

How Workforce Optimization Helps Patient Access

Five important areas healthcare organizations are focused on



envision®

Exceptional patient experience is the foundation of world-class healthcare.

The advent of artificial intelligence is revolutionizing our lives, work, and interactions with technology.

Patient Experience

In healthcare settings, the patient experience holds tremendous importance as it profoundly impacts the overall quality of care and outcomes. A positive patient experience cultivates trust, facilitates effective communication, and enhances patient satisfaction. When patients feel heard, respected, and actively involved in their care, they are more likely to participate in decision-making, follow treatment plans, and adhere to prescribed medications. Furthermore, a supportive and compassionate healthcare environment can alleviate anxiety, reduce stress, and contribute to a sense of well-being, thus aiding the healing process. By prioritizing the patient experience, healthcare providers can create a nurturing atmosphere that not only addresses medical needs but also acknowledges the emotional and psychological aspects of care. This approach ultimately leads to improved patient outcomes and a more resilient healthcare system.

By recording and evaluating interactions between patients and staff during registration, whether in-person or over the telephone, healthcare organizations can effectively capture and assess the patient experience. Leveraging artificial intelligence, these recorded conversations can be analyzed to ensure accuracy and completeness,

thereby identifying any errors in the registration process. Moreover, through coaching and e-learning, staff members can receive targeted feedback and training to rectify mistakes and enhance their performance. This integration of artificial intelligence not only streamlines the registration process but also promotes continuous improvement and professional development within the healthcare team.

The National Association of Healthcare Access Management (NAHAM) recognizes the critical role of patient access as the initial encounter patients have with a hospital, setting the tone for an exceptional patient experience. NAHAM has established AccessKeys® as key performance indicators (KPIs) for healthcare organizations to evaluate and measure collections, conversions, patient experience, productivity, and quality. Artificial intelligence plays a pivotal role in this process by utilizing evaluation forms and automated scorecards. By leveraging AI algorithms, recorded interactions can be evaluated and scored, aligning performance indicators and processes with the evaluation scorecard. This integration of AI enables organizations to map and assess key performance indicators, ensuring efficient and convenient registration and payment processes, and establishing the foundation for an outstanding patient experience.



85%
of organizations surveyed view customer experience provided as a competitive differentiator.



50%
of organizations surveyed believe that the quality of customer contact plays a primary role in customer retention.

By harnessing the power of AI-driven analytics, healthcare organizations can proactively identify areas for improvement and make informed decisions to optimize their registration processes. For instance, if the goal is to complete registration within 10 minutes, interactions can be scored based on whether they meet this KPI. Interactions falling outside the KPI can be analyzed to determine the reasons behind extended durations, thereby identifying coachable moments for staff, finding process efficiencies, reducing costs, increasing collections, and improving the patient experience.

