



Empowering Patients Throughout Their Healthcare Journey with Self-Service PRM Technology



Advancements in technology have fundamentally transformed how we interact with businesses. Instead of driving to stores to shop or calling businesses to learn about their services, many of these tasks are accomplished at our fingertips. From ordering food via DoorDash (2.16 billion orders in 2023¹) to arranging a ride with Uber (23 million rides per day²), it's simply more convenient than ever before to accomplish our daily tasks through self-service technology.

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The healthcare sector is also being transformed by the new consumer experience standards set by the consumer industry. Patients increasingly prefer to manage their healthcare interactions in the same way they handle other aspects of their lives—through their phones and digital platforms. Studies indicate that two out of every three patients prefer to book appointments online, and more than half of millennials and Gen Xers would switch providers if they could not book appointments online³. In short, patients demand self-sufficiency.

Why Self-Service for Healthcare

This preference for digital self-service is reshaping how healthcare providers deliver care and interact with patients. Instead of waiting an average of eight minutes on the phone⁴ to book an appointment, patients can now accomplish this task in mere seconds from their mobile device. Instead of one-way text reminders for upcoming visits, patients receive a confirmation message with easy options for rescheduling should a conflict arise. And instead of burning out staff members answering frequent scheduling-related phone calls each day, enabling self-service appointment management allows contact centers and healthcare providers to focus on more important tasks.

Below we dive deeper into three key benefits of enabling patient self-service technology for healthcare.



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1 Enhanced Patient Experiences

We've already established that we live in a mobile-first society with consumers of all ages becoming accustomed to accomplishing basic tasks themselves. If you can order food with the touch of a phone screen and have it show up at your front door, certainly you should be able to book an appointment days, weeks, or even months in advance without needing to interface with another person.

But let's consider the old-fashioned way of booking appointments from the perspective of the patient. First, the patient has to look up the doctor's phone number. Then, they place a call that may take a few rings before it is answered (if it is answered). The patient may be put on hold for a few minutes while the front desk staff handles patients that are currently in the office checking in (more on this later). Then, when the receptionist does finally get back to the patient, they play the cat-and-mouse game of matching the patient's availability with the provider's availability. It's not uncommon for the entire process to take 10 or more minutes and multiple phone calls, leaving the patient feeling frustrated.

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Now compare that to this modern scenario. A few hours after the appointment, the patient gets an automated text message with a link to schedule their follow-up visit. They click on the link and instantly see the days and times available. The patient quickly checks their calendar, find a time that works well, and submits their information. The patient can do this whenever is convenient for them, regardless of their provider's hours of operation. In less than a minute, they are all set for their next appointment.

The same process plays out when appointments need to be rescheduled, prescriptions need to be refilled, or patients have a question that can easily be answered by conversational text with an AI-fueled virtual agent. The patient sends a note via text message to their physician's office and quickly receives an automated response from the AI-powered virtual agent. This process keeps the patient in their preferred communication channel, leading to a better overall experience for both the patient and provider.

2 Improved Patient Outcomes

Perhaps the greatest challenge facing the healthcare and pharmaceutical industries today is nonadherence. Estimates show that medication nonadherence accounts for up to 50% of treatment failures, about 125,000 deaths, and up to a quarter of hospitalizations each year in the United States alone.⁵ Sadly, among the top reasons cited for nonadherence is that the patient either simply forgot or felt there was insufficient patient-provider communication.⁶

Not only do self-service tools make these processes easier, but they also empower individuals to take an active role in managing their health. Engaged patients are more likely to adhere to treatment plans and follow through with preventive measures. In fact, a study by the National Institutes of Health found that patients who actively manage their health through digital tools experience better clinical outcomes and higher satisfaction levels⁷.



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3 Reduced Burden on Healthcare Staff

The healthcare industry is grappling with significant staffing challenges, including burnout and high turnover rates. 84% of nurses⁸ and 62% of physicians⁹ report feeling burned out. Meanwhile, lower-wage staff are expected to see a 3.2 million worker shortage in the next five years.¹⁰

