KLOUD 7

USA HEALTH

USA Health's Enhanced Care Access with Kloud 7's Data Driven Communications Solution

Overview:

Capture more calls
From 800 calls to 1800 calls on weekly basis

Resolves problems faster
Access , analyze and share call recordings within seconds

Improve efficiency of teams
Realtime performance analytics for management

Create visibility and awareness
Rapid problem identification and targeted resolution

Lower rate of abandoned calls
Reduced abandonment rate from 10-45% number to 0-8%

Save time and improve accuracy
AI integrated solutions

Access to Care

Access to care sets the foundation for all patient interactions within a health system. An effective care access system is important to ensure quality healthcare services and patient satisfaction, while its absence can result in missed or delayed diagnoses, decreased patient flow, and increased healthcare costs.

An effective care access system is vital for ensuring high-quality healthcare and positive patient experience. As leaders in the world of telecommunications and call analytics, Kloud 7 helps health systems diagnose the issues with their existing communication strategies to make access seamless and efficient.

USA HEALTH

- Founded in 1973
- Academic health system located along the Gulf Coast
- A network of hospitals, clinics, and other healthcare facilities
- Offers a range of medical services, including oncology, cardiology, neurology, pediatrics, etc.

Care Access at USA Health

Founded in 1973 with the establishment of the USA College of Medicine, USA Health is the sole academic health system located along the Gulf Coast. It is one of the only five freestanding hospitals in the nation specializing in the care of women and children. It includes a network of hospitals, ambulatory practices, and other healthcare facilities that provide high-quality medical care to patients throughout the region. Offering a range of medical and surgical services, including oncology, cardiology, neurology, pediatrics, and orthopedics., USA Health focuses

on providing personalized, patient-centered care to every individual who walks through their doors.

USA Health erected a specialized care access contact center to handle inbound phone calls as the primary method of communication for patients seeking healthcare services. Their care access team is staffed with trained professionals who assist patients in navigating the health system, scheduling appointments and referrals, and responding to patient queries.

The Kloud 7 Solution

While USA Health was the only university hospital in the Gulf Coast area, patients and physicians had multiple private healthcare systems to choose from. In light of this, USA Health made the strategic decision to enhance health outcomes and patient satisfaction by partnering with Kloud 7 to implement advanced telephony solutions, aiming to improve the ease of access to care. They also incorporated analytics and recordings to gauge where the bottlenecks lay and identify areas for improvement.

With communication at the core of every healthcare system and Kloud 7's expertise in streamlining organizational communication systems with specialized and tailored solutions, the partnership created a perfect symbiosis that exceeded value expectations within months.

Historically managed by the University, the health system was struggling to manage a large volume of calls, resulting in call abandonment. Furthermore, there were problems where the service wasn't very good because some team members were not doing their job properly and were not sharing the workload equally. To address these challenges, **Kloud 7 implemented a specialized solution that included call analytics, call recording, and a soft-phone app integrated within the contact center.** This allowed the health system to gain better insight into their call traffic, improve their service levels, and ultimately enhance their patient access and experience.

Kloud 7's Specialized Solution for USA Health

Call Analytics · Call Recording · Contact Center · K7 Connect Soft-phone · Business Phones & Accessories

Kloud 7's services are fully compliant with PCI and HIPAA regulations, ensuring that all patient data is protected and secure. This compliance is critical in the healthcare industry, where the privacy and security of patient information are of the utmost importance. By ensuring that all of their services meet these strict regulatory standards, Kloud 7 is able to provide peace of mind to their clients and enable them to focus on delivering quality healthcare services without any worry about data breaches or compliance issues.

