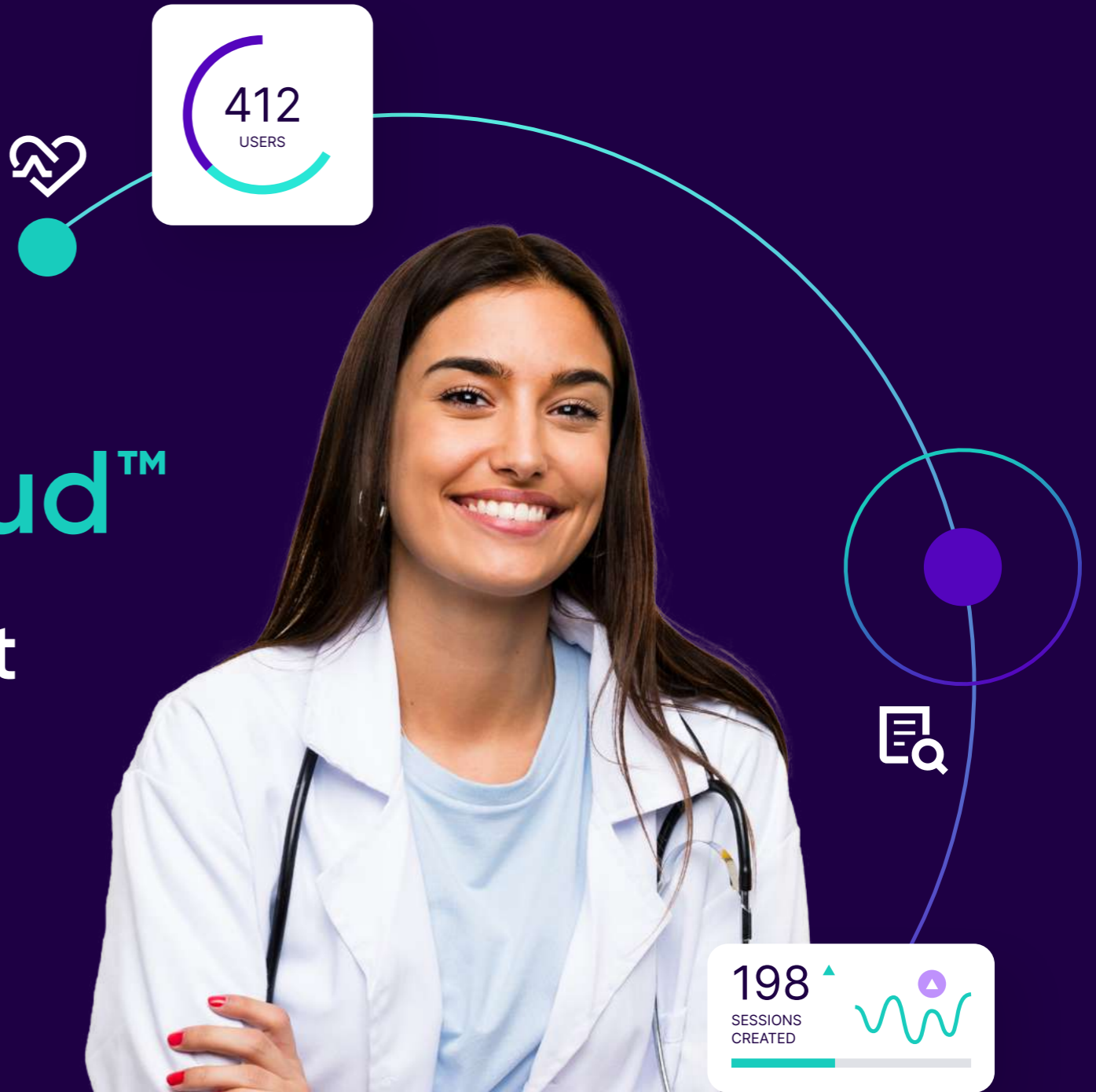


**:talkdesk®**

# Healthcare Experience Cloud™

A better way to a great  
patient and member  
experience.



