

INDUSTRY PULSE: 2025 TRENDS IN PATIENT EXPERIENCE AND HEALTHCARE CX

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2025 isn't about looking ahead anymore. It's about whether your teams, tech, and systems are actually ready. The bar for patient experience hasn't just gone up. It's already high. And a lot of organizations are trying to play catch-up while juggling everything else.

Here's what we're seeing right now across our healthcare clients, from mid-sized systems to major national players:

AI AND AUTOMATION WON'T FIX BROKEN FOUNDATIONS

01

AI is not meant to be the foundation of your operations, but rather to enhance and streamline them for greater efficiency. If your processes, training, or knowledge systems are out of sync, automation only makes the problems louder.

That's why we built the CHCG [AI Readiness Assessment](#). It helps clients find the cracks before they commit to tech they're not prepared to support. AI

When used right, AI tools like agent assist and post-call summaries can make a real difference. But it only works with clean data, modern platforms, and a team that knows how to use it.

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OMNICHANNEL EXPECTATIONS AREN'T GOING ANYWHERE

02

Patients want options. Phone, text, chat, portal. All of it. One client rolled out an omnichannel approach with smart digital self-service. Three months in, live call volume was down by 25 percent. Service quality didn't dip.

The clients leaning into channel flexibility are seeing real results:

- Lower abandonment rates
- Better first-contact resolution
- Quicker routing and stronger CSAT

PX IS CLINICAL: THE CONTACT CENTER IS PART OF THE CARE TEAM

03

Patients don't care what department you're in. They care if you're fast, helpful, and know what you're talking about. If the contact center stumbles, the entire care experience takes a hit.

We've worked with clients who still saw the contact center as a back-office function. After going through our [360 Assessment](#) and a full CX redesign, they shifted that mindset. They brought their contact teams into the core care model. The payoff? Stronger retention, faster resolution, and a clear lift in patient and employee satisfaction.

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FINANCIAL FRUSTRATIONS ARE PX PROBLEMS TOO

04

Billing confusion and coverage delays are now driving churn just as much as clinical complaints. One project involved reworking the IVR, adding live co-browsing for coverage issues, and training agents to handle billing with more empathy. The results spoke for themselves. Fewer escalations. Faster resolutions. Better retention, especially for high-needs patients.

SECURITY AND COMPLIANCE STANDARDS KEEP CLIMBING

05

Patients want quick access, but not at the expense of safety. At one national pharmacy, a lack of integration between their contact center and CRM systems led to manual workarounds and real HIPAA risks. We helped optimize the flow and removed those risky steps. Compliance gaps dropped by over 40 percent. Security can't be an afterthought. We're helping teams roll out secure knowledge portals, automated refill flows, and voice-auth tools that cut both risk and handle time.

METRICS THAT ACTUALLY TELL YOU SOMETHING

06

Volume doesn't equal insight. One pharma client in women's health brought us in to help build real-time dashboards. They started tracking things that mattered. Self-service deflection. Agent utilization. Sentiment by channel.

After 12 months, they:

- Cut staffing costs by 12.5 percent
- Boosted CCA utilization from 35 to 60 percent
- Raised satisfaction by more than 25 points

That's what happens when your metrics focus on outcomes. Not just output.