The Value-Added Difference: Exceeding Expectations

Following the deployment of Kloud 7's services, USA Health decided to set key performance indicators to measure the efficacy of the integrated phone system. Their primary objectives were to:

1. **Reduce time to answer to less than 30 seconds**
2. **Maintain an abandonment rate of less than 8%**
3. **Meet SLA targets up to industry standard of 70-80%**

Using advanced analytics tools, USA Health could gather and analyze data on call traffic, call handling times, and other metrics. As a result, the access center gained valuable insights into its performance and identified areas for improvement. These insights were used to optimize staffing levels, adjust call handling protocols, and streamline the patient access process.

With Kloud 7, USA Health's access center transformed into a strategic asset, driving patient satisfaction and better health outcomes.

> *"The data, now at the fingertips of our leaders, which we didn't have before, has created more knowledge. Knowledge is power, and this power allows for actions to be taken."*
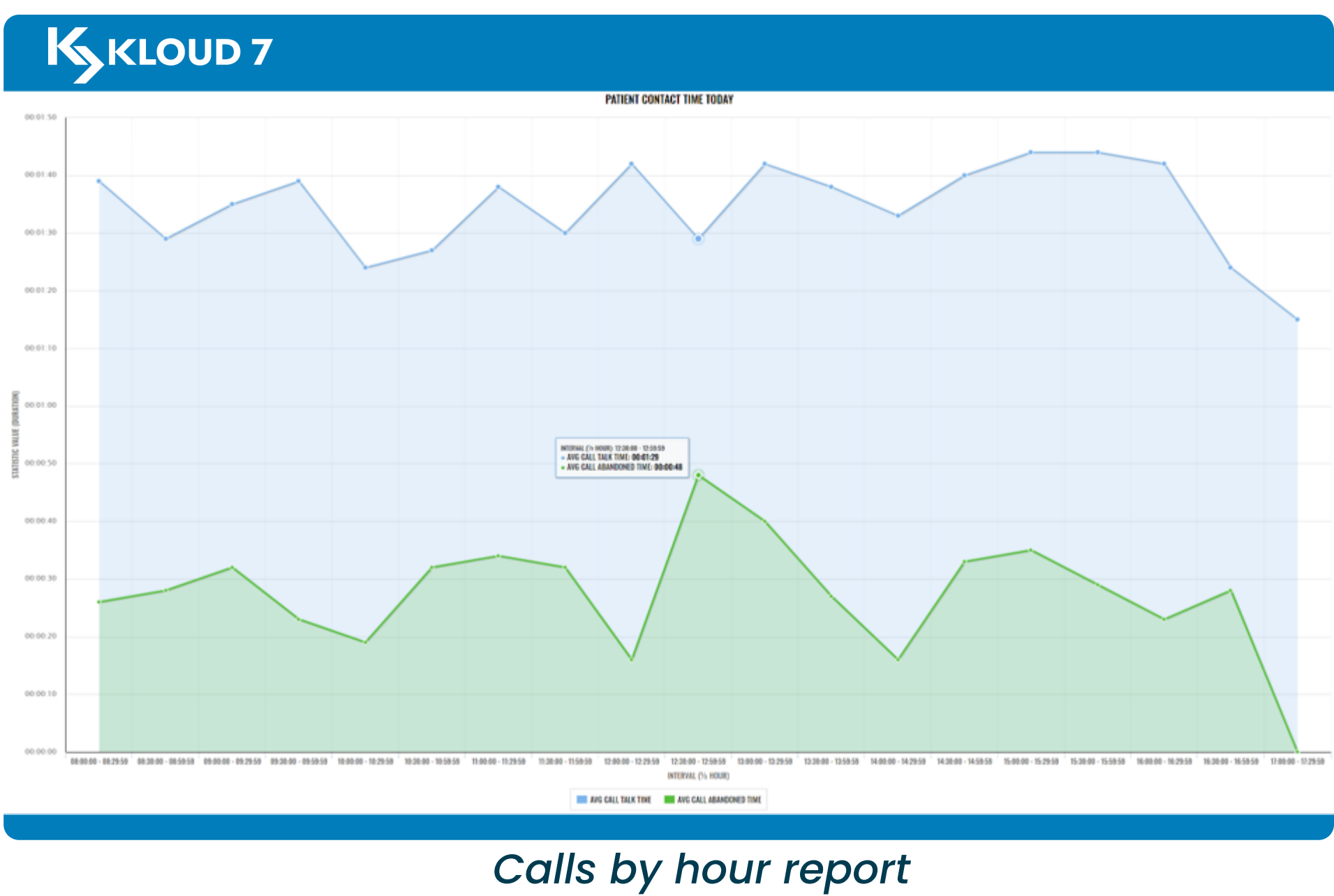>
> *-Shelby Smith, Director Care Access, USA Health*

