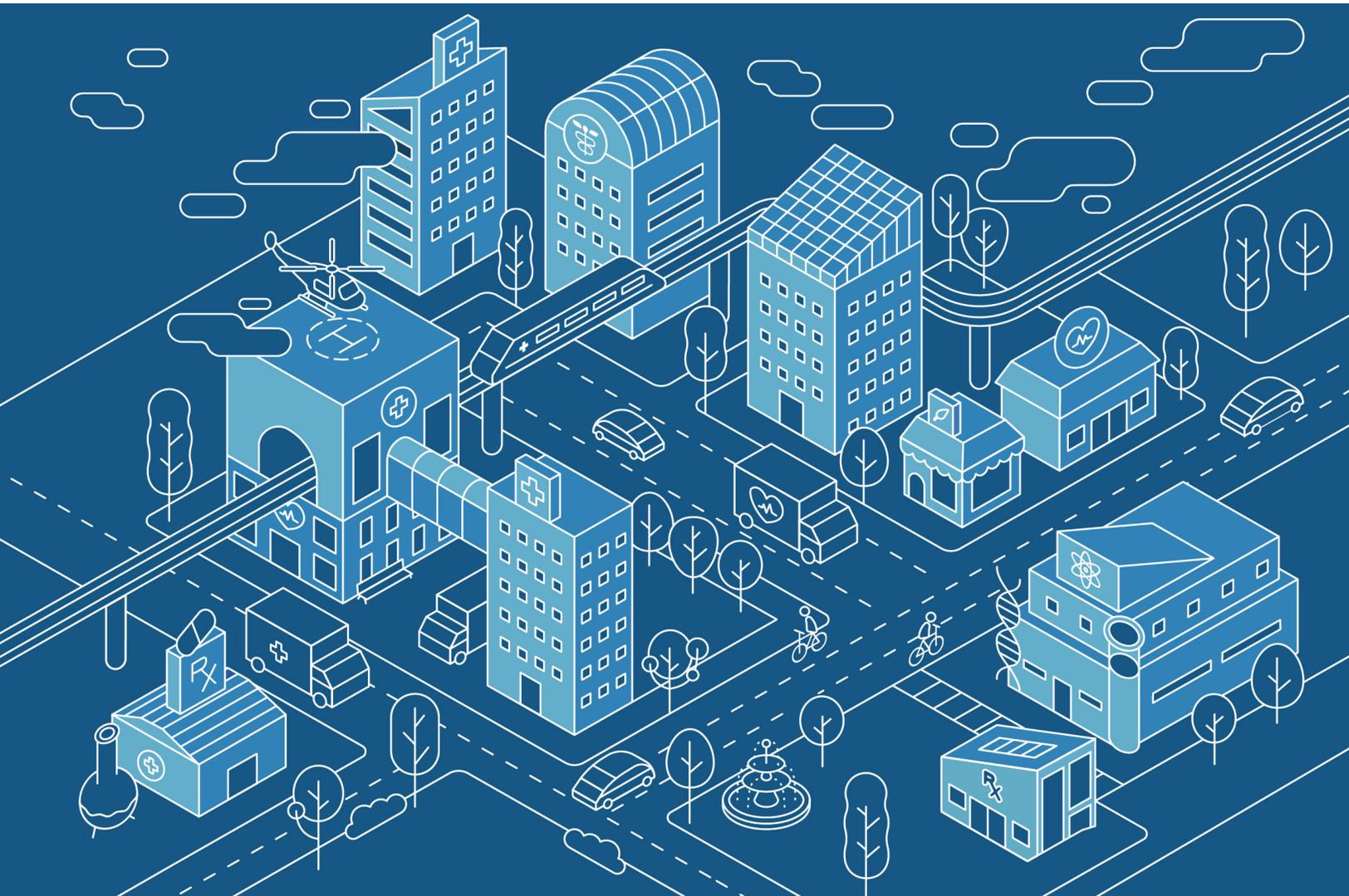


Transforming Clinical Operations for the Future

White Paper



Communicate, collaborate, and connect to improve practice performance

In recent years, the healthcare provider landscape has shifted to outcomes-driven measurement and satisfaction scoring from patients. This has not only made monitoring patient volumes and reimbursement schedules more critical than ever, it has also affected overall practice profitability.

To address these realities, healthcare organizations must enable patients to take a more active role in their overall health while securely sharing patient information in real time. Technology interventions that allow patients and staff to efficiently collaborate throughout the care delivery cycle must be implemented.