Revenue Cycle Management

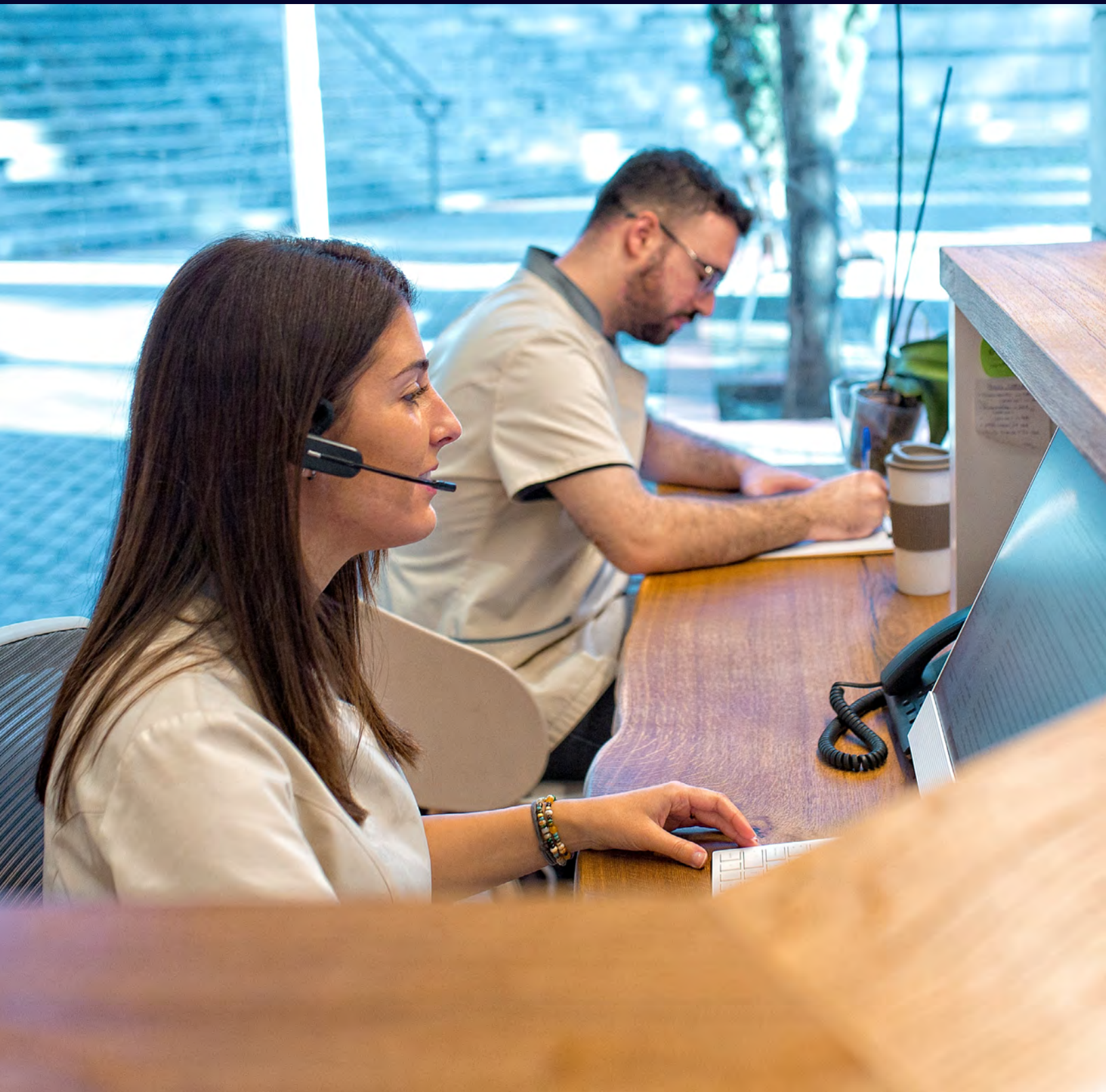
Ensuring timely payment collection relies on relentless pursuit of accuracy, streamlined processes, and quality. Patient access, as the initial point of interaction, plays a crucial role in achieving accurate estimates, prompt point-of-service (POS) collections, and timely reimbursements. Artificial intelligence greatly aids revenue cycle management by offering several benefits. Firstly, every interaction is recorded and scored, allowing automatic identification of interactions that do not meet established key

