



# USE CASE: Acqueon for Healthcare

Patients of all ages now expect to communicate with healthcare providers via mobile, and, on the go. Many expect texts & automated voicemails about prescriptions, refills & appointments. Leading Providers now use proactive & digital communication channels as standard practice because they know the risk of not doing so: missed appointments or revenue & low patient satisfaction scores.

**50%** Of patients prefer digital tools for appointment reminders & post-care communications. (DocASAP)

## THE TOP PATIENT EXPERIENCE & PATIENT ENGAGEMENT CHALLENGES

*(as described by our healthcare customers)*

Healthcare providers need a strategic partner to help them deliver consistently positive patient experiences:

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We have great doctors, but we lose patients due to poor overall experiences.

Our patients can't change or cancel appointments online, so they miss them. It has huge impact on revenue.

Our dataset is too large to segment ourselves and determine the next best step to improve the patient experience.

We use multiple channels to communicate with patients and they all operate separately. We struggle to manage them all and maintain compliance with the federal and state Do Not Call lists.

Staffing is a constant sore spot for our practice. Add the impact of the patient experience and the need to increase patient engagement, and it feels like we just can't win.



## PROVIDERS & SYSTEMS USE ACQUEON TO IMPROVE PATIENT ENGAGEMENT

Acqueon Engagement Cloud: it's the leading Conversational Engagement Platform & includes:

1) An advanced Campaign Manager powered by:

2) AiQ (Acqueon's Data Intelligence platform w/ built-in, Real-time Conversational Intelligence capabilities & a Customer Engagement Data Platform).

- Enables outbound omnichannel (e.g. voice + digital) campaign management
- Massive positive impact on patient experience w/ personalized messages
- Reduces manual workload; staff can quickly filter patients by demographic criteria & automate targeted campaigns
- Includes predictive models to determine Next Best Action
- Easy to setup/use Reports & Dashboards
- Built-in Compliance Suite for complete compliance adherence

## HEALTHCARE BUSINESS INITIATIVES THAT BENEFIT USING ACQUEON

- ✓ Appointment Adherence
- ✓ Patient Event Notification
- ✓ Self-service
- ✓ Post-appointment QM & Surveys
- ✓ Payment Notifications
- ✓ Collections

### Healthcare Verticals & Industries that Trust Acqueon for Proactive Patient Engagement

- Hospital Systems & Hospitals
- Healthcare Payers & Revenue Cycle Management
- Medical Insurance
- Preventative Medicine
- Vaccination Engagement Initiatives



## RESULTS & OUTCOMES: HOW PROVIDERS ARE MEASURING SUCCESS

Success is defined differently at every practice, but most of our healthcare provider customers measure similar KPIs. Based on typical outcomes, here's how using Acqueon has improved success KPIs for our customers:

- +58%** Patient Satisfaction
- +17%** Appointment Adherence
- +35%** Net Promoter Score (NPS)
- 29%** Time to Receive Payment
- +4%** Revenue per Patient
- +47%** % of Patients to Self-service

## WHY ACQUEON?

1. We're proven to help Healthcare providers maximize the full potential of every patient conversation & transform from reactive to PROACTIVE patient engagement
2. Acqueon Engagement Cloud is the leading Conversational Engagement platform for patient engagement @ large/mid-size Healthcare Providers (customers include The Brooklyn Hospital Center (part of Mt. Sinai), Planned Parenthood, Honor Health, El Rio Health, Geisinger & many more)
3. Integrates w/ all leading on-prem & cloud Contact Center solutions (plus Epic, Salesforce & virtually all Systems of Record)
4. Comprehensive built-in Compliance (so you can stop worrying about DNC and the long list of rapidly morphing/growing Fed/State regulations)
5. Built-in Real-Time Agent Coaching, Real-Time Agent Guidance & Real-Time QM (so you connect more AND get to YES-outcomes more!)

**Exceed Patient Satisfaction & Loyalty Goals: Use Acqueon's Conversational Engagement Platform for Proactive Revenue Generation & Patient Engagement.**