoption = Savings of more than \$300,000 (years 1-3)
- Automation = decrease call volume 10 - 30%
- Savings up to \$1.2 million (years 1-3)

1. <https://silverlinecrm.com/blog/healthcare/25-healthcare-stats-that-show-the-power-of-patient-centered-care/>
2. <https://info.constellaintelligence.com/2021-identity-breach-report>
3. <https://mitsloan.mit.edu/press/new-mit-sloan-management-review-study-finds-only-26-senior-managers-strongly-agree-their-key-performance-indicators-are-aligned-their-organizations-strategic-objectives>