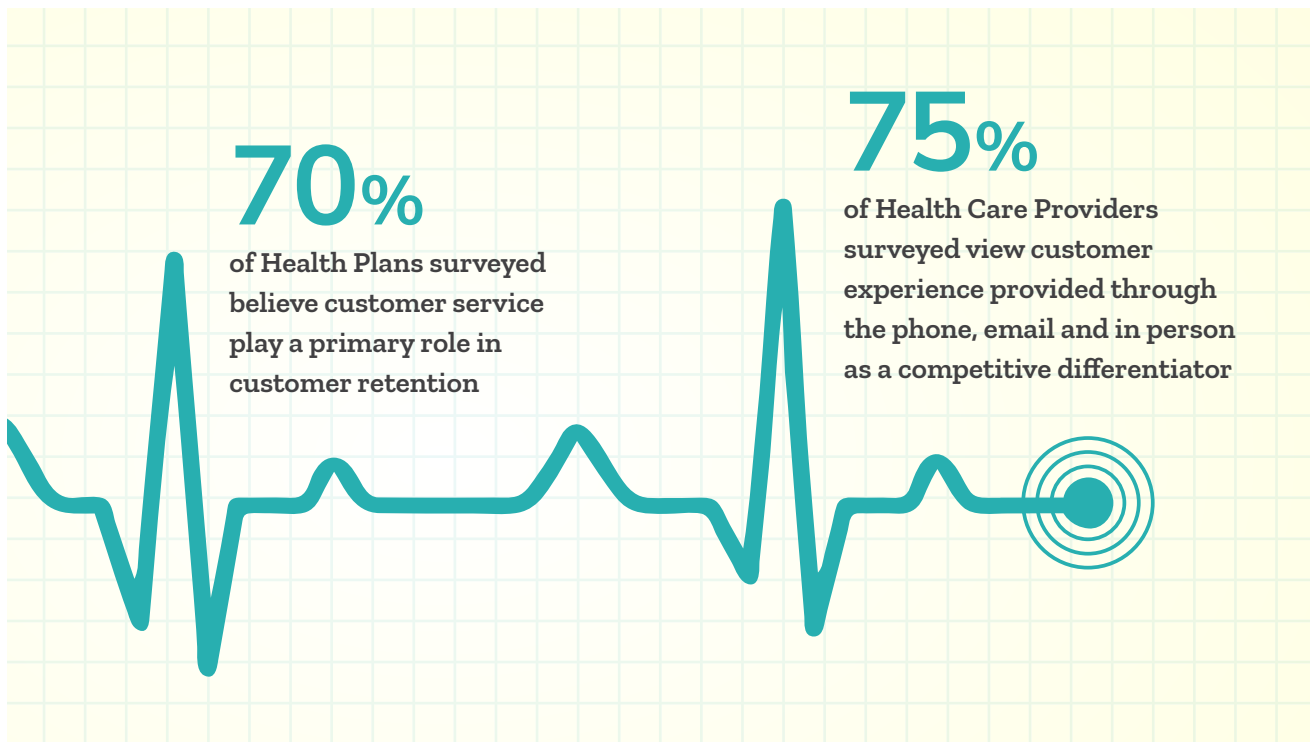
performance indicators (KPIs). This helps detect potential issues such as missing insurance codes or incomplete registration fields.

Secondly, when staff errors occur, AI facilitates future error prevention by providing feedback and coaching to staff members. They can review the interaction, listen to coaching and feedback, and identify the precise location of errors, whether it's a simple miscoding or a failure to follow a critical procedure for a specific type of procedure. In lengthy calls, specific segments can be marked for review, eliminating the need to listen to the entire conversation.

Retaining recorded interactions proves valuable in the later stages of the revenue collection cycle. Each recorded interaction can be associated with a unique patient ID or identifier, enabling quick and easy retrieval of all interactions related to a patient or insurance company. In cases of claim denials or disputes, these recorded interactions serve as a valuable resource for problem-solving and resolution. Overall, artificial intelligence enhances revenue cycle management by facilitating accurate payments, error prevention, and efficient dispute resolution processes.

"Patient Access groups that prepare for the consumerism of healthcare today and setup their workforce optimization strategies **will have a competitive advantage and increase revenue**, just as other industries have including retail, utilities, travel and hospitality, amongst others."





Healthcare Consumerism

Healthcare consumerism aims to empower patients, improve healthcare outcomes, enhance the patient experience, and promote efficiency and affordability within the healthcare system. Transparent information about costs and services plays a crucial role in achieving an exceptional patient experience, fostering patient retention and satisfaction.

