7 STEPS TO BETTER COMMUNICATION IN HEALTHCARE

Unify communications to create conversations

Delivering effective care to more patients, while streamlining operations and meeting regulatory requirements, relies on proactive collaboration. Find out how to select the right communication solutions for healthcare in seven steps.

BCS

BUSINESS
COMMUNICATION
SPECIALISTS

NEW DEMANDS REQUIRE NEW WAYS OF COMMUNICATING

There are major shifts happening in the healthcare industry – and delivery models are under pressure.

From workforce shortages to employee turnover, you need to create healthy, collaborative environments that simplify and automate routines to improve employee workloads. You need to do this while building patient trust and ensuring efficient use of funding. In today's healthcare landscape, you must adopt unified communication solutions that help you:

• Simplify care coordination, reduce delays in delivering care, and eliminate bottlenecks in the care delivery chain

• Increase patient engagement, improve their ability to manage their own care and increase their satisfaction levels with your care delivery

• Improve access to information for patients and everyone involved in their care delivery and make it easier for all involved to stay connected
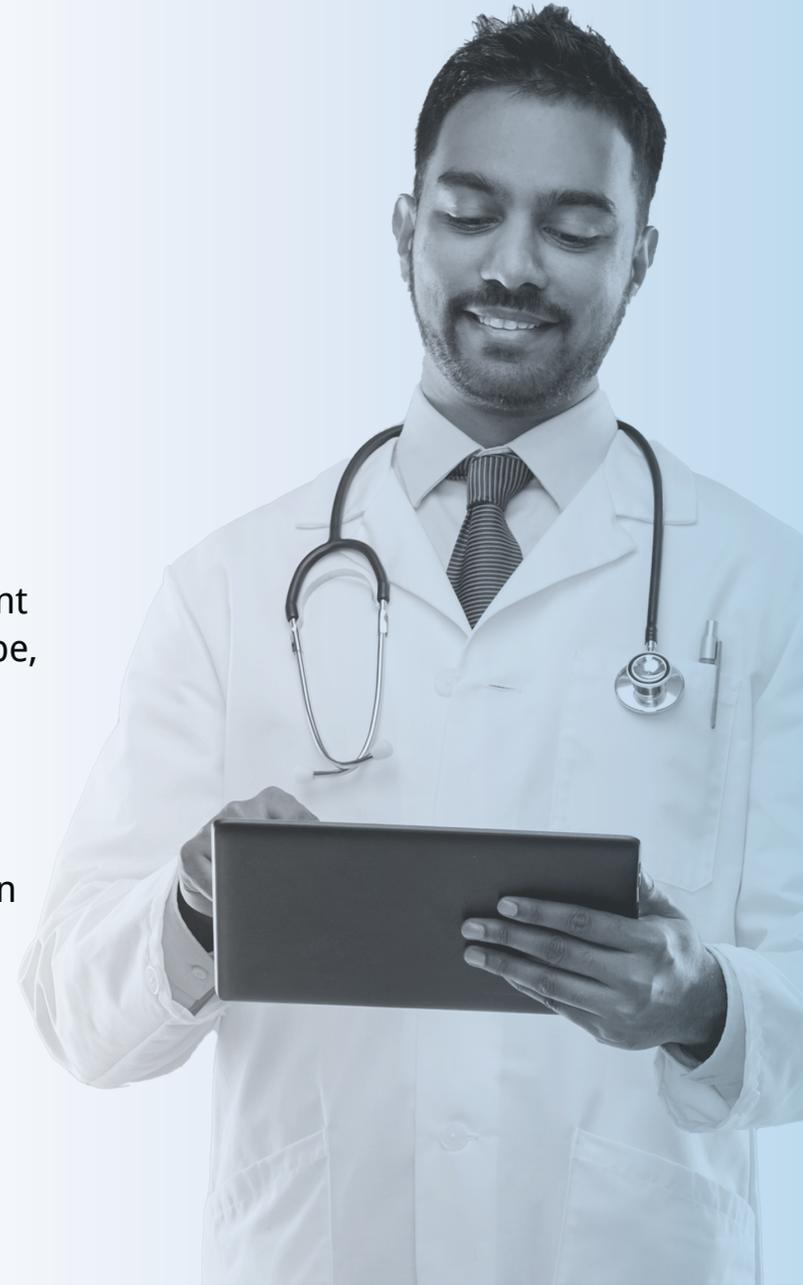
WHAT TO DO NEXT