For example, by utilizing Kloud 7's call reporting analytics, they gained insights into their **call volume patterns** and identified the busiest hours. This information allowed them to optimize staffing levels in the contact center during peak calling times to ensure that calls are handled efficiently and patients are not left waiting for extended periods. By implementing advanced routing techniques, USA Health successfully streamlined the distribution of calls to staff members, ensuring an even balance among agents. This optimized call distribution led to improved staff deployment, improved patient satisfaction, reduced wait times, and enhanced call management.

The integration of Kloud 7's phone system with analytics and recordings has proved to be a valuable asset for USA Health in **handling patient complaints.** Supervisors and managers can instantly access the data to resolve issues and eliminate any confusion. Kloud 7's **AI Integrated Call Recording Solution** allows managers to identify emotions during a call and look for keywords. Immediate notification and sharing of these events automate the quality assurance process. This improved communication fosters trust and helps USA Health in providing an enhanced level of care to their patients.
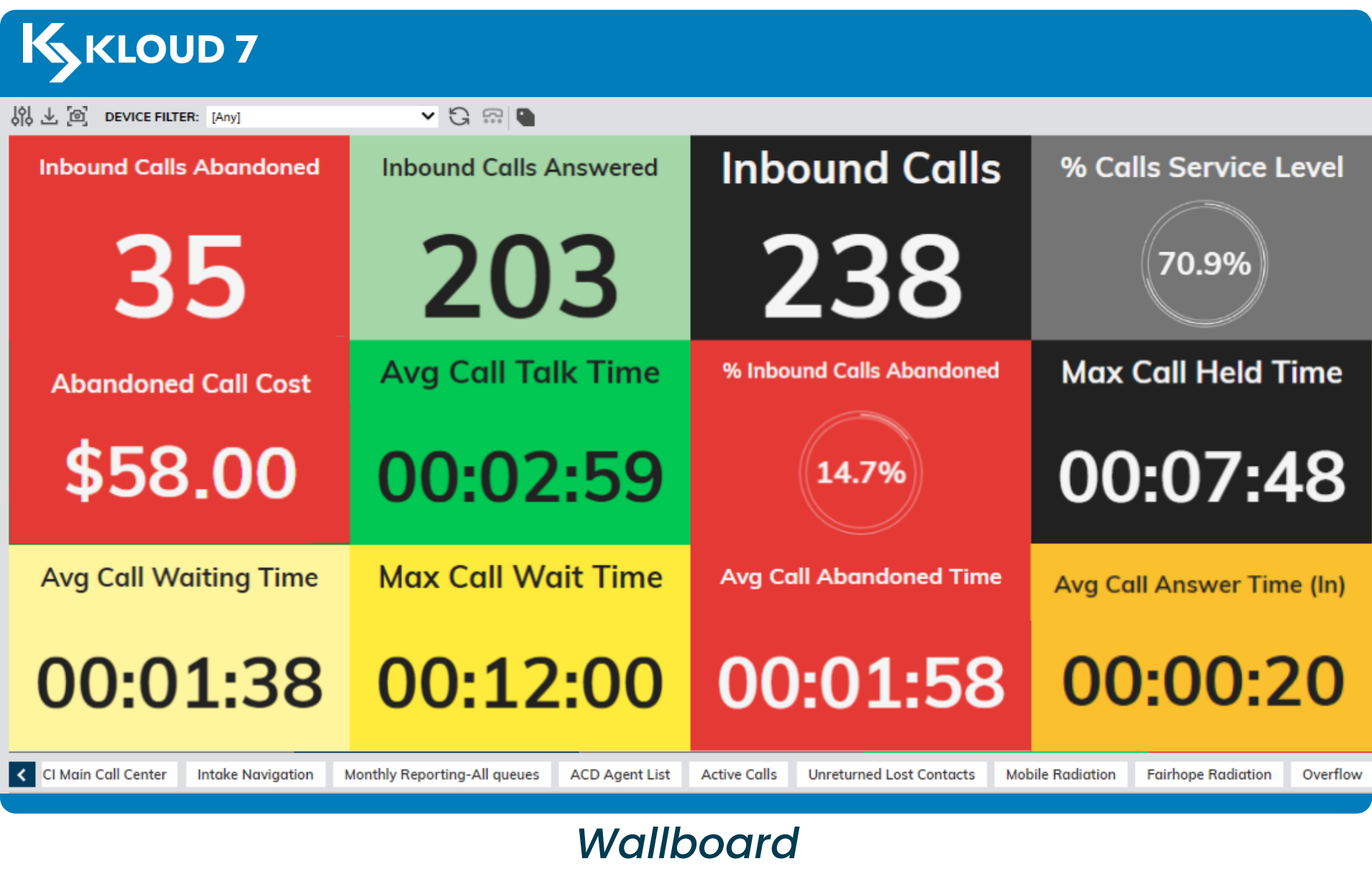
"We have had Kloud 7 for two years now, and it took us 15 months to get our leaders to actually begin to understand the value of the data, talk about the data, use the data, ask questions about it, and actually begin to change business decisions. That's what it should be used for."

