



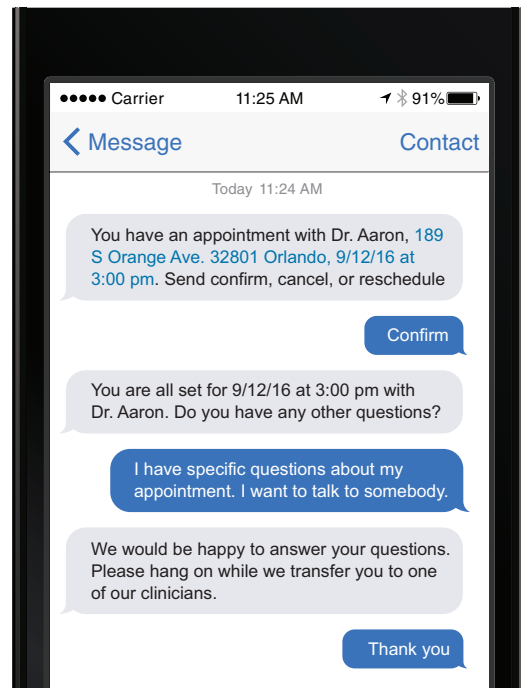
# Reimagine the Patient Experience through Mobile and Self-Service Technology

Interact with patients and family members with the self-service and mobility options that they want and use every day.

Mobile self-service solutions are the lynch pin to encouraging patient engagement along with optimizing the patient journey from beginning to end. Consumers expect that businesses provide a quick, painless way to manage routine interactions and get to needed information when convenient for them. Providers can meet these expectations by leveraging the same mobile and self-service technologies that industries such as banking, travel and retail have used to transform the customer experience.

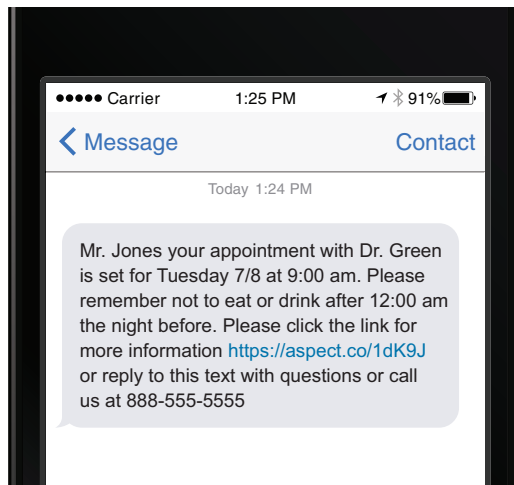
## Appointment Scheduling and Reminders

Self-service solutions enable providers to be proactive with their patient communications through multiple channels, including voice, SMS, and email. From a simple, automatic pre-appointment notification, patients can manage, reschedule, and submit cancellation requests. Interactive Text Response (ITR) technology enables patients to take the initiative by replying to the notification with common questions such as, "will I be able to eat before my appointment?" or "what do I need to bring?" And, with natural language understanding (NLU) these two-way interactions become open-ended, natural conversations. Patients can move to live assistance from any channel if they have complex concerns at any time.



## Admission and Encounters Preparation

Mobile self-service solutions connect patients to critical real-time information and resources concerning their upcoming treatment. This is important in an acute care situation as it helps patients and family members prepare and make arrangements before surgeries requiring an extended hospital stay. A simple SMS reminder telling a patient to abstain from eating the night before surgery can go a long way. Without that reminder the patient might show up unprepared and the physician will have no choice but to reschedule.



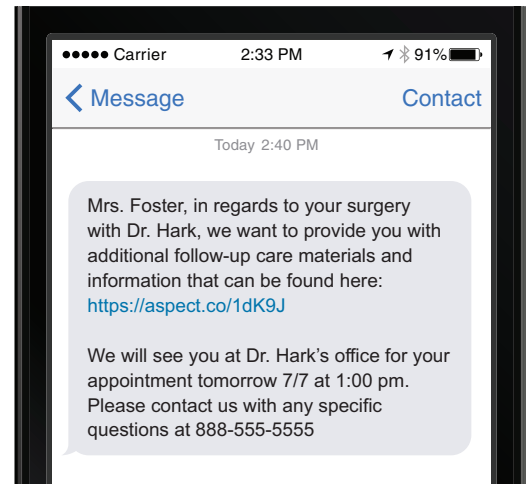
### Improve Family and Patient Communications (Engagement)

As patients take more control of their health, it is inevitable that they and their family members will have a lot of questions. Secure mobile apps can create a digital white board that links to a patient's EHR so patients, family members, and other clinicians can receive notifications and access real-time information about a patient's status, whereabouts, and transition of care. For example, "John Michaels has been taken down to x-ray at 4pm, and will return to room A45 by 5pm."

### Discharge and Appointment Follow-up

Two of the main contributors to unnecessary readmissions are the patient not properly following the physicians post-discharge instructions; or there is a communication gap between the physician, the patient, and family. Leaving the facility with a folder of printouts is not enough. There are a lot of instructions to remember, and it is easy for a patient or family member to become confused about follow-up care or prescribed medication instructions. Unfortunately, this increases the likelihood that the patient will need to be readmitted and/or fall short of post-discharge care.

By linking self-service tools to EHR systems, providers can push post-discharge instructions or transition of care information through secure links over SMS, email, or mobile portals. They can access care information, manage diets and track medication in an easy-to-use digital format. Additionally, patient questions can be answered by replying to the SMS or email that originally delivered the information through ITR and NLU technology; or they escalate more complex questions to a live clinician over voice or web chat.



The patient experience begins well before the patient walks into a facility, and extends beyond discharge. Mobile and self-service technology is empowering patients to stay educated throughout their journey by providing access to resources and enhancing communication with their providers over the channels they use every day. The more educated a patient is the more empowered they are to make better decisions. The end result is an increase in patient satisfaction and retention; and a reduction in readmissions and empty beds for providers. Mobile and self-service technology helps providers meet consumer expectations and navigate through the complexities of the entire patient journey to provide the pain-free experiences that patients want.

**Corporate Headquarters East**  
300 Apollo Drive  
Chelmsford, MA 01824  
+(1) 978 250 7900 office  
+(1) 978 244 7410 fax

**Corporate Headquarters West**  
2325 E. Camelback Road,  
Suite 700  
Phoenix, AZ 85016  
+(1) 602 282 1500 office  
+(1) 602 956 2294 fax

**Europe & Africa Headquarters**  
2 The Square, Stockley Park  
Uxbridge  
Middlesex UB11 1AD  
+(44) 20 8589 1000 office  
+(44) 20 8589 1001 fax

**Asia Pacific & Middle East Headquarters**  
7 Temasek Boulevard  
#08-02 Suntec Tower One  
Singapore 038987  
+(65) 6590 0388 office  
+(65) 6324 1003 fax

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