With secure and reliable communications solutions that keep patients, physicians, staff and partners connected in real time, you are in a far better position to get the right information to the right people at the right time. And, you will have the capabilities needed to address some of the biggest challenges facing your industry.

**Here are the seven areas to focus on.**

Collaboration

Efficiency

Engagement

Support

Integrate

Compliance

Partner
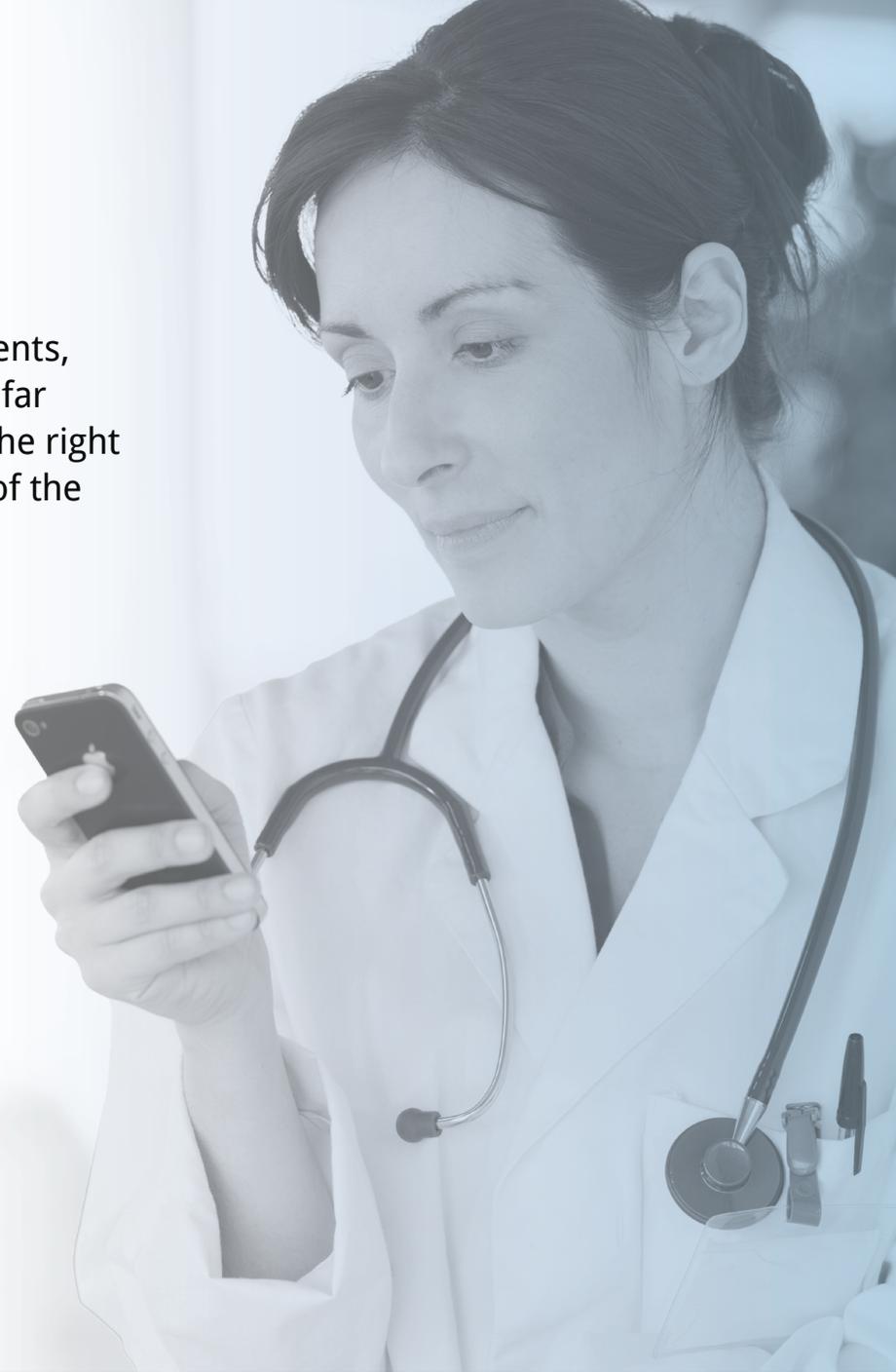
1 | ENABLE SECURE COLLABORATION AMONG ALL STAFF

