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Maximising Patient Access

Omnichannel – The future
for patient communications

Improve patient access with an omnichannel environment

Virtually every aspect of modern life has been, and will continue to be, radically reshaped by innovation and technology—and healthcare is no exception. The NHS long-term plan drives NHS digital transformation to provide straightforward digital access to NHS services that will help patients and their carers manage their health.

Digitalisation will see changes in the way the NHS communicates with patients, with the goal of 75% of adults registering for the NHS app by March 2024. Already, new channels of communication are opening up including voice, video, chat and SMS, leading to improved patient and staff experiences.

Blake Telecom and the 8x8 Agent Workspace bring these interactions together with patient records to provide contact centre, administrative and clinical staff with the information they need to efficiently address and personalise each interaction.

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When patients need care, they expect to be able to contact their NHS care provider, GP or local hospital.

Providing patients with better access to contact centres and self-serve environments for low-touch interactions such as appointment booking and managing repeat prescriptions is essential to improving efficiency and reducing Did Not Attends (DNAs).

Plus, omnichannel communications increase patient access and enable easy scheduling of important reminders to reduce DNAs and free up appointments for those that need them.

NHS data suggested five million patients were unable to book a GP appointment in a one month* period, according to The Independent, putting unnecessary pressure on already stretched accident and emergency departments.

Voice. Connect with patients for consultations, appointment making, test results, advice and more. Call recording maintains records for clarity and training.

Video. Sometimes things can be hard to explain, and live video can supplement a telephone appointment to help patients communicate more effectively.

Chat. Chat apps allow patients to interact when they don't want to be overheard with important information stored securely.

SMS. SMS, with text-to-speech for accessibility, allows important information and reminders to be sent to reduce DNAs.

*October 2022

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73%

of baby boomers and older still prefer to commute via telephone

Source: 8x8 research

54%

of Gen Zers choose chat as their first choice for Interaction

Source: 8x8 research

90%

of text messages are read within three minutes and are 5x more likely to be read than emails

Source: tatango

AI and insights for performance monitoring

CIOs need to look at all areas of the organisation and seek communication solutions that can accelerate the speed patients go through care pathways.

Adoption of artificial intelligence will become mainstream to help clinicians apply best practices, according to the NHS long-term plan, and deliver consistent patient experiences.

8x8 connects staff and patients on a single communications platform with omnichannel and AI-powered experiences, in the field, surgery and hospital, with powerful analytics and insights to measure performance and better understand patient experiences.

With real-time information, 8x8 allows managers and team leaders to take immediate actions to improve service; manage call queues and reduce abandoned call rates, help reduce DNAs and improve operational efficiency.

Plus, cross-platform reporting provides business leaders with the information they need to identify trends, with granular detail and end-end journey analytics, to measure and deliver on strategic goals.

30%

of interactions by 2031 will be handled by a virtual assistant that would otherwise have be handled by a human agent

Source: Gartner

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Essential tools for a consistent patient experience

- **Omnichannel**—Voice, Video, Chat and SMS with ERP and Microsoft Teams integration

- **Workflow integration**—Integrate communications outcomes into workflows and automate routine actions

- **Auto Attendants**—Easily manage call routing plans with up-to-the-minute call queue information and drag-and-drop technology to manage changes in call volumes or staff availability

- **ICA (Intelligent Customer Assistant)**—Harness AI-powered (NLP/NLU) conversational chatbots to create a personalised, virtual experience for patients