–Shelby Smith, Director Care Access, USA Health

Wallboard

Abandoned calls at a healthcare system's access center can result in delayed patient care, decreased satisfaction, and communication gaps, impacting efficiency and reputation. Each abandoned call reduces patient interactions and potentially hinders the hospital's ability to gather important information. However, with Kloud 7's call reporting analytics, healthcare organizations can review real-time data on inbound abandoned calls. This enables proactive measures, such as having the agents reach out to callers, seizing lost opportunities, and enhancing the level of service provided. By capitalizing on these insights, healthcare organizations can improve patient outcomes and deliver exceptional care.
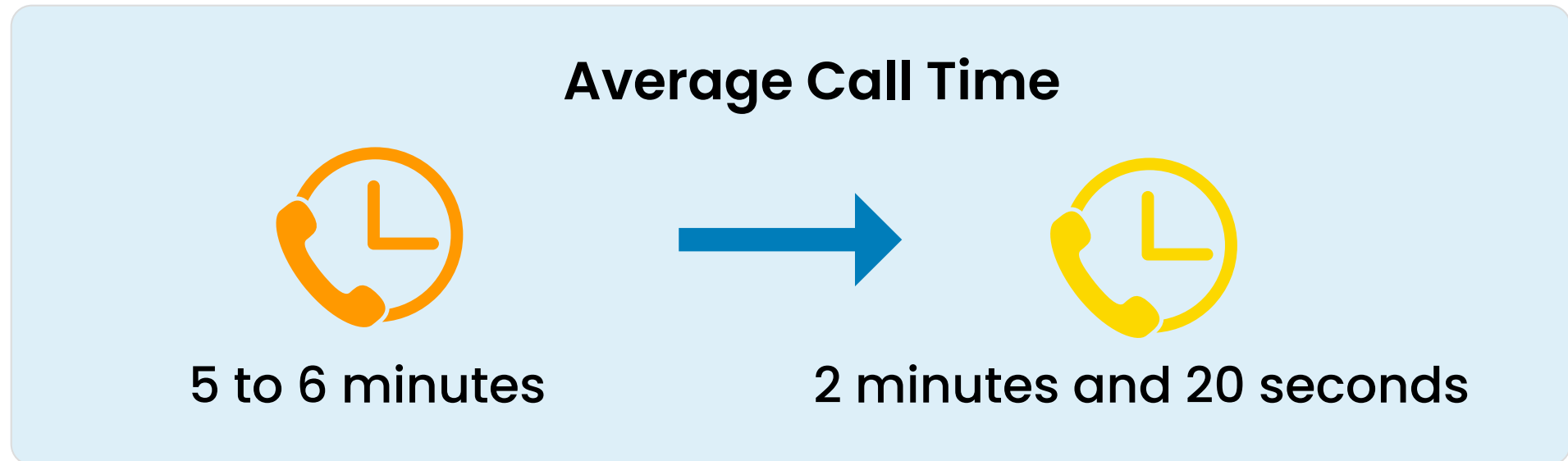