# Rising consumer expectations have forced providers to rethink how they approach patient experience.

A revolution is emerging—one bringing digital channels to the forefront of how patients engage with their healthcare. Influenced by their experiences in other industries, patients expect an easy and efficient experience where they can receive the care, transparency, and health guidance they need from the providers they trust. Leading providers are racing to meet these elevated expectations.

The result is a heightened emphasis **on patient experience as a growth driver.**

Source: Talkdesk Research, [The Patient Experience \(PX\) Revolution in Healthcare](#), October, 2020.

## Patient expectations are higher than ever before.

# 67%

of patients say a single poor service experience will negatively impact their loyalty to a provider.

## The pandemic has accelerated the pace of digital transformation.

# 71%

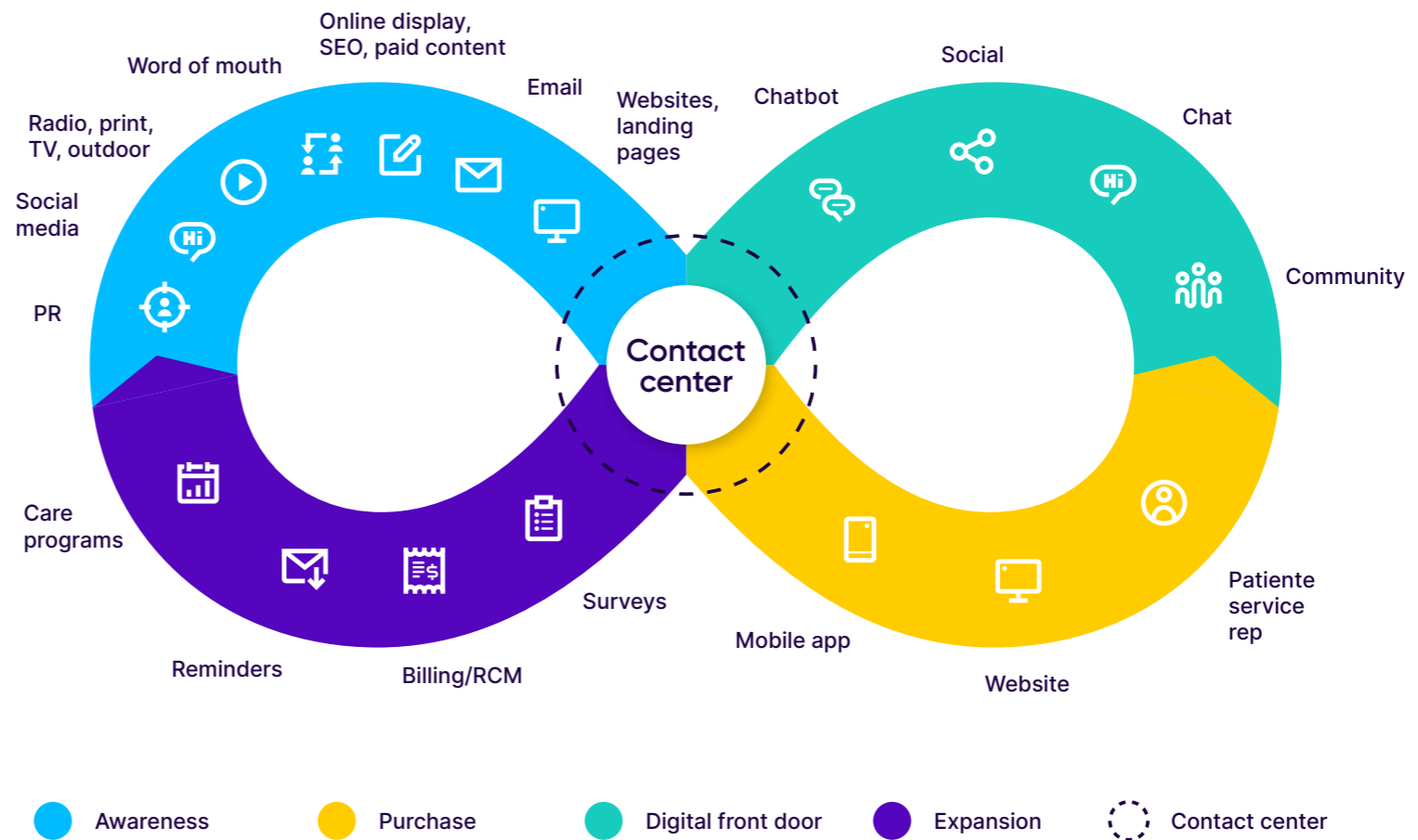
of PX professionals cite leading the digital transformation of their contact center as a top priority.