- **Sentiment Analysis**—Use speech analytics to understand patient emotions and behaviours in real-time to guide staff through calls and ensure the best resolution
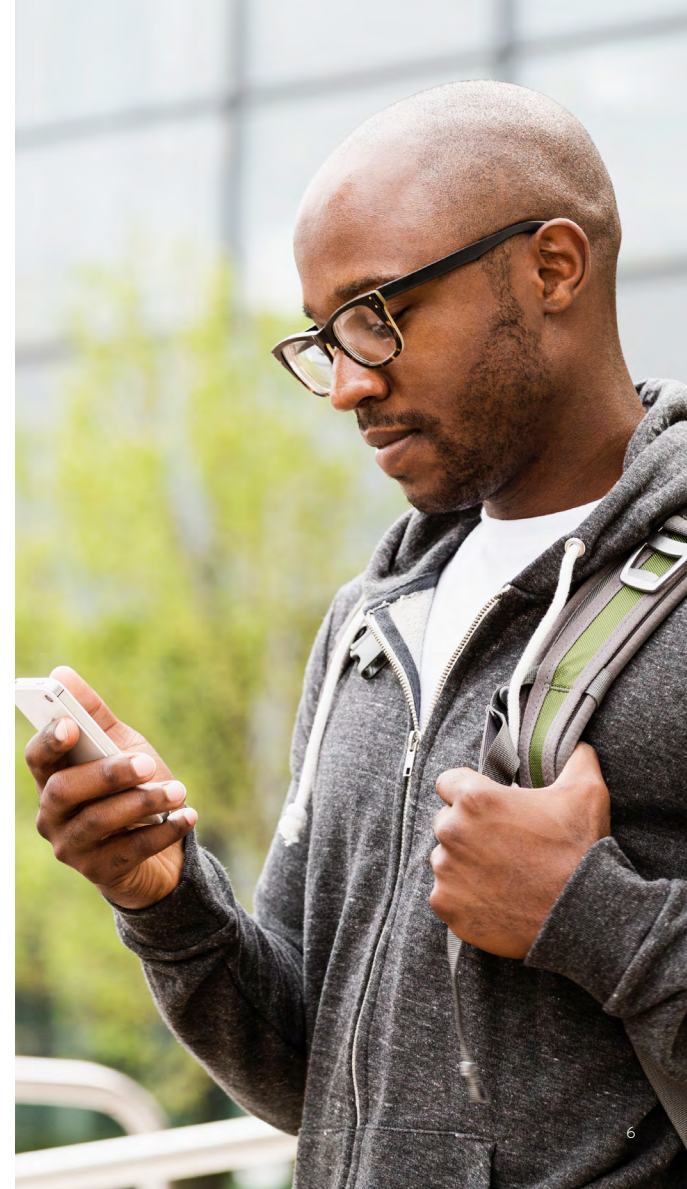
A safe pair of hands

8x8 provides NHS Trusts with a safe pair of hands for all staff and patient communications.

The highly secure 8x8 cloud-based communication platform is a secure and resilient solution that improves patient experiences and protects their data, while delivering peace of mind to technology leaders.

- A 99.999% uptime SLA
- UK Ring-fenced data
- DSP toolkit compliant
- 35+ NHS Trusts successfully migrated

Connect staff and patients like never before across community teams, acute services, ICBs and other central services to deliver safe, secure and timely interactions.

5 Reasons healthcare professionals are choosing 8x8

1. **Maximise patient access and experiences.** Consistent experiences for users across all communication channels on a single platform that integrates with EPR systems and Microsoft Teams

2. **Ensure reliability and compliance.** A safe pair of hands for a risk-averse migration to a secure solution that is DSP toolkit compliant with a 99.999% uptime SLA and UK ring-fenced data

3. **Deliver digital-first communications.** Unified Communications and Contact Centre migrated at your own pace with a proven, right-size cloud-native platform to deliver omnichannel experiences

4. **Improve staff productivity and welfare.** Better decision-making capabilities with call handling, speech analytics, call recording and AI statistics across all staff and patient interactions

5. **Increase cost efficiency.** Lower TCO; optimised IT footprint and improved workflows for increased staff productivity

Being able to communicate directly with people wherever they happen to be working has never been more important.

At 8x8, we remain steadfast in our commitment to providing a single cloud communication platform that maximises patient access and experiences, modernising old systems while meeting compliance requirements, allowing healthcare organisations to improve cost efficiencies, patient outcomes and staff productivity.

Crown Commercial Service

8x8 solutions are listed on Crown Commercial Services G-Cloud and NS3 (RM6116) frameworks.

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56%

Having one integrated communications platform can deliver a measurable return on investment and 56% Lower TCO than a multi-vendor strategy

Source: Metrigy

Find out further details by calling 01325 647000 or visit blake-telecom.co.uk