Calls by hour report
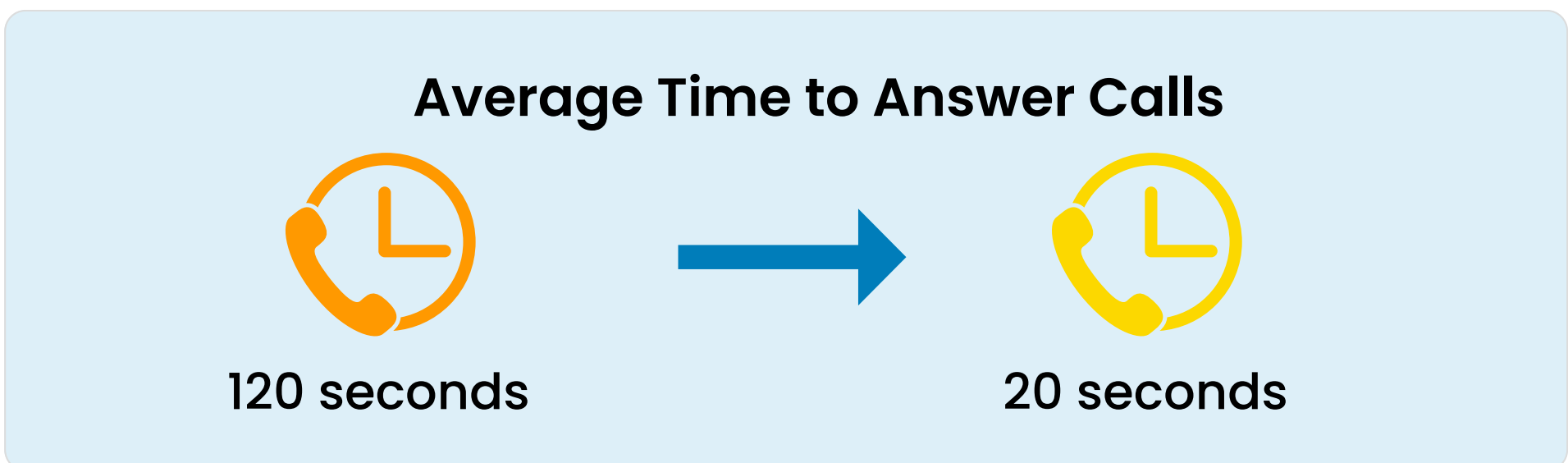
Enhancement of Service Levels:

Every team member at USA Health's access center is aware that their calls are being recorded, which has improved accountability among the team. Leaders have the ability to listen in on calls, identify mistakes, and provide feedback and training to the staff. As a result, the team's average call time has decreased **from an average of 5 to 6 minutes to 2 minutes and 20 seconds,** indicating improved efficiency and productivity.