# The contact center is at the core of an effective PX strategy.

Much of today's patient journey takes place outside the four walls of a hospital or clinic. With acquisition, retention, digital engagement, and virtual care activities all playing key roles in a patient's experience, the interactions before, between, and after in-person visits are strategically vital. The contact center, as a result, has become the natural hub needed to orchestrate a differentiated patient journey. We have built our healthcare solutions to support this evolving role of the contact center in our customer's PX strategy.

68%

of PX professionals say positioning the contact center as a strategic asset is a top priority for them right now.



# Talkdesk is a contact center leader for patient and member-centric organizations.

Serving healthcare and life sciences companies across the globe for over a decade.



## Industry innovator

Over a decade of leadership  
AI-powered  
AppConnect Marketplace  
Epic App Orchard listed  
25 recent patents granted



## Healthcare expertise

Dedicated capabilities  
Ready-to-launch workflows  
Dedicated integrations  
HIPAA BAA-ready  
Strategic Advisory Board



## Trusted global leader

Leader in Gartner CCaaS MQ  
Leader in Forrester Wave for CCaaS  
Leader in Ventana Value Index  
Frost Radar Innovation Leader  
G2 Crowd Winter 2020 Leader  
2020 Forbes Cloud 100 (#53)

# Leading healthcare and life sciences organizations rely on Talkdesk.

To deliver a better way to great patient and member experiences.

**MEDFAR**  
CLINICAL SOLUTIONS

**stryker**<sup>®</sup>

 Providence

 Ambry Genetics<sup>®</sup>  
A Konica Minolta Company

 spring health

 DevotedHealth

 TIMEDOC  
HEALTH

**zenitas**

**Maxor**  
NATIONAL PHARMACY SERVICES COMPANY

 Force

**PATH**

**MINES**  
& ASSOCIATES

 CONCIERGE HEALTH

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 Brain Balance<sup>®</sup>  
ACHIEVEMENT CENTERS

