

Valley Medical Center

Large nonprofit healthcare provider located between Seattle and Tacoma, Washington



The Organization

Located in Renton, Washington, Valley Medical Center (VMC) serves over 600,000 residents offering medical, surgical and 24-hour emergency care as a Level III Trauma Center. In addition to the hospital, the Medical Center operates a network of more than two dozen primary care, urgent care and specialty clinics throughout Southeast King County.

Motivation for Change

Every initiative at Valley Medical Center is designed to put patients first, which requires constant assessment of the effectiveness of the center's procedures. Accomplishing this mission is what prompted Valley Medical Center to seek out new technologies that would help elevate the patient experience. They recognized that their outdated technology perpetuated fragmented processes across siloed departments. This resulted in slowing the pace of patient interactions and impacting the overall patient experience. In addition, a lack of technology integration created reporting challenges across the organization and limited visibility into their outbound dialing campaigns. Other capabilities that Valley Medical Center lacked included complex outbound dialing, screen and call recordings (to help drive quality and patient communication) and unified reporting.



Another catalyst for undertaking a technology upgrade was **The Healthcare Information Technology for Economic and Clinical Health (HITECH) Act of 2009**, which provided \$30 billion to stimulate the adoption and meaningful use of electronic health records and related infrastructure.

Desired Solution

Valley Medical Center based their criteria for new patient communication technology on the Institute for Healthcare Improvement's Triple Aim: decrease healthcare costs, improve population health and enhance care for the individual. Of utmost importance to Valley Medical Center was the ability of their communication technology to integrate with their healthcare record software, Epic, through desktop integration and automation for patients calling to make, cancel and confirm appointments. Specific to patient communications, Valley Medical Center wanted to better connect with today's patients by expanding beyond voice technology. They also wanted to retire legacy systems and consolidate under one vendor.

Why Aspect

The heart of the enterprise-wide health record system at Valley Medical Center is Epic. Valley Medical Center selected Aspect as the communication tool that could most help enhance the patient care experience due to Aspect's integration with Epic. This technology integration puts Valley Medical Center at the leading edge of utilizing patient record management to personalize and improve the overall patient experience.

To make their goals a reality, VMC deployed: Aspect® Patient Connect™, Advanced List Management™, Aspect® Quality Management™, Aspect® SecureAgent™, Aspect® Workforce Management™, Aspect® Performance Management™, Aspect® Customer Experience Platform™ (CXP) Pro, Customer Survey, Customer Email, and SMS.

The Results

Since deploying the full suite of Patient Engagement Solutions, Valley Medical Center has seen many positive patient impacts. The goal for the Aspect integration with Epic was to optimize call handling, reduce table time loss and update Epic dynamically. Today, screen pops connect Aspect's interaction management technology with Epic's Hyperspace client upon the arrival of an incoming interaction, whether it be a call, email, text or other channel. Pulling up a patient record prior to a conversation saves the patient time and gives agents a substantial head start on Epic-based workflows.

“Collaboration between Aspect and Valley Medical Center has been fantastic. We’re doing work around the patient experience that has never been done before. Aspect partnered with us to deploy the right strategy and the right technology for our organization.”

– Wayne Manuel, SVP Strategic Services at Valley Medical Center

Other department-specific benefits include:

In the **Emergency Department**, the patient follow up averages rose from >5% to 100%.

The **Patient Financial Services department** now uses new self-service tools to prompt patients to enter the guarantor number on their bill. It then screen pops the patients' account in Epic to the agent. And agents have omni-channel capabilities to text or email patients further information.

The **Patient Resource Center**, the call center for appointments across the network, will establish an interface connection between Aspect and Epic scheduling module to achieve their goal of enabling patient self-service through the IVR. Patients will receive a consistent experience across all clinics. The **Radiology department** has seen such improvements as well as an improved delivery of prep instructions to patients with upcoming procedures due to the omni-channel capabilities.

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About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, allowing organizations to unite around the customer journey. By developing fully native **interaction management**, **workforce optimization** and **self-service** capabilities within a single customer engagement center, we enable dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging the agility of our worldwide cloud infrastructure and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

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