The time to answer calls, which previously hovered around **2 minutes** , with some departments experiencing up to **4 minutes**, has now been significantly reduced to as little as **30 seconds** with the implementation of an **Automatic Call Distribution (ACD) system.**

In addition, USA Health has established a specialized referral line, manned by a team of dedicated professionals who **answer calls in under (an average of) 7 seconds.** This streamlined approach to referrals ensures that referral sources are able to connect with the right personnel quickly and easily, without the frustration of long hold times or complicated phone trees.

The ability to answer calls quickly and efficiently has also helped USA Health capture more potential patients who were previously lost due to long wait times. All of this has contributed to an overall increase in revenue for USA Health, making the investment in Kloud 7's services a smart and profitable decision.
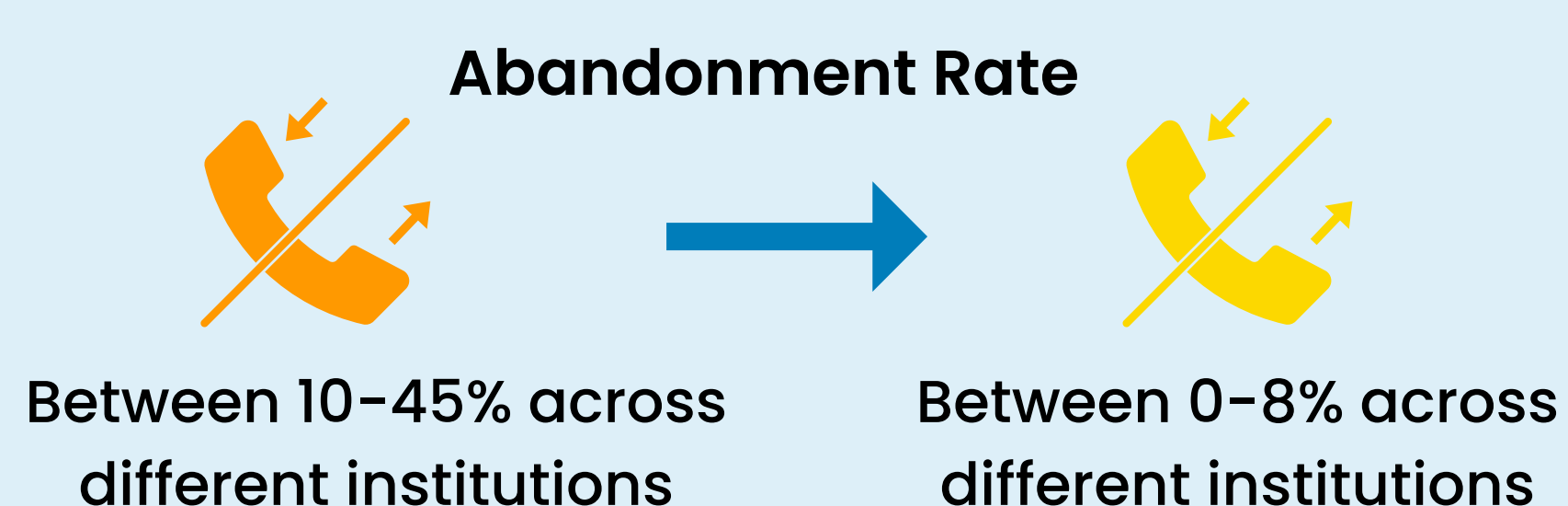
"A few years ago, these service levels didn't even exist, and with this data, we have established the standards of service levels that we needed based on the benchmarks that come from the Patient Access Collaborative. Holistically, as an organization based on those service levels, we were at 40-50%, and now with many of our groups, we are meeting right at 80% or a little less in the 70s and some even higher than 80% service levels."

-Shelby Smith, Director Care Access, USA Health

Recapturing Lost Opportunity:

To achieve their goal of matching industry standards for an abandonment rate of 8%, the teams at USA Health have implemented a daily reporting system.