When on-site nurses, dispersed physicians and non-clinical staff can quickly, easily and securely share information in real time, the entire care team is more effective and efficient.

- Healthcare professionals already use their own mobile devices to text colleagues with work-related information. But unless texting capabilities are implemented in a way that complies with regulatory requirements, it can put information security and privacy at risk.

- Care planning involves multiple stakeholders – physicians, nurses, radiologists and others. When the entire team can quickly connect by voice, video and text to share information, productivity increases and communication breakdowns decrease.

- Healthcare professionals already use their own mobile devices to text colleagues with work-related information. But unless texting capabilities are implemented in a way that complies with regulatory requirements, it can put information security and privacy at risk.

6 key capabilities to look out for:

- **Collaboration applications** that use virtual rooms and dashboards

- **Team conferencing applications** for voice, video and text

- **Reliable and secure communication** through a Digital Enhanced Cordless Telecommunications (DECT) solution integrated with healthcare applications, alarm servers and workflows

- **Secure messaging** applications with customizable availability settings

- **Schedule-based routing** to direct urgent calls to on-call staff

- **End-to-end encryption** to ensure secure data transmissions

2 | INCREASE THE EFFICIENCY OF CLINICAL WORKFLOWS

Using communications to streamline clinical workflows and automate repetitive tasks improves and accelerates patient diagnosis, treatments, transfers and discharge planning.

DURING EVALUATION AND TREATMENT

Whenever needed, clinicians can spontaneously initiate secure care planning meetings that can be joined by colleagues and experts using any medium on any device from any location.

LATER, DURING PATIENT DISCHARGE

The ability to communicate and collaborate using multiple channels rather than just voice simplifies complex workflows and accelerates the management of repetitive tasks.

5 key capabilities to look out for:

- **Click-to-talk** capabilities from within clinical applications

- **Customized** voice and text profiles that are aligned with clinical workflows

- **Pre-defined** call routes to connect external agencies with case managers

- **Personalized** voice and text messages that can be integrated into the clinical information system

- **Text-to-speech** capabilities that can be integrated into the mobile messaging platform

3 | IMPROVE PATIENT ENGAGEMENT AFTER DISCHARGE

Enhancing communication in web portals helps ensure patients follow discharge orders, attend post discharge appointments and engage in other post-treatment activities. It also helps increase patient satisfaction by reducing wait times and involving them in their own care.

YOU CAN CREATE CLOSER CONNECTIONS BY:

Adding click-to-chat and click-to-call capabilities to patient portals
Improve access and response times between patients and healthcare providers – rather than relying on written communications. Patients simply click an icon to initiate a chat session or request a call back.

Implementing integrated voice response (IVR) technology
Support automated self-serve prescription refills, bill payments and other patient services. Bill payments are particularly applicable for private care facilities and US organizations.

4 key capabilities to look out for:

- **Click-to-chat** and click-to-call
- Web chat and chatbot
- IVR engine
- Call routing based on variable patient identifiers

4 | LOOK TO DIGITAL TO SUPPORT BATTER PATIENT ACCESS

With a patient access center, you can proactively engage and support patients with diverse pre- and post-treatment needs – including those who like to self-serve, and those who prefer traditional communication methods.

