

# RingCentral:

## A platform for healthcare communications with patients at the center

Healthcare stakeholders are facing disruption and demand from every direction. Unprecedented mergers are driving new business models for providers, researchers and insurers alike, while the trend towards accountable care will impact payment constructs for patient services.

That accountability is also propelling the need for increased engagement — while the bar for satisfying, personalized experiences seems to move higher every day.

No matter what area of the healthcare marketplace you operate in, you need to navigate all these trends successfully, but both new and inherent issues pose complex challenges, including:

**85%** of first-attempt voice-only calls fail in healthcare environments<sup>1</sup>

### Better outcomes at a better cost.

Profitability, speed and collaboration are becoming more and more important across all aspects of the healthcare industry - with the ultimate goal of better outcomes at better costs. As the healthcare provider landscape has shifted to outcome-driven measurement and satisfaction scoring, the implications for patient volumes, reimbursements, and overall practice profitability have never been more critical. Both providers and payers will need data that proves patient progress and improvement, while better utilizing staff resources and increasing

patient/customer engagement. In the life sciences, organizations are pushed to create profitable products and services in increasingly shorter windows, which requires efficiency and informed cooperation amongst all stakeholders.

### Siloed interaction and collaboration.

Fundamental industry changes and the need for increased collaboration exposes systems that are inflexible or incompatible. Existing silos continue to be reinforced, and new ones created when all stakeholders cannot easily and seamlessly interact. For providers, this can produce less-positive patient interaction and outcomes. For multi-department life sciences organizations and insurers, the result is a negative impact on employee productivity, customer experience and profitability.

### Communication without compliance.

Providers who communicate with patients or payers across unsecured, non-compliant channels may run afoul of HIPPA regulations, while researchers and hospitals leave themselves open to both privacy and competitive liabilities if personal, proprietary or competitive data were to be compromised. For example, SMS may be popular and convenient for communication, but carrier-based texting is riddled with privacy and security issues.

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## Drive better outcomes with the tools to improve collaboration and compliance

RingCentral delivers cloud-based communications technology crafted to compliantly support the drives towards personalized healthcare and increased engagement, while responding to the complexities brought on by disruption in the industry and traditional business models. No matter which part of the healthcare landscape you occupy, partnering with RingCentral will enable you to:

### Unify care communications.

Eliminate silos with a single, cloud-based unified communications platform that offers a diversity of mediums including SMS, audio or web conferencing, voice calls and team messaging, on mobile devices or desktops. For practices, staff can choose the channel that best support specific clinical workflow actions, while offering patients multiple points of secure engagement. In a research setting, teams can share theories, results and others information quickly and reliably — with past exchanges archived for easy reference. For hospitals, insurance companies and other organizations with multiple stakeholders, technology from RingCentral allows for seamless, multi-channel coordination between departments, institutions and customers.

miscommunication. Life sciences and others with heavy R&D investments can speed advances and development cycles by promoting easy, accurate information sharing between all teams engaged in the process.

### Elevate communication compliance and security.

RingCentral replaces numerous shadow IT tools and the need to use personal devices when interacting with patients and providers, while meeting the regulatory requirements defined by HIPAA via our HiTRUST/CFA certification. In addition, companies developing proprietary products and processes can protect their intellectual property investments by enabling secure communications that minimize accidental — or intentional — competitive exposure.

### Increase touchpoints with friendly, future-proof features.

Options like click-to-chat and click-to-call in a patient portal support increased engagement, improved access and better response times by allowing patients to reach providers in the most efficient way to address health questions or scheduling needs. For practices and hospitals, automated outbound patient notifications and announcements can be added via SMS or phone, freeing up critical staff time to focus on in-office patients and services, while insurers can use those efficiencies to spend more time interacting with policy-holders and improve the customer experience.

Industry changes and digital transformation demand communication that meets regulations — and exceeds expectations. With RingCentral, you will communicate on a platform optimized for innovation with patients at the center.

**73%** of healthcare professionals send and receive work-related texts<sup>2</sup>

### Improve access, response and performance.

RingCentral enables teams that collaborate frequently to exchange critical and timely information, files and updates. In a clinical setting, for example, staff can easily update their ongoing availability status, which enables real-time team collaboration across the most optimal medium and device. For healthcare organizations, customized groups such as eligibility, scheduling, lab or physicians and nurses can be created to implement automatic efficiencies and reduce the chance of

<sup>1</sup> <https://www.mitel.com/-/media/mitel/pdf/content-entry-pdf/en-eb-improving-hospital-performance.pdf?modified=20180411215802>

<sup>2</sup> KLAS Wireless Security Report, KU Medical School Survey, Spyglass Consulting Report and FierceMobileHealthcare; IDC Health Insights; Forbes

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RingCentral, Inc. (NYSE:RNG) is a leading provider of global enterprise cloud communications and collaboration solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact center solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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