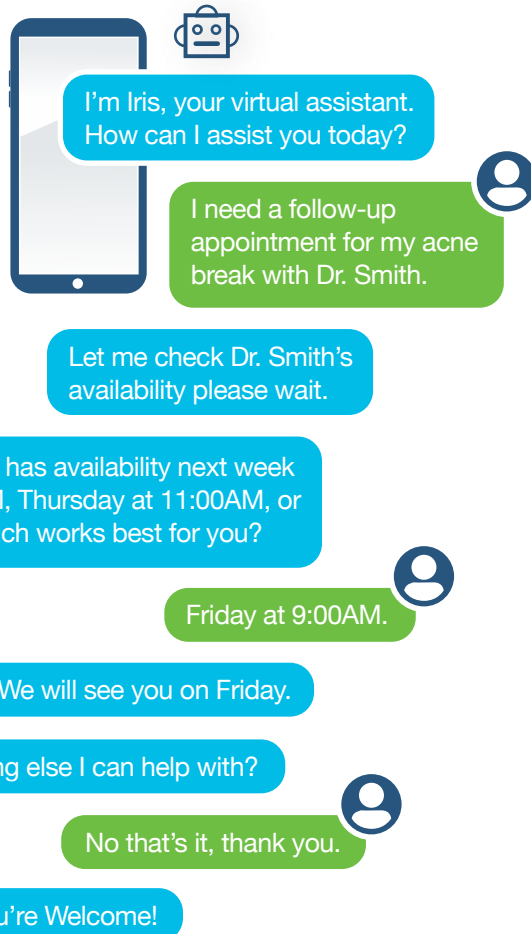
Self-service solutions flip the script on time-consuming tasks that traditionally burden staff members. Instead of answering phone calls to schedule appointments, refill prescriptions, or simply answer a basic question, healthcare staff can instead focus on advanced patient care. Meanwhile, patients are avoiding lengthy phone calls for basic tasks, leaving them satisfied with a quick and easy experience. It's a win-win situation, with both staff and patients benefiting from this fundamental shift.

Five Key Areas for Self-Service with TeleVox

TeleVox is an industry-leading provider of patient relationship management (PRM) technology with over 30 years of experience in the field. TeleVox's deep portfolio of solutions for health providers includes a variety of capabilities that satisfy the self-service experience that patients demand.

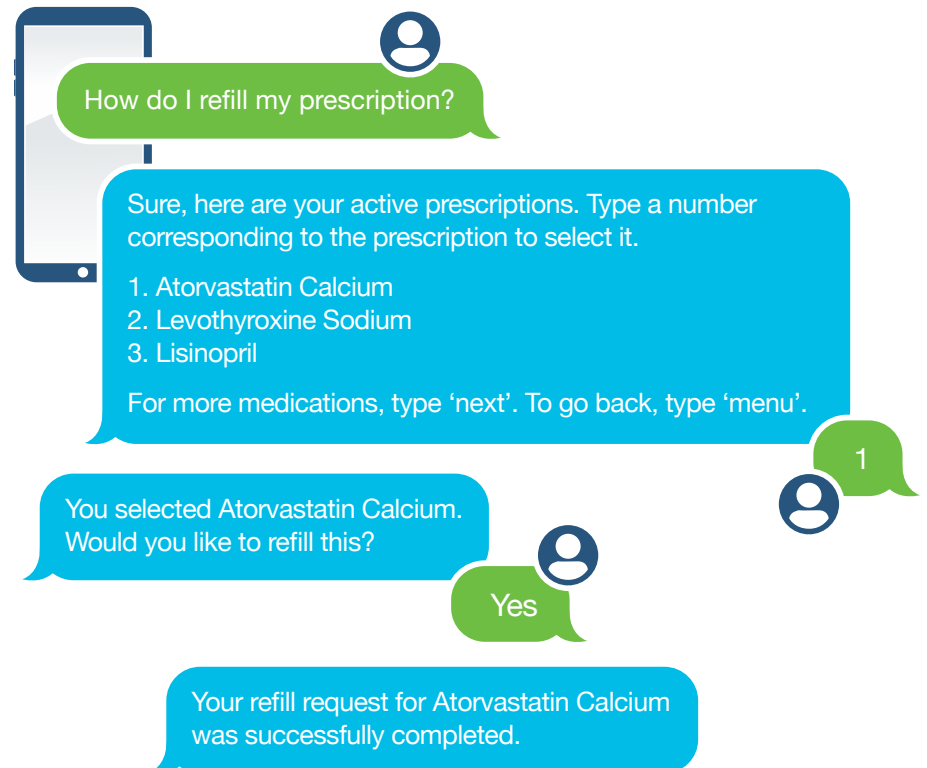
1 Appointment Scheduling & Management

Iris, TeleVox's AI-powered virtual agent, revolutionizes appointment scheduling and management by providing an omnichannel interface for patients to book, reschedule, or cancel appointments 24 hours a day, seven days per week.



