Customer service for healthcare

Improve patient and staff experiences with efficient service
Achieve healthier outcomes, from issue to resolution

Delivering outstanding care requires frictionless service. Whether you’re a healthcare provider or payer, patients entrust you with their health and well-being. When they need to schedule an appointment, understand plan coverage, or ask a medical question, they expect accurate answers from a knowledgeable resource. Routine activities, such as updating insurance, completing a questionnaire, or obtaining test results, should be painless for your patients and practitioners.

As consumers, we’ve become accustomed to responsive online experiences, seeking the same availability and efficiency in every aspect of daily life—and healthcare is no exception. According to IDC global survey data, 64.5% of healthcare providers believe a focus on the consumer experience is critical for success.¹

Healthcare organizations must respond to increasing customer expectations as greater access to health information empowers patients to seek treatment that’s higher quality, more convenient, and a better value.

¹ IDC Info Snapshot, sponsored by ServiceNow, Digital Healthcare and the Rise of Consumerism, December 2019
Modernize disparate systems and offline processes

The complex nature of the healthcare industry—with its disparate systems, paper records, and distributed providers—creates obstacles to providing seamless, consistent care. Disconnected processes and people increase costs and prevent an end-to-end service experience.

The inability to anticipate patient or practitioner needs leads to reactive responses that decrease both patient and clinician satisfaction. A lack of self-service is frustrating for patients and increases manual, repetitive work for staff—extending wait times and introducing errors that impact timely reimbursement and treatment.

How do you streamline and digitize operations to serve patients and providers faster and with less friction? Everyone needs a smarter way to workflow. Read on to discover how you can break down silos, be more proactive, and improve customer satisfaction.

- End-to-end service operations
- Manage work efficiently
- Customer and patient engagement
- Customer service checklist
Delivering effective customer service requires you to break down silos and automate processes across practices to diagnose and meet patient requests more efficiently. By automating cross-practice workflows, eliminating redundancies, and connecting front-to-back office teams, you can quickly resolve common issues such as scheduling, record transfer, or preapprovals.

As patients and practitioners do more online, so should your customer service solution. With AI-assisted case routing, callers are quickly connected to the most qualified agents automatically, minimizing hold times. Throughout the patient journey, use real-time analytics to make data-driven decisions that reduce variations in how care is experienced. A single intuitive workspace allows your organization to work as one team, providing visibility into case history and interdepartmental communication, so a representative can easily respond to questions without having to access multiple systems.

Selecting a modern customer service platform that connects departments, workflows, and systems helps facilitate healthier outcomes. Benefits include:

- Providing context for an issue before first contact and ongoing enablement to remedy it
- Coordinating with other departments to drive consistency and transparency across the continuum of care
- Digitizing the patient journey to accelerate onboarding and ensure compliance
- Prevent downtime by proactively identifying and resolving potential issues quickly, reducing patient and clinician frustrations

Learn how ServiceNow handles the entire case management process for Antares Vision through intelligent workflows and end-to-end automation.
Manage location-based work efficiently

By connecting teams, systems, and workflows with one platform, you can shift from reactive to proactive customer service. Proactive service helps prevent problems before they affect customers—scheduling medical equipment maintenance or ordering supplies, for example. Efficiency improves because you send the right people and equipment to complete the work the first time.

Proactively address connected medical device, facility, and home health operation requests with a single console, managing schedules and delivering diagnostic information to accelerate on-site service. Automatically creating a work order to dispatch a technician as soon as a potential problem is identified means the issue may be avoided entirely. In addition, dashboards that provide real-time insight into performance metrics allow service agents to monitor trends, diagnose problems, and take immediate action to minimize the impact on customer experiences.

When evaluating customer service management solutions, look for a platform that empowers your representatives to identify root causes of customer service issues. Benefits include:

• Understanding the health of medical devices and home care delivery in real-time
• Automating case creation by acting on trends before they impact customer experiences
• Reducing future case volume by identifying opportunities for automation and self-service

Learn how TriMedx uses ServiceNow to rapidly route and resolve medical device support cases by transitioning work orders from call center agents to the right technicians automatically.
Helping patients find care

To avoid overwhelming facilities or increasing exposure to illness, some healthcare organizations are screening patients in advance. Technology can help resolve the higher volume of inquiries with limited resources.

For example, HonorHealth, an Arizona-based provider, uses virtual agents to connect patients with the right care. It recently launched an online symptom checker with live chat, which went from concept to deployment in just a few days.

More convenient and responsive customer and patient engagement

Personalizing self-service options increases patient engagement and improves outcomes. Providing an online service experience that encourages independent resolution of common issues creates instant customer satisfaction. Services such as an interactive symptom checker, video visits for common health issues, or the ability to message a doctor about a non-urgent concern allow patients to take charge of their care and representatives to handle more complex issues.

With a personalized experience, patients choose the contact method, on their own schedule. Repetitive tasks such as verifying personal information, requesting a prescription refill, or cancelling an office visit are processed quickly and accurately online with no agent intervention. More challenging questions can be seamlessly routed to the appropriate representative without wait times for faster problem resolution.

An omni-channel customer service platform—offering portal, knowledge base, and online community resources from live and virtual agents as well as peers and experts—meets the changing needs of patients and providers. Benefits include:

- Allowing patients to access information about their care when they want it, from any device
- Enabling skilled customer service representatives to triage more complex cases
- Helping clinicians improve quality of care using an intelligent workspace that provides a more holistic view of the patient

Learn how Vitas Healthcare boosts staff efficiency by accelerating the onboarding process for new patients with ServiceNow.
Checklist for healthier customer experience outcomes

- **Identify** where data silos, redundancies, and repetition disrupt the patient journey and remove barriers
- **Empower clinicians and staff** by providing centralized access to knowledge
- **Personalize experiences** with omni-channel customer service options to meet changing patient and clinician needs
- **Find new ways** to put patients in control of their care, so they can get the answers they need, when they need them
- **Use performance and trend analysis** to anticipate service issues and minimize patient impact
We see ServiceNow as one platform with infinite possibilities—not just for our business but for improving patient care.”

— Patrick Hale, CIO, Vitas Healthcare

Improve customer satisfaction in healthcare

Organizations are reacting to a disruptive number of customer requests with fewer employees available to respond. In the new normal, scaling your operations for unplanned volumes with digital customer service is essential. ServiceNow Customer Workflows enable organizations to expand capacity via automated self-service, organize resilient operations for unforeseen circumstances, and manage location-based work efficiently and safely. Find out more about ServiceNow Customer Workflows at www.servicenow.com/solutions/customer-loyalty.html or learn more about ServiceNow solutions for healthcare organizations at www.servicenow.com/healthcare.

About ServiceNow

ServiceNow was started in 2004 with the belief that getting simple stuff done at work can be easy, and getting complex multi-step tasks completed can be painless. From the beginning, ServiceNow envisioned a world where anyone could create powerful workflows to get enterprise work done. Today, ServiceNow is the cloud-based platform that simplifies the way we work. ServiceNow software automates, predicts, digitizes, and optimizes business processes and tasks, across IT, Customer Service, Security Operations, Human Resources and more, to create a better experience for your employees and customers while transforming your enterprise. ServiceNow is how work gets done.

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