A cloud-based communications solution offers a number of benefits, from increased reliability to the ability to scale quickly and consolidate vendors. Plus your organization will experience greatly reduced management and implementation complexity from these solutions. Today, cloud applications are supported by multiple geographically redundant data centers, with flexible, highly reliable connectivity options that are available from anywhere, anytime. With as high as a 99.999% reliability rating, the cloud has supplanted on premises as today's most reliable option.

Improve staff utilization

When clinicians and other support staff lack real-time access to one another and critical health-related information, it negatively impacts how their time and skills are utilized. When physicians and other practice staff can collaborate more easily, the care-delivery workflow becomes more efficient. Unfortunately, to boost collaboration capabilities, many staff members use their own personal mobile devices to text about sensitive patient care issues.

While carrier-based texting can be an efficient way for staff to collaborate, any gains are quickly outweighed by the security and privacy issues that come from exchanging protected health information (PHI) over non-secured technologies.

But patient scheduling, evaluation, treatment, and post-treatment activities require collaboration across multiple internal and external

To remain profitable and add new patients, healthcare organizations can rely on modern cloud communications solutions such as RingCentral to help improve practice performance in three key areas:

1. Improve staff utilization
2. Increase patient engagement
3. Enhance practice workflow

stakeholders. But unfortunately not everyone has the same privileges to access, view, or exchange patient information within the practice's electronic medical records (EMR) system. To optimize information exchange and patient treatment, staff members are forced to use multi-modal collaboration tools outside of the EMR (voice, video, web conferencing, file sharing, texting, and more) to collaborate efficiently, effectively, and securely.

How do RingCentral solutions help improve staff utilization?

Standardized communications tools with central manageability

RingCentral eliminates clinic silos and IT risk with a single, cloud-

based unified communications platform that includes voice, SMS, team messaging, fax, and contact center capabilities. The RingCentral solution replaces numerous shadow IT tools and the need to use personal devices when interacting with patients and providers, while also meeting the regulatory requirements defined by HIPAA via our HITRUST CSF Certified status.

Instant activation with no maintenance requirements

With the RingCentral Professional Services™ team, your clinical organization will be up and running across thousands of locations in weeks, not months. There's no hardware to deploy, install, patch, or maintain at any location. RingCentral frees up your IT staff to focus on patient outcomes while ensuring your organization will always be on the most recent software version. This enables you to always take advantage of the latest available communications features.

Multi-modal collaboration

Your staff can securely collaborate using diverse mediums, including SMS, audio and web conferencing, voice calls, and team messaging—both on mobile devices or desktop computers.

Customized patient information exchange

The RingCentral solution enables teams to exchange critical and timely information, files, and updates while satisfying the regulatory framework defined by HIPAA.

Increase patient engagement

Portal adoption was a catalyst to end-to-end patient engagement and enables patients to become participants in their own care through increased access to their health information and providers. Your patient portal can be enhanced with additional telephony features that will help increase patient portal adoption and utilization rates.

How do RingCentral solutions help increase patient engagement?

Patient portals

Improve patients' access and response times by enabling patient portals with click-to-chat and click-to-call capabilities. This is important as a much higher percentage of pre- and post-treatment patient engagement is managed through traditional telephony-based collaboration as opposed to just the exchange of emails and other time-delayed messaging tools common to patient portals.

By increasing the patient touchpoints within patient portals (i.e., web chat), healthcare organizations can increase patients' options for reaching providers to efficiently address health questions or

Targeted staff access

Staff can easily update their on-going availability status to enable real-time team collaboration across the most optimal medium and device. This helps reduce information exchange latency.

Mobile collaboration

The RingCentral solution allows physicians and other staff to use just one device for both their work and personal communications. All critical communications are securely handled through your practice's Wi-Fi network and the RingCentral cloud platform to meet regulatory requirements. Plus patients can simply dial a RingCentral work extension to quickly contact a provider directly on their own personal mobile device.

Business case support

- First attempt voice-only calls fail 85% of the time in healthcare environments.
- 90% of staff bring their personal smart devices to work.
 - 73% send and receive work-related texts
 - 1,000 physicians surveyed, 95% frequently use text messages
 - The most commonly used platform: unsecure, carrier SMS texting

Sources: KLAS Wireless Security Report, KU Medical School Survey, Spyglass Consulting Report and FierceMobileHealthcare.

scheduling needs. This in turn supports their direct engagement in their care.