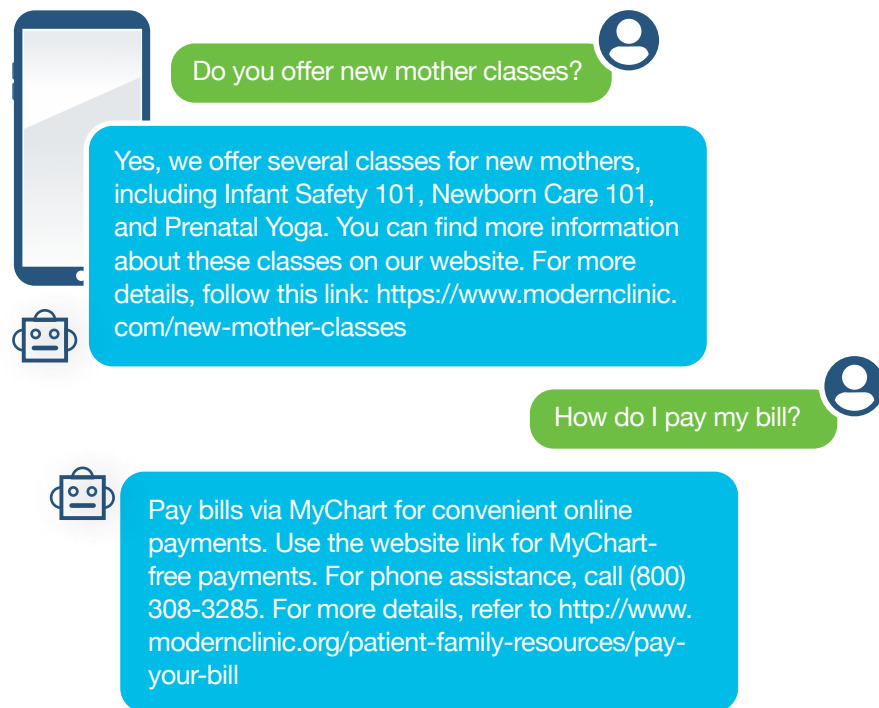
2 Prescription Refills

Iris also handles prescription refills, allowing patients to request and manage their medications without direct staff intervention. This self-service capability accelerates the refill process and reduces administrative burdens on pharmacy staff. It also leads to better outcomes as patients are proven to have better adherence when engaging with digital healthcare tools.



3 Information and FAQs

Patients often seek answers to questions about their health provider, their care, treatment options, or general health information. Instead of calling the office and taking up valuable time, patients can find their answers quickly on their own. TeleVox provides instant access to a comprehensive FAQ Knowledge Base that comes from the healthcare organization, enabling patients to get answers via voice, text, or web. This self-service approach enhances patient satisfaction by delivering timely and convenient access to information and reducing the need for direct staff intervention.

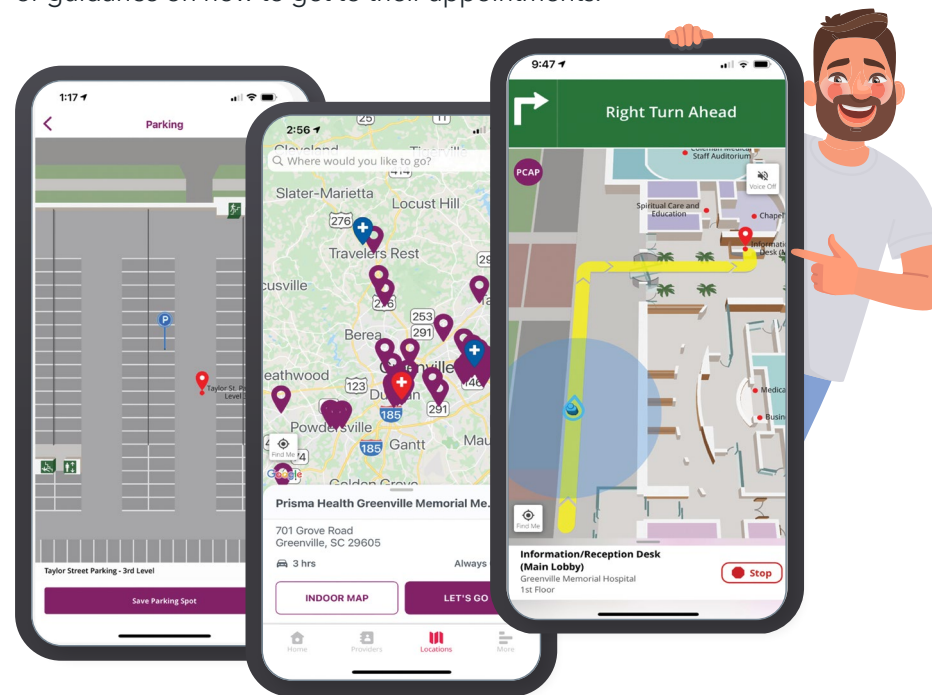


Conclusion

As we continue to embrace our mobile-first world, integrating self-service solutions for healthcare applications is becoming more of a necessity than a luxury. By aligning healthcare services with the expectations of today's patients, we can enhance patient experiences, improve outcomes, and alleviate the burden on healthcare staff. Embrace the future of healthcare with TeleVox and transform the way patients interact with their care.

4 Directions/Wayfinding

Navigating a healthcare facility can be challenging, especially in large or complex environments. More than 85% of patients ask for directions when they go to a hospital or other public health facility, and 30% of first-time visitors get lost¹¹. TeleVox's wayfinding solution offers detailed directions, maps, parking instructions and more to guide patients to their destinations within the medical facility. This self-service feature reduces confusion and ensures timely arrivals for appointments, again leading to happier patients and better experiences for patients and physicians. Additionally, patients are less likely to call their healthcare provider for instructions or guidance on how to get to their appointments.





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