



Keys to Success

According to the NHS (National Health Service), the following points all contribute to the patient experience:

- Engagement of patients and their families in the care process
- Emphasis on continual feedback from patients and families with measurements for improvement
- Recognition of the importance of embedding desired values and behaviors across the organization
- Enablement of staff to act on the patient's behalf

Aspect[®] Healthcare

Creating positive experiences for patients and staff

Today's providers are confronted with an increasing number of challenges. Large healthcare organizations have multiple clinics, hospital facilities and doctor offices, all spread out geographically and tenuously connected with numerous, varied phone or communications systems. Add to that a constant stream of patients contacting your institution with needs as diverse as prescription refills, clinical questions, directions, appointment scheduling and billing. Imagine being able to not only effortlessly navigate patients to the right area the first time but also have the right employee with the right skill set available and empowered to resolve the patient's medical issues. Enter Aspect Healthcare. Aspect Healthcare enables this type of patient-focused ecosystem through a purpose-built, unified environment for multi-site healthcare organizations. Visualize patients interacting with your healthcare system through a single point of contact in a security-enabled, enterprise-wide process. Envision empowered staff having access to a 360-degree view of the patient interaction and being able to efficiently manage it. Realize coordinated processes and care across departments so you can achieve your singular goal of cost-effectively elevating the patient experience. Aspect Healthcare makes this possible.

"Patient experience is a recognized component of high-quality care and hospital boards must understand how their patients are experiencing care if they are to effectively translate their needs and preferences into higher quality, safer and more efficient services." ¹

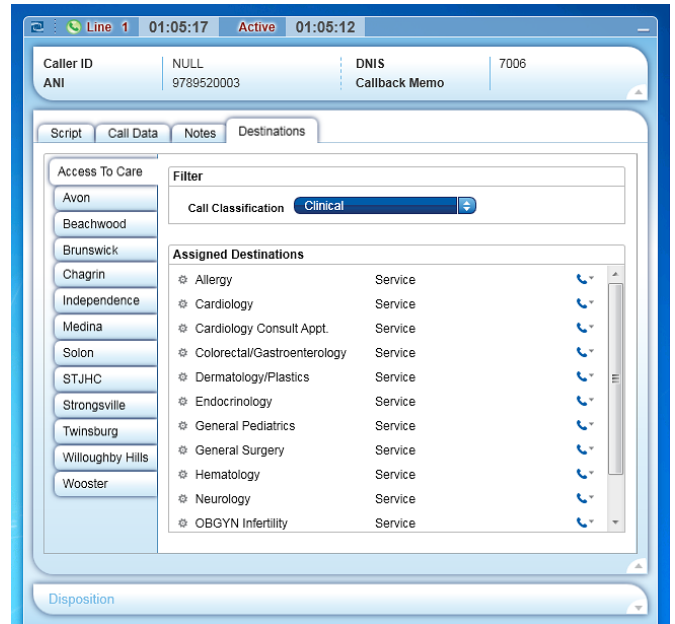
A Healthcare Revolution

There are several forces pushing healthcare to evolve. The development of new analytics and new technologies, increased patient access, a dwindling physician pool, and an aging patient population are immediate change factors. Hospitals and physician practices are also recognizing that more value needs to be extracted out of episodes of care for both patients and providers. Aspect has risen to the occasion by developing a purpose-built solution to manage this evolution. **Aspect Healthcare** is a solution suite that empowers providers to effectively manage the ever-changing healthcare ecosystem and evolving patient needs.

“It’s time for a fundamentally new strategy. We must move away from a supply-driven health care system organized around what physicians do and toward a patient-centered system organized around what patients need.”²

Put Patients First

Aspect® Healthcare - Patient Connect is purpose built to improve your patient’s experience. Starting with their first call, patients have access to physicians at any location within your healthcare network. During interactions, employees are empowered with a 360-degree patient view that makes for an informed and productive conversation. Notes can be easily entered within the same patient record that is visible on their screen for capturing important information shared on the call. If your patient needs to be transferred to another clinician or specialist – no problem. Easily view who is available before transferring the call (complete with notes), without needing to manually search directories for the correct extension. Confidently transfer the call to the right person with the right skill set who can efficiently handle the situation. Stop frustrating patients and perpetuating costly inefficiencies with lengthy wait times to transfer calls – often to the wrong person or location.