**SUPERIOR**  
AMBULANCE SERVICE

 DR-HO'S

**.Outset**  
Better begins now.

**VAULT**  
HEALTH

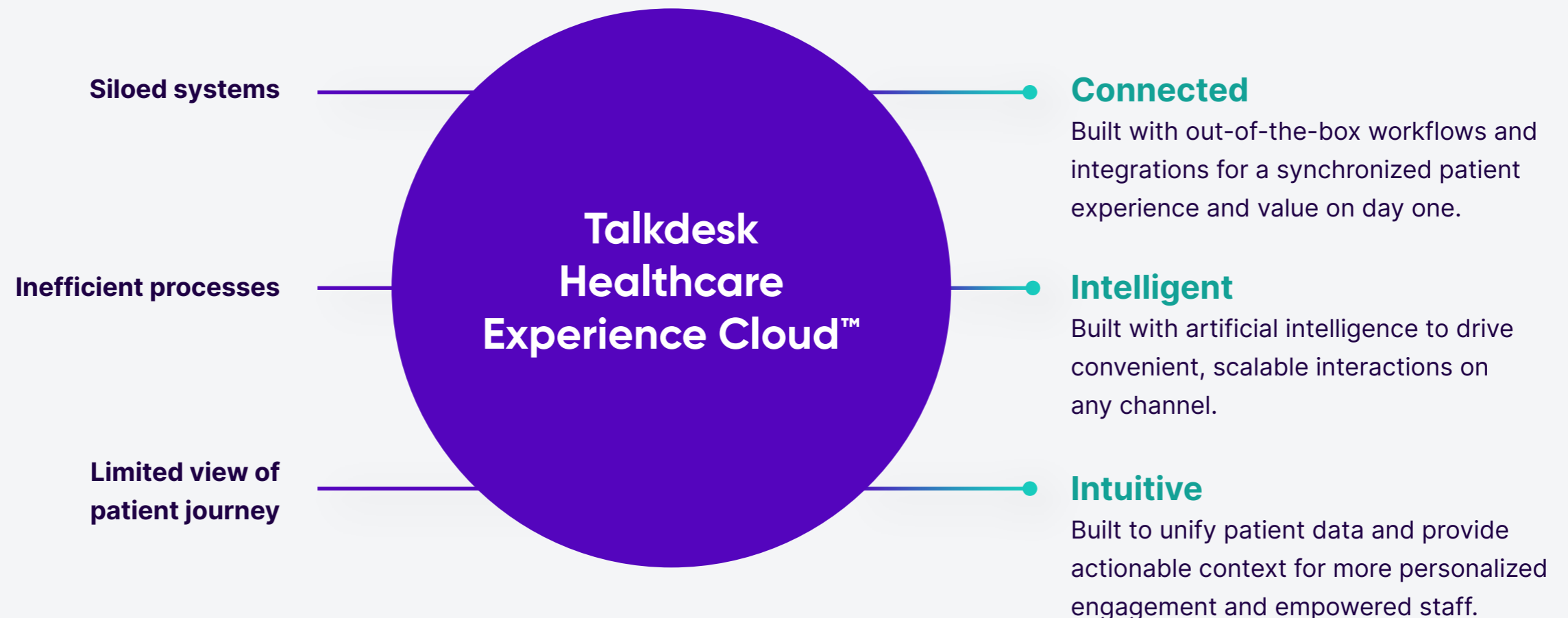
GREAT LAKES  
**PSYCHOLOG'**  
GROU

**sema4**

 Carbon Health

# Reimagine the patient experience.

Driven by innovative consumer experiences in other industries, patient expectations have never been higher. Leading providers know they must reimagine the patient journey—every aspect of the Quadruple Aim depends on it—as new models of care emerge and disruptive integration in the industry continues. Each patient touchpoint must be **synchronized, personalized, and radically convenient**. With AI, deep integrations, proactive outreach, and self-service across channels, Talkdesk offers a better way to break free from outdated technology and unlock the promise and potential of a great patient experience.

