



Geisinger

A Swift Solution for Unwavering Excellence

Geisinger + T2Flex partnership

v.01.31.24

EXECUTIVE SUMMARY:



During the COVID-19 pandemic, healthcare organizations confronted an unparalleled challenge: a sudden flood of patient calls demanding information and COVID-related appointments. This surge created an industry-wide issue marked by the inability to swiftly hire, train, and deploy patient access agents while juggling the delicate equilibrium between regular operations and pandemic response.

To meet this challenge head-on, Geisinger strategically partnered with T2Flex, introducing a team of remote, highly skilled, cross-trained agents into their workforce. These agents were able to seamlessly integrate into Geisinger's internal team, while offering the flexibility required to address surges in demand across various departments.



This collaborative effort not only effectively addressed the immediate demands of the pandemic but also laid the foundation for a more agile and efficient patient care system. Geisinger now possesses the capabilities to ensure uninterrupted excellence in healthcare service delivery, even in the face of unforeseen challenges like the COVID-19 pandemic.

ABOUT THE CLIENT:



Geisinger is a distinguished healthcare provider, insurer, and hospital system serving three million patients across northern and central Pennsylvania. Recognized as an ‘island of excellence’ within the U.S. healthcare landscape, Geisinger is renowned for its integrated delivery system, providing high-quality patient care at below average costs. A cornerstone of this system is Geisinger’s exceptional coordination among its thirty-six practice sites, three hospitals, and a dedicated team of doctors, nurses, and healthcare providers, ensuring seamless care delivery and patient satisfaction.

THE CHALLENGE:



The sudden and overwhelming surge in demand for COVID-related information and testing appointments placed an immense burden on Geisinger’s Patient Contact Center. This center was composed of specialized agents who were highly trained for specific departments, reflecting the organization’s deeply ingrained commitment to providing exceptional patient care. However, as the need to rapidly scale became apparent, Geisinger remained resolute in its refusal to compromise on patient care standards. This presented the challenge of swiftly expanding their Patient Contact Center, with the primary hurdle being the recruitment and training of agents capable of upholding their rigorous care standards while also functioning across multiple departments.

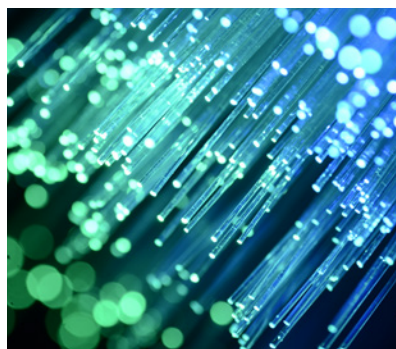
THE SOLUTION:



To meet the challenge head-on, Geisinger partnered with T2Flex, a company that had embraced a remote agent model long before the pandemic. This model streamlined talent acquisition and training, enabling rapid scalability and flexible staffing to adapt to changing demands.

T2Flex leveraged cutting-edge automation and technology tools to swiftly recruit individuals with the necessary qualifications. Once recruited, these agents underwent comprehensive cross-departmental training, extending well beyond the realm of COVID-related calls. This training equipped them with a wide range of skills, ensuring proficiency across multiple departments.

T2Flex's approach optimized agent utilization, allowing them to seamlessly handle call surges across various departments as needed. This collaborative effort played a pivotal role in swiftly assembling a skilled workforce that met Geisinger's requirements while upholding their steadfast commitment to patient excellence.



In addition to alleviating call volume pressures, T2Flex harnessed advanced technology to enhance and optimize productivity levels. Their cutting-edge voice system introduced transcriptions paired with sentiment and quality scoring, providing invaluable call metrics for data-driven insights. This robust technology also included governance and oversight mechanisms that allowed for real-time performance monitoring and quality assurance, further ensuring a seamless and high-quality patient contact experience.

RESULTS AND BENEFITS:



As the surge eventually subsided, Geisinger recognized the lasting value of these highly skilled agents, integrating them as permanent members of their team while maintaining their ongoing partnership with T2Flex. This collaborative journey not only addressed the immediate challenges posed by the COVID-19 pandemic but also strategically positioned Geisinger for long-term success. It instilled adaptability, efficiency, and a data-driven approach within the organization, reinforcing Geisinger's commitment to patient excellence while laying a robust foundation for the future of healthcare service delivery.

- **Seamless Scalability:** Geisinger adeptly scaled its operations without compromising exceptional patient care. T2Flex's cross-trained agents enabled Geisinger to manage surges in demand while maintaining its high care standards.
- **Enhanced Efficiency:** T2Flex's automation and technology tools streamlined Geisinger's Patient Contact Center operations. Their workforce management software optimized resource allocation, ensuring efficient performance during regular and peak periods.
- **Agility and Flexibility:** Through the Geisinger-T2Flex partnership, the workforce gained newfound adaptability and flexibility. Agents proficient in multiple departments swiftly responded to call surges, ensuring prompt patient assistance across various areas.
- **Technological Insights:** T2Flex's advanced technology tools provided Geisinger with invaluable call metrics and insights, enhancing the overall quality of patient interactions. Additionally, T2Flex's tech-driven governance and oversight mechanisms enabled real-time performance monitoring and quality assurance, upholding service excellence.

Explore how our approach can enhance your call center operations, drawing inspiration from Geisinger's success. Together, we can improve appointment management, cultivate patient loyalty, and foster a patient-centric future.

Unlock Your Future.

T2Group is a leading provider of technology-driven solutions for healthcare providers and organizations. With a thorough understanding of the intricacies of modern healthcare, T2Group harnesses its expertise and innovative technology to tackle complex projects and achieve substantial outcomes. From improving patient access and satisfaction, to maximizing revenue performance and streamlining operational efficiency, T2Group is committed to leaving a lasting impact on your future.



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