



ACQUEON 

CASE STUDY:

Major West Coast Health System

How Acqueon Modernized Collections & Compliance AND Maximized Patient Satisfaction for a SoCal Institution

Customer Background

A huge not-for-profit healthcare system based in California with four acute care hospitals, three specialty hospitals, three medical groups, and a health plan. This Provider offers medical services in primary care, heart care, cancer, orthopedics, stroke/neurology, and many other areas. Every day, approximately 2,700 affiliated physicians and 19,000 employees provide over 785,000 patients with extraordinary care.

Challenges Driving Change

Serving over 27% of a large Southern Cali county's 3M+ residents, this system has long been recognized as one of SoCal's leading health care providers. As the company (and its wealth of patient data) continued to grow, pain arose from managing vast data and trying to develop outreach campaigns using disparate systems.

1. Lacking Omnichannel Capabilities

Their legacy campaign management solution couldn't handle the campaign volume or level of complexity required to launch omnichannel campaigns.

2. Too Much Data to Manage Effectively

With patient data for over 27% of a SoCal metro's residents on the line, this Provider's CRM system became overloaded, resulting in poor-performing patient engagement and re-engagement campaigns.

3. Underperforming Collections Program

On top of it all, they struggled to collect past-due invoices. Although the Collections program was functioning, it needed to be modernized and streamlined.

MAJOR U.S HEALTHCARE SYSTEM

Account Highlights

INDUSTRY:
HEALTHCARE

100 OUTBOUND
OUTREACH AGENTS

EMAIL & SMS CHANNEL
LICENSES

30 IVR VOICE DROP
LICENSES

ACQUEON CUSTOMER
SINCE 2019

The Solution

This Health Care hero needed a new campaign management solution that would integrate with its existing Customer Relationship Management (CRM) software. Built-in compliance was another must-have, and a plus for the company.

They learned Acqueon offered the only solution that didn't require switching CRM systems and promptly signed on. Acqueon's solution, Acqueon Engagement, was also configurable to their specifications, which would enable more flexibility and customization than the former solution.

Acqueon helped them launch **27 Patient Contact Center (PCC)** and **9 Patient Financial Services (PFS)** campaigns just 16 months after kicking off the project. Today, this well-loved Health system hosts patient data in its CRM, which is used for campaign contact lists, automatically updated by Acqueon, and passed back to the CRM for a completely closed-loop, integrated solution.

Top Reasons Acqueon's Outbound Campaign Manager Was Chosen:

- ✓ **100% Platform-Agnostic:** Just layer Acqueon in any leading Contact Center or CRM
- ✓ **Flexibility & Customization:** Huge increase over former campaign management solution
- ✓ **Complete Omnichannel Engagement:** Acqueon's Campaign Manager fully integrated with their CRM system
- ✓ **Robust API:** Reliable way to import complete, accurate customer data required for effective outbound campaigns
- ✓ **Comprehensive Compliance Suite:** Acqueon Engagement features built-in, comprehensive compliance and simplifies managing risk while maintaining patient data security

The Results

(FINALLY, THE GOOD STUFF!)

With its robust, feature-rich omnichannel campaign management solution up and running, this large West Coast Health System saw immediate benefits, including:

- Advanced campaign flexibility for sending out large volumes of patient reminders
- Complete compliance with DNC and critical government regulations
- Reduced dependency on third-party vendors & corresponding cost savings
- Vastly improved capabilities for patient self-service

- ↑ 17% APPOINTMENT ADHERENCE
- ↑ 58% PATIENT SATISFACTION
- 29% TIME TO RECEIVE PAYMENT
- ↑ 47% MORE PATIENTS UTILIZING SELF-SERVICE
- ↑ 2x # OF CAMPAIGNS EXECUTED

About Acqueon

Acqueon's Conversational Engagement Platform enables proactive revenue generation and service for customer-obsessed companies by orchestrating omnichannel campaigns across voice, messaging & email channels. The platform, Acqueon Engagement Cloud, offers an advanced Campaign Manager powered by built-in Conversational Intelligence capabilities and a rich Customer Engagement Data Platform.

Using statistical and predictive models, as well as intelligent workflows, Acqueon helps enterprises maximize the potential of every customer conversation. Acqueon is trusted by 200+ customers and 110,000+ agents, across industries, to increase sales, drive proactive service, improve collections, and establish customer loyalty.

Turn Your Contact Center Into a Patient Engagement Hub. Contact Acqueon today.