



Delivering on the  
**Patient Experience (PX)**  
through CX Innovation

**ATENTO**

WHITE PAPER

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## + Introduction: An **Omnichannel Strategy** for Well-Being in the Healthcare Sector

As technology and digital services evolve to meet consumers expectations, favoring speed and convenience, companies are discovering more effective strategies to service and delight customers. Over the last few years, CX technologies and processes have been reevaluated to prioritize customer centricity and promote meaningful and profitable customer experiences.

The Healthcare Industry is not an exception. A recent survey by Harvard business review showed that **57% of healthcare executives say that improving CX is a top business priority**. Enhancing the patient experience (PX) takes a combination of omnichannel technology, people and strategy, to promote convenience and peace of mind throughout the health journey.

### + **Bridge the gap between patient care and customer experience**

Patients demand consistent and personalized experiences that extend beyond the interaction with healthcare professionals. The sensitive nature of this kind support requires health organization to ensure patients are provided with the right information and expedited assistance, regardless of the channel they choose. Leading omnichannel technologies integrate AI tools and data-driven process automation to deliver frictionless conversational flows and preventing delays in response.

A comprehensive omnichannel implementation brings benefits to patients, as well as providers and payers. An excellent example of this is treatment and prescription adherence; CX companies like

Atento leverage **predictive analytics** to determine the best channel and best time to contact customers with appointment or prescription reminders. Blending these functionalities with consumer health data gives patients security and peace of mind, knowing that their specific needs are being met. Providers can focus their attention on delivering a great experience in the healthcare setting, while payers ensure transparency and customer satisfaction throughout the process.

Atento's **customer experience solutions and omnichannel platform** can seamlessly integrate to any healthcare company's tech stack, creating a seamless synergy that integrates patient data for increased efficiency, reduced costs and an overall enhanced experience.



## + Prioritize empathy and dependability in the patient journey

The current economic landscape and labor market presents a **big challenge for healthcare providers** looking to build inhouse support teams. Having compassionate, proactive and certified agents is a key element of a patient support program. Agents must be knowledgeable, thoughtful and able to create trust-building connections at any stage of the healthcare journey.



Atento leverages **industry-leading recruitment, staffing tools and training methodologies** to tap into reliable sources of talent, helping healthcare organizations find suitable profiles for their PX strategies. With a continuous improvement mindset, we develop your support staff using innovative training tools, including microlearning modules and gamification to ensure the highest standards of care are being met.

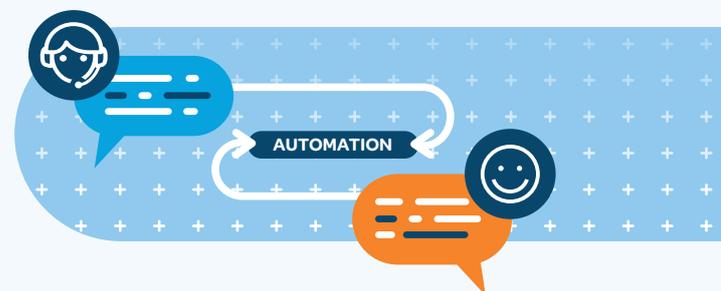
While supporting a federal vaccination program at the peak of the COVID-19 pandemic, Atento recognized the need of creating a continuous training program to keep the frontline updated

on CDC guidelines, which were updated on a weekly basis. Agents were enrolled in a digital weekly update course, taking tests to ensure they could provide accurate information through voice, email and chat channels. The campaign was a success, with high customer satisfaction scores and almost 100% of calls answered.

## + Achieve humanized connections, supported by AI

By leveraging back-office automation, healthcare providers can integrate patient data into their support framework, which helps deliver customized and accurate information during interactions. It also mitigates human error, avoiding customer fatigue and increasing speed of resolution.

With the use of machine learning and speech analytics, payers can rely on propensity models to help drive **more empathetic conversations with healthcare customers** in need of debt relief. A better understanding of patients from a financial perspective can also help promote customer relationships built on loyalty and trust.



## + Advantages of an **Omnichannel CX strategy** with a human touch

### + PROMOTES **EFFICIENT COMMUNICATION**

Generate **direct alerts** for patients, delivering information on appointments, tests, and expirations, using apps, text messages, or email.

### + BUILDS **MEANINGFUL CONNECTIONS**

Data science applied to achieving a **better understanding of customers needs**, resulting in better health support outcomes.

### + FACILITATES **FEEDBACK**

Social media, applications, and chatbots help **drive self-support and manage request volume**. It also facilitates the deployment of voice of the customer programs.

### + OPTIMIZES **PERFORMANCE**

Monitors **agents' performance** and helps identify areas of improvement.

Bringing a consultative approach to your patients journey, Atento can implement **CX solutions for improving workflows and generating value for your care ecosystem**. Empowering qualified care agents with Next Generation CX Capabilities can help establish precise customer profiles and develop bespoke strategies based on their needs, making their health journey more rewarding.

Atento brings **proven practices, processes and technologies** to deliver on the patient experience through CX innovation, enhancing profitability and maximizing healthcare outputs.

#### ▶ A SAMPLE OF OUR SERVICES FOR HEALTHCARE ◀



**Inbound and outbound appointment**  
and collections campaigns



Customer service for  
**insurance policy support**



Back-office support  
for **HR recruitment**



HR and IT internal  
**Help Line support**



Tech support for **medical**  
equipment and devices

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