Find locations and specific practices/offices within a desired location based on the skill set you are attempting to find such as Clinician, Receptionist, or Hot-line (emergency). You will only see locations and departments available that, for example, have appropriate clinicians on-staff who are available and can take the call. Identify specific locations and departments based on skill sets needed to treat the patient. When you select the department best suited, you will see real-time availability of the staff who can receive the transferred call.

“It’s simple. When you proactively engage patients in their care, the quality of that care improves.”³

Healthy Engagement

There’s a commonly held perception that healthcare is a process in which doctors take care of patients. But increasingly healthcare systems are figuring out that, at times, a more effective way to help patients get healthy is to actively engage them to take care of themselves. Patient engagement is the key to patient adherence – a prerequisite to achieving better patient outcomes. The vast number and complexity of healthcare guidelines makes it nearly impossible to successfully monitor patients’ status manually. Proactive outreach solves this problem by automating the entire process—leveraging intelligent technology to proactively identify patients who need recommended care and initiate customizable notifications regarding visits, tests, procedures or other follow-up care. **Aspect Healthcare** can help you develop proactive engagement strategies that create superior patient experiences.



Aspect Patient Connect puts patients first by simplifying the patient appointment scheduling process. Patients use a single phone number to call into a centralized scheduling department. Call routing rules provide flexibility in getting the call to the right party as the patient interaction unfolds.

High Touch Patient Care

Aspect® Healthcare provides proactive patient care by using information about patients collected through surveys, interaction quality monitoring, social monitoring, patient histories and other tools and resources to accurately anticipate needs and interests of patients. Drive the best patient and business outcomes from proactive outreach and care efforts with the ability to:

- Optimize provider schedules and revenues by reminding patients of upcoming appointments
- Maximize patient engagement in their own care
- Enhance the management of chronic and preventative care
- Strengthen the patient-provider relationship

Knowing where your patients are helps you determine the best contact methods to use for proactive communication, and when to use them saving time and resources. With government restrictions on contacting patients, including rules requiring consent, it's more important than ever to increase your odds of calling – and connecting with – the right person at the right time.

Engage Patients Where They Are

Patients are more empowered, connected and vocal than ever before, using social media to express opinions with unprecedented reach and speed. More than 70 percent of patient complaints expressed on Twitter go unanswered by health systems, and 88 percent of healthcare consumers cite that they will not engage with health systems that ignore these tweets. **Aspect Healthcare - Social Engagement** engages patients where they are: in the social sphere. Designed from the ground up to meet the specialized needs of the healthcare contact center, it can also easily be utilized by other departments engaged in social patient care, such as the Ombudsman team. Aspect identifies and prioritizes posts, routing them to the appropriate team who can respond within the originating social network. The response teams can easily interact with consistent, embedded knowledge base content as a way to satisfy patients.

According to 2013 research by Aon Hewitt, only 4 out of 10 healthcare employees report that they are engaged — 40 percent are “passive or actively disengaged.”

Empowered and Satisfied

The mission of healthcare systems is to serve patients, and engaged employees drive high-quality patient experiences. Besides the financial ramifications of HCAHPS and CAHPS scores, according to the White House Office of Consumer Affairs, dissatisfied customers will tell 9-15 people about their negative experience, while about 13 percent of dissatisfied patients will tell more than 20 people. Do the math - healthcare systems that don't view patient satisfaction as a high priority need to do so immediately.

Alignment to Patient Needs

Aspect Healthcare - Workforce Management achieves better patient outcomes by ensuring that the right employee is at the right place at the right time to respond to the patient's needs. When patients call their healthcare system, they want answers, not hold time. **Aspect Healthcare - Workforce Management** provides a 360-degree patient view of the interaction to help healthcare systems assess the intensity of the patient's request and appropriately respond. Patients are triaged according to severity of condition by staff that is empowered to make critical decisions that impact the patient experience and well-being. Aspect puts patients first by providing tools that extend access to more patients and improving the overall outcome of the encounter.