RingCentral Contact Center™

RingCentral's cloud-based contact center solution assists practices to manage not only high volumes of inbound and outbound patient calls, but also how very specific types of patient inquiries (like those that originate from your patient portal) are prioritized and handled. By leveraging RingCentral Contact Center, practices can increase call handling efficiency and direct patient calls to the right provider or other staff and dramatically improve the patient experience. They also help reinforce post-treatment measures like follow-up appointments, therapy treatments, or medication refill reminders through easy-to-manage and automated outbound reminders.

Automated notifications

RingCentral enables healthcare organizations to facilitate automated outbound patient notifications and practice announcements via SMS or phone. This keeps the front office staff focused on in-office patients and tasks as opposed to scrambling

to route these same outbound calls during their busy days. The results? Lower appointment abandonment rates and higher patient revenue.

Business case support

- Enhanced portal features can help achieve the 5% patient engagement threshold (Stage 2 / MU).

Enhance practice workflow

Patient care involves many processes and steps that all consume time, effort, and money. And naturally, this can have an effect on clinical outcomes, patient satisfaction, and overall financial performance. To improve and speed this process, your healthcare organization requires a common collaboration interface between all members of your practice and its patients.

From the initial patient call into your practice, the RingCentral solution presents teams with an easy and efficient process for accessing authorization and referrals. Those teams then collaborate the financial model to front office and scheduling teams for next steps. RingCentral assists those teams to manage and track numerous patient scheduling tasks. When patients arrive for their appointments, the front office team can leverage RingCentral to communicate with medical assistants and nurses and initiate the patient's pre-physician patient engagement.

These teams can then leverage the RingCentral solution to collaborate with one another as they initiate the patient exam. Throughout this work process, team members can evaluate clinical protocols plus identify and recommend various patient procedures. In addition to their documentation within their EMR, these teams can message and talk directly to exchange information. All of this information can then be shared collectively with the physician.

Proceeding the physician's evaluation and treatment of the patient, the workflow will shift back to your practice's back office teams for billing and third-party claims processing with the patient's insurance payor. Identifying gaps in billing and engaging patients for financial purposes requires efficient interaction between your practice, affiliated providers, the patient, and his or her third-party payor. RingCentral supports customized call routing, web chat, and other tools that efficiently connect these parties and optimize the exchange of billing and claim information. Clinical and scheduling teams can leverage RingCentral Office® to support their post-treatment workflows by managing scheduling and other follow-up steps with the patient, including phone or SMS-based satisfaction measurement surveys.

- MGMA reports the average cost per physician / day for appointment abandonment is \$411.
- Patient attendance rates are improved from automated SMS and voice reminder notifications.
- A practice can reduce traditional carrier-based SMS costs by utilizing contact center messaging.

How can RingCentral solutions help enhance practice workflow?

Patient scheduling

Pre- and post-treatment patient scheduling utilizes significant practice resources. RingCentral enables your healthcare organization to optimize those staff resources, supports efficient pre-authorization, scheduling, and post-treatment patient follow-up tasks through a centralized patient access center—all powered by RingCentral Contact Center. Your practice can leverage advanced call routing, intuitive interactive voice response (IVR), and other tools to connect your patients and practice teams seamlessly.

Patient evaluation and treatment

Your nursing and support teams are critical to how your practice maximizes physician time and productivity. Their ability to collect data that will support physician treatment decisions is critical to your revenue and cost performance. RingCentral enables teams to efficiently capture and exchange information through a variety of data capture mediums and devices, which in turn improve clinical outcomes, satisfy patients, and maximize practice revenue.

Business case support

- Scheduling or referral difficulty can cost practices existing and new patients.
- Centralized scheduling and pre-service steps can increase on-time procedure starts.
- The most common first impression of a practice is by a telephone conversation.
- Physicians lose up to 40% productivity due to EHR manual entries and data management.*
- 60% of ambulatory providers are frustrated with EHR usability and workflow.*

*Source: IDC Health Insights.

Summary

Healthcare providers must address the challenges of inefficient collaboration within multi-professional teams. Existing clinical communications tools and processes are manual and inefficient. In turn, many clinicians use their own smart devices to collaborate and exchange protected health information (PHI), which in turn is not secure. Provider organizations have an imperative to evaluate next generation cloud communications to support secure, efficient collaboration capabilities for their direct care and practice support teams. The RingCentral solution enables providers to establish a robust collaboration standard within their facilities.

The right cloud communications vendor partner can help you design a collaboration framework that is best suited to enable greater patient engagement, staff resource utilization, and other critical operational requirements unique to medical clinic networks. RingCentral understands the many process intricacies and regulations that physician practices face as well as the critical role cloud communications plays in helping to ensure high levels of patient and staff satisfaction.

Contact RingCentral Partner Support:
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