Kloud 7's call analytics service provides USA Health with comprehensive insights into their call center operations, including monthly, daily, and even hourly data. Additionally, they receive a detailed lost contact report that includes information about missed calls and hang-ups on a daily basis. Using this information, the team can promptly reach out to lost contacts and ensure that no call goes unanswered. This enables them to achieve the **abandonment rate of eight percent (8%)**, with some departments having an exceptional rate of zero percent (0%). By maintaining their abandonment rate, USA Health is able to offer exceptional customer service and meet their patients' needs effectively. Moreover, this proactive approach helps them to capture potentially lost revenue by converting missed leads into satisfied customers.

Abandonment Rate

Between 10-45% across different institutions   →   Between 0-8% across different institutions

"We basically have zero abandonment rate because with kloud 7, we get a report around noon each day, with anyone who may have called that hung up or we missed their call for any reason. Then, we call all of these people back by 3:00 pm the same day."

-Theresa McLaughlin, Administrative Director, MCI, USA Health

Lost Contact Report

Integrating and Consulting:

Having the most advanced communications technology is ineffective when it's not properly integrated into the operational workflows required by the specific department, team, or organization. Therefore, Kloud 7's dedicated implementation teams work closely with each department leader at USA Health to understand their issues and needs. Then the technical solutions are set up and tested with each leader to ensure everything is meeting or exceeding their expectations. This consultative integration process has been a foundational part of Kloud 7's solution and how it is delivered to maximize impact on operation performance.

This revolutionary solution has proven to be a game-changer for USA Health. For instance, the Mitchell Cancer Institute (MCI) had an **average weekly call volume of 800 calls** two years ago, and their legacy phone tree system was inadequate to handle such a volume. However, with the implementation of Kloud 7's **Automatic Call Distribution (ACD), Interactive Voice Response (IVR), call analytics, and call recording features** - all within a unified interface - the Mitchell Cancer Institute is now able to seamlessly manage a **call volume of 1,800 calls per week.** This growth of up to **225%** is a testament to the power of Kloud 7's solution and excellent management.

Return on Investment:

Kloud 7's communication solutions are not only secure and compliant but also offer a substantial return on investment when implemented effectively. A compelling illustration of this is seen at MCI, where they were able to **capture 225% more calls.**

Kloud 7's support team is **available 24/7/365** to help you best implement the solutions to achieve operational excellence.

"It's an all encompass shop where everything that we need in a service is wrapped up into one, we have to think about our different institutions, a lot of these institutions need to have different vendors to get to what they need, but with Kloud 7, that one vendor can potentially get all those five and you're able to build a relationship with them, who understand your business and talk your business, and help you grow."

-Shelby Smith, Director Care Access, USA Health

The Kloud 7 Difference

For over a decade, Kloud 7 has been a trusted provider of business communications. We prioritize delivering specialized solutions in healthcare, backed by our experience and unwavering commitment. Our mission is to revolutionize telecommunications for healthcare providers, exemplified by our omnichannel contact center (Email, SMS, Web Chat, and Phone Calling) integrated with call analytics and AI-powered Call Recording. By streamlining call center operations and offering valuable insights into call data, Kloud 7 contributes to improved care access and ultimately better patient outcomes for healthcare providers like USA Health.

Kloud 7's comprehensive suite of communication services is a one-stop solution for all your business needs. From business phones to cloud-hosted phone systems as well as advanced features like analytics and recordings, Kloud 7 offers a complete package. As a true partner, they go beyond the sale by providing proactive support and monitoring every operation. With Kloud 7, issues are identified and resolved before they even affect the customer. Their team constantly works with you to ensure that you are using the solutions to their optimal potential and staying up-to-date with the latest technology trends.

Discover the transformative power of Kloud 7 as your technology partner in streamlining the entire patient journey. Experience how Kloud 7 can enhance access to care, elevate service levels, and boost revenue of your institution. Learn more at www.kloud7.com.