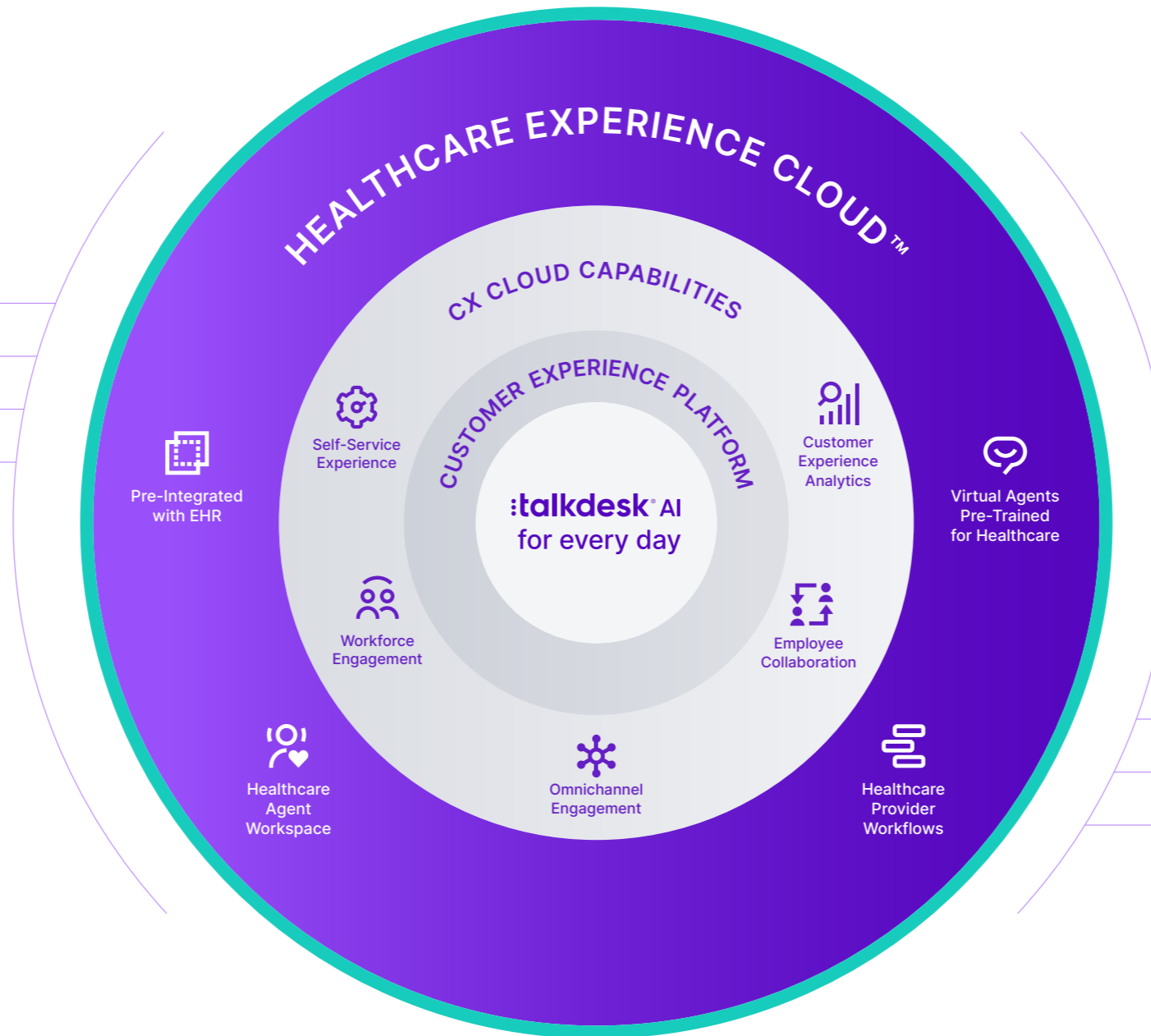


# Talkdesk Healthcare Experience Cloud for Providers.

Deliver a synchronized, personalized, and convenient patient experience.

## Your goals.

- Elevate patient experience
- Empower staff
- Lower costs
- Create efficiencies



## Where we can help.

- Patient access
- Billing and payments
- Appointment management
- Patient identification and wayfinding

# A better way to connect patient touchpoints.

With ready-to-launch workflows and integrations that synchronize the entire patient journey and create value faster.

## EHR-INTEGRATED WORKFLOWS

The image displays two overlapping screenshots from a patient service platform. The left screenshot shows a workflow builder for 'Inbound - Patient Services'. The workflow starts with an 'Incoming call' step, followed by a 'Voice IVR' step that asks for contact intent. From there, it branches into 'Support', 'Billing', and 'Orders'. The 'Referrals' path leads to a 'Connect virtual agent Referrals' step, which then connects to a 'Referrals - tier 2' agent. The workflow includes various decision points like 'call\_no\_answer', 'no\_match', and 'time\_limit\_reached', and ends with an 'End flow Hangup' step. The right screenshot shows a 'Conversations' dashboard for a patient named Carly Yates. It displays a list of conversations across different channels: Voice, Live chat, SMS, and Email. The patient's details, including date of birth, gender, and medical conditions, are visible. The dashboard also shows a 'Patient journey' section with scheduled appointments and interactions.