Embracing consumerism offers significant advantages for healthcare organizations. For example, consumers now expect to make upfront payments for products and services using credit and debit cards. Hospitals that collect payments before procedures have the opportunity to ensure patients understand their financial responsibility and facilitate upfront revenue collection, improving cash flow to the satisfaction of the organization's CFO.

However, it is crucial to consider Payment Card Industry (PCI) compliance obligations when processing credit card payments over the phone or in person. Retail organizations are familiar with the PCI consortium, which governs regulations for credit card transactions. Compliance involves refraining from collecting and storing sensitive card information, such as the CVV code, during recorded interactions. Additionally, any recorded interactions containing patient or credit card details should be securely stored and transmitted, prioritizing data protection. When implementing a patient experience solution, it is vital to adopt measures that allow interaction recording without capturing sensitive payment data.

75% of Patient Access Departments evaluate employee satisfaction



Operational Efficiency

By leveraging artificial intelligence to automate analytics, valuable insights into the efficiency of specific agent groups or entire sites can be gained in comparison to their peers. This comprehensive evaluation of every interaction allows the identification of reasons behind deviations from desired key performance indicators (KPIs). Deviations may be attributed to agent behavior, requiring coaching and guidance, or indicative of system or process-related challenges that need resolution.

Through process optimization and ongoing coaching programs, true operational transformation can be achieved within the patient access group. This transformation leads to an enhanced patient experience by reducing paperwork, minimizing phone call durations, and decreasing claim denials. Furthermore, reimbursements increase as staff members receive continuous coaching to improve their performance.

By harnessing the power of artificial intelligence to automate analytics, a deep understanding of the efficiency of various agent groups or sites can be obtained in comparison to their peers. Evaluation of every interaction enables comprehension of the reasons behind any deviations from desired KPIs. Coaching becomes essential for deviations attributed to agent behavior, while prompt resolution is required for system or process-related issues.

Employee Retention & Engagement

Patient Access staff members responsible for patient access and registration are increasingly burdened with complex processes. This, coupled with ever-changing regulations and high expectations from patients and employers, can lead to tremendous stress and confusion.

Industry analysts estimate that healthcare organizations spend up to 70% of their healthcare providers annual budget on hiring, salaries, benefits, and other staff costs. This represents a significant cost and opportunity to ensure that organizations position their staff for success and efficiency. A poorly trained and coached staff member not only creates errors in patient access, leading to revenue collection problems, but also jeopardizes the patient experience. Using recorded interactions for training, evaluation, and proactive coaching is crucial for onboarding and retaining effective staff and creating a successful patient experience. Ongoing feedback and coaching enable employees to improve their skills, stay engaged, and focus on the patient journey.

Studies have shown that employees who receive ongoing coaching exhibit greater confidence, job satisfaction, and perform nearly twice as well a year later compared to employees in similar roles who only receive initial training. With healthcare consumerism and increased competition, accuracy alone is insufficient; organizations must implement programs to keep staff motivated, engaged, and aligned with the desired patient journey.



About Envision

For more than 20 years, Envision has been providing award winning solutions that optimize customer experience by turning data from customer interactions into action, making an intelligent impact on your business that leads to exceptional customer experiences. Data from phone, e-mail, web chat and social media interactions can help quickly identify patterns and trends, optimize operations and transform customer relationships. Envision delivers innovative software solutions, in the cloud or on premise, to optimize your workforce. With our integrated line of Click2Coach.ai products, customers get voice of the customer analysis, performance management, desktop analytics, speech analytics, interaction and compliance recording, quality management, workforce management and coaching and eLearning.

For more information, please call us at 1-800-975-9384, send mail info@envisioninc.com or visit us at www.envisioninc.com to learn more about how we help healthcare organizations with patient experience and revenue cycle management.

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