

RingCentral for Healthcare Providers: Delivering the Ultimate Patient Experience

Healthcare is in the midst of its largest transformation in decades, fueled by advancements in technology and data, with an ultimate focus on improving patient outcomes. The need to build strong patient-provider relationships, enable real-time care team collaboration, and ensure secure communications throughout every aspect of patient care has never been more critical.

Changes in healthcare payer models, new regulations, incentives to move to electronic health records, and an increased focus on patient outcomes have caused a massive digital transformation in healthcare today.

Healthcare providers must navigate these trends successfully, but they face complex challenges, including:

85% of first-attempt voice-only calls fail in healthcare environments¹

Better patient outcomes at better costs.

The healthcare industry is focused on better patient outcomes at better costs. As the provider landscape has shifted to outcome-driven measurement and satisfaction scoring, the implications for patient volumes, reimbursements, and overall practice profitability are clear: Healthcare providers need to find a way to increase patient satisfaction, because most of them aren't happy.

Patients today have frustrating experiences caused by healthcare providers' ineffective, disjointed communications systems: can't reach their doctor, schedule an appointment, get an answer to a question, or request a prescription refill—things that all sound so simple, but that's because talking to your healthcare provider should be easy and seamless.

Siloed interaction and collaboration.

Unfortunately, providers are trapped in an old world, still using paper, old-style phones, voicemail, and email to communicate. This delays patient treatment and discharge, creates barriers in follow-up that can lead to unnecessary readmissions, and more. This decreases patient satisfaction and likely results in less optimal outcomes.

The fix? Connecting care teams in real time will speed up treatment and maximize staff utilization while also improving patient satisfaction and outcomes.

Communications without compliance.

Compliance is top of mind for healthcare providers, who are struggling to modernize communications and meet employee and patient expectations for convenience. Good news—there is a better way.

“RingCentral plays a mission-critical role in helping us build strong relationships with the patients we serve, while also allowing us to keep their information confidential and secure in accordance with HIPAA.”

— Hernando Celada, CIO, ChenMed

Delivering the Ultimate Patient Experience with RingCentral's all-in-one platform

RingCentral's cloud communications solution enables secure patient-provider communication and real-time care team collaboration via video meetings, voice, and team messaging on mobile devices or desktops. With RingCentral, healthcare providers can improve patient satisfaction, maximize staff utilization, and speed up care coordination by delivering the ultimate patient experience:

Seamless scheduling experience.

Inefficiencies in patient scheduling creates frustration for patients and reduces staff utilization. With RingCentral, patients consistently reach live staff with voice calls that fall over to additional extensions or contact centers. In addition, fast appointment scheduling and automated SMS reminders increase patient satisfaction, reduce no-shows, and optimize staff time.

Faster care, shorter stays.

No more paper, phone tag, and email—no wonder 19 minutes of every hour is spent on care coordination! With RingCentral, dispersed care teams can connect in real time using integrated voice, video, and messaging on any device, from any location,

response times by allowing patients to reach providers in the most efficient way. Patients can talk or chat with staff directly via live agent-enabled patient portals or VIP numbers for post-discharge support—request aftercare instructions, address medication questions, and more. Providers can also add automated outbound patient notifications via SMS to follow up on Patient Satisfaction Surveys, freeing up critical staff time to focus on in-office patients and services.

Secure and flexible platform.

Many healthcare professionals use personal devices, send patient data over unencrypted channels, and are generally out of compliance. Provider staff require a single healthcare-compliant solution that addresses the need to maintain separate personal and business phones without having to use multiple devices. RingCentral can deliver a two-number, one-device experience. Staff love RingCentral's BYOD support: One device, two numbers for work and personal use.

RingCentral's flexible cloud communications platform replaces numerous shadow IT tools and the use of non-compliant communication channels when interacting with patients and staff while meeting HIPAA's regulatory requirements via our HiTRUST CFA certification. It also integrates with most systems, including more than 1,500 in our App Gallery.

Healthcare Providers are moving their communications to the cloud. RingCentral's modern communications platform is tailored for healthcare providers to improve patient satisfaction, maximize staff utilization, and reduce care coordination delays, helping our customers Deliver the Ultimate Patient Experience.

73% of healthcare professionals send and receive work-related texts²

to exchange critical and timely information, files, and updates for faster decisions and actions related to patient care. Choose the channel that best supports specific clinical workflow actions while offering patients multiple points of secure engagement.

Engage patients in follow-up.

Reduce avoidable readmissions and drive patient engagement with a proactive and easy-to-use post-discharge protocol. Options like click-to-chat and click-to-call in a patient portal support increased engagement, improved access, and better

¹ <https://www.mitel.com/-/media/mitel/pdf/content-entry-pdf/en-eb-improving-hospital-performance.pdf?modified=20180411215802>

² KLAS Wireless Security Report, KU Medical School Survey, Spyglass Consulting Report and FierceMobileHealthcare; IDC Health Insights; Forbes

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral, Inc. (NYSE:RNG) is a leading provider of global enterprise cloud communications and collaboration solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact center solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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