Improved Engagement

Improve patient experiences with employees that are engaged and satisfied. **Aspect Healthcare-Quality Management** boosts employee satisfaction and ultimately the patient experience with essential call logging (full-time recording), speech and text analytics, quality monitoring and coaching capabilities that identify areas of improvement. **Aspect Healthcare - Performance Management** turns data into employee coaching opportunities with KPI-based reports and dashboards. Synthesize data across the healthcare system and deliver role and user-based reports and dashboards to all employees, ensuring visibility and alignment to operational and strategic patient satisfaction goals.

Flexible Care Environments

Today's workforce is more mobile and expects a flexible work environment to fit their lifestyles. **Aspect Healthcare - Workforce Management** is designed to allow for full operational functionality from remote environments. Healthcare systems can implement more varied scheduling options such as split shifts. An employee can work 7:00 AM to 11:00 AM, sign off, and work another shift in the evening hours – whatever best suits call volumes and staff schedules. Employees feel empowered and are able to find a better work-life balance. Patients have a better overall experience because of it.

“It's a common patient complaint about the people involved in their care: ‘Sometimes the left hand doesn't seem to know what the right hand is doing. I don't feel everyone is working together’.”⁴

Collaborative Care

Process improvement or change management in healthcare assures that the critical systems are operating optimally. The goals of healthcare process improvement are to enhance the effectiveness of systems across departments that improve the quality of the patient's experience and care. Finding the few critical processes on which to concentrate change management efforts can generate a 20-50% improvement in those processes, and significantly impact patient and employee satisfaction as well as your bottom line. Aspect can help

you identify those critical processes that can make a difference not only to your day to day operations and staff, but also your patient's experience.

Delivering on the Patient Promise

Successful patient encounters don't stop at the doctor's office. Patient interactions are more complex and require coordination across the entire healthcare system to ensure that patient expectations are consistently met. Many interactions require the back office to deliver on the patient promise that the healthcare system has made. For example, coordination of appointment schedules, lab work, insurance payment processing, medical prescriptions, and new patient enrollment are all processes that may begin with a simple request from a patient or provider.

This is why **Aspect® Healthcare - Advanced Back Office Optimizer** provides healthcare systems with a purpose-built solution for not only improving back office productivity but also harmonizing the front and back office processes to achieve better synergies, higher utilization rates across all operational resources, and better patient outcomes.

Aspect Healthcare - Advanced Back Office Optimizer helps healthcare systems:

- Forecast, plan, and schedule the people resources performing back office tasks (or resources who perform a combination of front and back office tasks) in a way that maximizes resource utilization and delivers against set KPIs through **Aspect Healthcare - Workforce Management**
- Distribute and redistribute work items (tasks) based on predicted task outcome and real-time resource availability through **Aspect Healthcare - Back Office Optimizer**
- Capture data from and automate individual work processes on a user's desktop through **Aspect Healthcare - Desktop Analytics**
- Gain visibility into process and resource efficiency
- Automate coaching and performance corrections in line with KPI achievement through **Aspect Healthcare - Performance Management**

Transforming the Experience

Transforming the patient and staff experience requires a critical evaluation of patient-facing processes and procedures. Aspect's healthcare team has deep experience in clinical operations and healthcare technology and can collaborate with you to address specific issues that are preventing your healthcare system from running smoothly. Perhaps explore how nurses can access easy-to-use wall kiosks to collaborate on the interpretation of unit and department-specific quality data, as well as map out actionable steps to better align with unit, department, and corporate strategies and goals. As a Microsoft go-to partner for healthcare provider solutions, Aspect can help you streamline your processes and achieve more positive patient outcomes.

A Successful Journey

Patients start their journeys with questions about their symptoms, bills or the need to refill their prescriptions. Aspect Healthcare takes the guesswork and frustration out of the interaction by creating a patient-focused ecosystem through a purpose-built, unified environment for multi-site healthcare organizations. Patients can interact with healthcare systems through a single point of contact in a security-enabled, enterprise-wide process. Employees have access to a 360-degree view of the patient interaction to efficiently manage a patient's concerns. **Aspect Healthcare** helps make the patient journey a productive, happier one.

1 Lord Darzi, Department of Health, "High quality care for all: NHS next stage review final report", 2008

2 Michael Porter, Harvard Business Review, October 2013

3 Jeff Rowe, Healthcare IT News, April 2014

4 Leonard L. Berry and Jamie Dunham, Harvard Business Review, "Redefining the Patient Experience with Collaborative Care", September 2013

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About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit www.aspect.com.