## PATIENT CONTEXT



# A better way to deliver intelligent patient access.

With AI-powered bots that provide convenient conversations on any channel, at scale.

## PROACTIVE OMNICHANNEL OUTREACH

The screenshot shows the configuration for an "Appointment Reminder" SMS notification. It includes fields for "Outbound SMS number" (+1 305-123-4567) and "Destination number variable" (mobile\_phone\_number). The "SMS content" field contains a template: "Hello {patient\_name} you have an appointment in %t". A dropdown menu shows variables like account\_ID, account\_type, patient\_name, provider\_name, and event\_date. There is also a "Variables" section for defining variables and a "Step variable" section for flow variable mapping.

## MEDICAL-GRADE COGNITIVE INTELLIGENCE

The screenshot shows a chat conversation with a virtual agent named "Alex Smith". The agent is a "Health assistant" with a "Neutral" sentiment. The conversation starts with the agent asking for help. The patient, Alex Smith, says "I need to change my appointment". The agent responds: "Alright, I see your next appointment is for June 15th at 9am with Dr. Meyers. Is that the one you want to reschedule?". The patient replies "Yes please". The agent then offers options: "I can help you with that. It looks like you prefer morning appointments. Here are some options: June 17th at 8am, June 19th at 9am, or June 20th at 9am — or I can look for some more options."

## APPOINTMENT SELF-SERVICE

The screenshot shows a patient self-service interface titled "How may we help?". It displays a message: "Hello, to view your appointments, please verify your date of birth." followed by a date input field containing "06/03/1967". Below this, it says "Hi Alex, you have an appointment coming up:" and lists the appointment details: "Dr. J. Meyers, Primary Care, North Harbor Medical Center, June 19th, 9am". There are four buttons: "Confirm", "Cancel", "Reschedule", and "Get Directions". At the bottom, there is a text input field labeled "Ask something...".

# A better way to make agent interactions intuitive.

With integrated tools that enable personalized patient conversations and turn agents into empowered experts.

The screenshot displays a unified patient view interface for Carly Yates. The interface is divided into several sections:

- Conversations:** A list of 6 conversations assigned to the agent, including voice calls and live chats.
- Patient details:** Information such as Date of Birth (Jun 3, 1974), Gender (Female), Primary Care Provider (Dr. John Smith, MD), and Medical Record Number (#1234567890).
- Medical information:** A section for known conditions (Heart Disease, Coronary Artery Disease, Traumatic Brain Injury, Diabetes, Asthma) and medication orders (Adalimumab, Benazepril, Dipyridamole).
- Shortcuts:** Quick actions like Schedule Appointment, Prescription Refill, Test Results, Get Directions, and Medical FAQs.
- Patient journey:** A timeline of interactions including a scheduled appointment (Cardiologist Check-UP) and missed/outbound calls.

Callouts highlight key features:

- EHR SHORTCUTS:** A sidebar menu with options like Schedule Appointment, Prescription Refill, Test Results, Get Directions, and Medical FAQs.
- AGENT ASSISTANCE:** A panel showing recommended articles and referrals to specialists, such as "I was referred to a dermatologist but I don't know which one to schedule an appointment with."
- UNIFIED PATIENT VIEW:** The central dashboard providing a comprehensive overview of the patient's history and current needs.

# About Talkdesk.

Talkdesk® is a global customer experience leader for customer-obsessed companies. Our contact center solution provides a better way for businesses and consumers to engage with one another. Our speed of innovation and global footprint reflect our commitment to ensure organizations everywhere can deliver better experiences through any channel, resulting in higher satisfaction, cost savings, and efficiency. Talkdesk Healthcare Experience Cloud™ is an end-to-end patient and member experience solution that combines enterprise scale with consumer simplicity.

Over 1,800 innovative companies around the world, including Ambry Genetics, Cognosante, Devoted Health, Medfar, and Southeast Trans partner with Talkdesk to deliver a better way to great customer experience.

Read more about [Talkdesk Healthcare Experience Cloud™](#).