The Roadmap to Transforming the Customer Service Experience

In Healthcare Organizations

1 Evaluate the consistency and the accuracy of how you measure patient satisfaction. What is the full experiential picture that your metrics are painting?

Driven by rising patient expectations, 60% of healthcare providers will make optimizing the patient experience a top strategic priority by 2020. —IDC

2 Identify where your current patient journey becomes disrupted, where data silos create obstacles, redundancies and repetition, and where resolution is affected by a lack of staff knowledge.

Automated workflows are connected to improved patient care. Nearly eight out of ten hospitals and acute care facilities place a high priority on process automation and creating efficient workflows, citing positive impact on collaboration, the patient experience, and cost. —HIMSS

3 Look for opportunities to empower clinicians and staff by providing them centralized access to knowledge, allowing them to be more efficient and focus on providing quality care.

68% of hospitals and facilities are leveraging technology to create an employee experience that mirrors their best consumer experience. —HIMSS

4 Move to a more holistic measurement of the end-to-end patient journey.

The shift from volume to value, and from treatment to prevention, requires care coordination and information sharing. Measuring patient satisfaction via national surveys is instrumental to improving quality of care—and measuring satisfaction across the entire customer journey is 30% more indicative of overall customer satisfaction. —McKinsey & Company

5 Redefine the traditional barriers between departments and find ways to improve the patient experience.

This might mean finding ways to better connect clinical and business departments to provide better, faster care for patients and caregivers alike.

6 Find new ways to put patients in the driver's seat to get answers anytime, anywhere.

A consumer-centered approach gives patients more control, and can be key to improving outcomes and reducing costs. —Deloitte

servicenow

servicenow

8 Create a consistent, omni-channel patient experience with flexibility to meet the changing needs of consumers.

In a recent survey from AMGA, physicians cited several obstacles in the way of value-based care, including: the lack of access to administrative claims data from payers; data that is not actionable even if it is available; and complying with requirements to submit and receive data in different formats from different payers. —AMGA

10 Schedule a discovery workshop with your ServiceNow Innovation team to explore benefits to your organization and the communities you serve.

7 Use performance analytics and trend analysis to correlate and anticipate service issues and use AI to pre-empt quality issues and minimize patient impact.

Artificial intelligence (AI) and machine learning are or will be leveraged by the majority of hospitals to improve automation, workflow efficiencies, and clinical outcomes. —HIMSS

9 Learn from other industry leaders who have used technology to transform their customer service delivery

TriMedx, one of the largest independent service organizations for clinical engineering in the US, supports nearly 1.7 million devices for 1,800 healthcare facilities. They average approximately 175,000 work orders per month, and they were having difficulties managing data and workflows. To deliver the service that their customers deserve, they had to find a way to manage the vast amount of data that comes in, and route it seamlessly—which is where ServiceNow comes in. Chosen for its ability to deliver an effortless workflow and quick speed to market, ServiceNow also offered transparency, a customizable dashboard, and data consistency and normalization. Most of all, it supported the clinicians on the ground—the nurses, who can then focus on patient care.

Want more information about how ServiceNow helps organizations create an exceptional customer service experience?

Learn more

servicenow.com/CSM

servicenow.com/ healthcare

servicenow™