THE BENEFITS OF A STREAMLINED PATIENT ACCESS CENTER ENABLE YOU TO:

• Automatically direct patient calls to the right department

• Mitigate the number of patient no-shows with automated appointment reminders

• Reduce re-admissions with proactive voice, email and chat to track patient recovery and send prescription notifications

• Ensure clinical staff can respond to the most critical patient queries – helping to better manage resources and time

• Increase efficiency with centralized multi-site patient scheduling

• Gain access to patient call history to improve patient engagement

4 key capabilities to look out for:

● **Customizable** call flows and routing plans

● **Time-dependent** call handling to manage heavy call volumes

● **Automated** outbound dialing for patient notifications

● **Monitoring** and reporting for call quality and wait-time analysis

5 | CONSIDER HOW YOUR COMMUNICATIONS INTEGRATE WITH THE REST OF YOUR TECHNOLOGY

Digital transformation holds plenty of value in healthcare. It offers simplicity, flexibility and cost savings, which is why many providers are accelerating their adoption of digital health. BCS collaborates and integrates with healthcare apps, smart APIs, and CloudLink cloud platform to create cost-effective and secure end-to-end solutions that enhance interactions between employees and patients. For example, during treatment, patients interact with multiple systems from admissions through to discharge, which can be overwhelming. Implementing a seamless communication solution that integrates with healthcare apps to streamline workflows, results in an efficient and improved patient experience.

WHETHER PUBLIC, HYBRID OR PRIVATE CLOUD-BASED, COMMUNICATIONS SHOULD BE:

- Always available
- Easily upgradable
- Scalable to expanding operations
- Funded through operational expense budgets to streamline approval processes
- Flexibility to build capabilities like voice or SMS into existing applications

5 key capabilities to look out for:

- **Carrier-class network** with multiple best practices for maximum security

- **24/7/365 monitoring and support** with stringent service level agreements (SLAs)

- **Secure support** for employee bring your own device programs

- **User-friendly applications** that require little training and comply with regulatory requirements

- **Scalability and adaptability** to easily evolve with operations

6 | MAINTAIN COMPLIANCE WITH REGULATORY REQUIREMENTS

Patient privacy is a critical concern. For every healthcare provider, data must be looked after in line with local legislations, such as the Data Protection Act 2018 in the UK, General Data Protection Regulation (GDPR) across the EU, and HIPAA in the US.

CHOOSE A SECURE COMMS SOLUTION TO BUILD INTO YOUR REGULATORY COMPLIANCE STRATEGY TO:

- Fulfill rigid data security regulations

- Improve the effectiveness and efficiency of your operations

- Automate management of surveys and other confidential post-discharge actions

- Enable IT Staff to use multi-factor authentication for common IT tasks

4 key capabilities to look out for:

- **Integrations** with Partner Solutions for payment regulation compliance

- **Solutions contributing** to compliance of Sarbanes-Oxley Act (SOX)

- **Based on a robust**, multi-layer security framework

- **Routine audits** to ensure compliance is maintained as regulations change

7 | CHOOSE AN EXPERIENCED AND KNOWLEDGEABLE PARTNER

The right unified communications specialist can help you select the deployment approach and technology best suited to your patients, staff and operational requirements. Choose one that demonstrates that it understands the many intricacies and regulations in healthcare.

5 key capabilities to look out for:

- **Flexibility** to support on-site, cloud and hybrid deployments, using a single solution

- **Consistent user experience** for patients, staff and healthcare partners

- **Full suite of communications applications** that can be adopted as needs evolve

- **Enterprise-grade telephony** and unified communications experience

- **Integrated solutions** that make life easier for IT and can be customized to work with existing applications

BCS eBOOK

Why Wait? - BCS could be the right vendor for you!

Communications are vital to business success. If your current phone system is holding you back, it's time to explore new options.

BCS delivers quality VoIP solutions that will support your business now and in the future.

Learn more at bcsip.com

Schedule a
Discovery Call

Visit Our
Resource Page

BCS

BUSINESS
COMMUNICATION
SPECIALISTS

bcsip.com