A Complex Care Case

"As customer service increasingly becomes a differentiating factor between healthcare facilities, consumers expect a more customer-centric experience or likely will take their business elsewhere." – The Beryl Institute

The healthcare industry is undergoing massive transformation around the globe. From a customer-care perspective, consumers are demanding more control over their own health, and there is a growing awareness of risks and adverse events with higher expectations of care and service quality. But while expectations are rising, the industry lags in "customer service."

Addressing the Balancing Act
While understanding the need to deliver better patient experiences, healthcare organizations from both the provider and payer sides are also challenged to manage operational costs and increase productivity and/or revenue. In reality, you don't have to sacrifice one of these objectives for another.

Cincom® Synchrony™ is a flexible customer experience technology platform that enables healthcare organizations to deliver better experiences and drive up productivity, efficiency and revenue while also lowering costs and training.

Cincom Synchrony and IBM for the Healthcare Industry
IBM's Healthcare Industry Framework provides healthcare-specific software, solution accelerators and best practices to help you reduce costs and manage risk while delivering an outstanding customer experience. Cincom Synchrony is validated in this framework to guide customer-facing employees to deliver smarter interactions and experiences.

Cincom.

Guiding Smarter Interactions in Healthcare

Healthcare Reform Begins with Smarter Interactions

Healthcare reform is quickly changing the industry. The concepts of Medical Home, Accountable Care, Meaningful Use and Global Payments will require that companies foster more seamless and personalized interactions across patients, providers and payers while adhering to an incentive-based mandate to reduce costs. Insurance and healthcare companies can respond to these implications in one of two ways: with great efficiency or with great inefficiency.

"Eighty percent of what should happen is going to happen whether or not the whole thing (healthcare reform) gets turned upside down or inside out," says Harry Reynolds, Director of Health Industry Transformation for IBM.

Change Is Coming

According to Harry Reynolds, *"Healthcare is now focused on providing care holistically, and all the incentives are built to encourage that the information flows seamlessly amongst the professionals involved. Providers and organizations will be expected to work proactively together to ensure that the patient has a more unified experience."*

Accountable Care: Experts estimate that more than 50% of Medicare beneficiaries have multiple chronic conditions such as diabetes, arthritis, hypertension and kidney disease. As a result, these patients often receive care from multiple physicians. A failure to coordinate care can often lead to patients not getting the care they need, duplicative care and increased risk of medical errors. Improving coordination and communication through Accountable Care Organizations will help improve the care Medicare beneficiaries receive, while also helping to lower costs; Medicare could potentially save as much as $960 million over three years.

Medical Homes: The aim of the medical home model is to improve access to care, increase patient satisfaction with the care received and ultimately, improve the health of patients. The idea behind legislation is that every American should have a "personal medical home" through which to receive services, and that the services should be "accessible, accountable, comprehensive, integrated, patient-centered and satisfying to both patients and their physicians." One study estimated that if recommendations were followed, healthcare costs would likely decrease by 5.6%, resulting in national savings of $67 billion per year. Indeed, in 2006—before healthcare reform stepped into the national spotlight—industry leaders including IBM and others started the *Patient-Centered Primary Care Collaborative* to promote the medical home model. Membership includes some 500 large employers, insurers, consumer groups and doctors.

Global Payments: Healthcare-reform legislation calls for a global payment system with significant incentives to encourage more holistic patient care. The idea is to encourage more careful coordination and collaboration between a patient's physicians, nurses, hospitals and other care providers. Providers would receive payment that is adjusted for patients' health statuses and based on meeting common core performance measures to ensure high-quality care. Legislation calls for a careful transition to global payment within five years, during which "shared savings" would serve as an interim payment model to help providers become more familiar with global payment with reduced exposure to risk.

Cincom Synchrony offers an innovative, cost-efficient way to overcome these challenges. Supported by a robust and highly flexible platform of IBM technologies, Synchrony is a powerful software application specifically designed to help customer care centers in healthcare provide smarter, streamlined experiences that deliver intended results, even for complex, cross-channel interactions that utilize multiple back-end applications.

Guide the Experience

A critical component of a good customer-service experience is the ability to compassionately guide the interaction to the best possible outcome for the patient/member and the organization. This is where Synchrony can help.

Most employees in healthcare contact centers are challenged to remember, understand and correctly apply process, business domain and product training. They must adhere to policies, practices and regulations, and they must adapt to regular or even frequent changes to these items and modify their approach accordingly. Given the complexity, privacy and compliance issues of most healthcare interactions, Synchrony's Intelligent Guidance, process automation and customer-centric desktop can greatly impact and streamline your service delivery.

How Synchrony Helps

- Empowers employees to respond quickly and correctly to each customer in each situation

- Equips the agent with personalized recommendations, offers and answers in real time

- Automatically accesses the right resources (applications, data, web pages, etc.) as required in the specific context of each interaction

- Eliminates mundane tasks within interaction processes that do not add value to the organization or the customer experience, resulting in significant cost savings as well as dramatic efficiency, effectiveness and quality gains

- Introduces new, high-value offers to the conversation that leads to unparalleled excellence in the customer experience

- Ensures consistency and compliance across all interactions and ensures immediate adaptation of all changes

- Enables fast rollout of new guides and updates at the business-line level (those who own and know the processes are able to define and maintain the guidance themselves)

- Visibility to interactions across all channels

- Simplified training

- Proactive outbound and responsive inbound, across all channels

- Reports/analytics: Measures performance and trends

How Synchrony Works

The centerpiece of the solution is *real-time Intelligent Guidance* that automatically displays the information you need no matter the activity or the application. By combining real-time Intelligent Guidance, Synchrony allows you to focus on the patient or member experience instead of spending time on labor-intensive internal processes such as customer look-ups, interaction history or content research. It has also been developed to work with the healthcare-specific components of the IBM Health Integration Framework, so you can expect high reliability.

Depending on the type of interaction, Synchrony retrieves and presents critical information, pulling it from any back-end source. You can see the patient or member's entire interaction history. After every customer response, Synchrony identifies the next step in the process, providing context-specific language and interaction guidance. This is critical in standardizing interactions across departments.

In addition, Cincom Synchrony provides:

- Multi-channel – A single interface for all customer-interaction channels (phone, e-mail, chat, fax, etc.)

- Single view – One lens into the relevant customer and organizational information (CRM, HIMS, Patient Management systems and other supporting applications)

- Enterprise mash-ups – Extend and integrate the multiple applications and systems required in an interaction, eliminating the need to train and navigate through disparate systems

- Process automation and workflow – Insulates customer-facing staff and self-service users from complex and non-value-added tasks and activities

- Decision modeling and automation – Harnesses the experience and expertise of your knowledge experts and/or knowledge base into designed experiences that can be delivered by lesser-skilled employees

- Personalized follow-up – Tracks and logs the results of every interaction, prompts and escalates follow-up actions as required, tracks and monitors completion of tasks and sub-tasks and automatically generates correspondence and documents to summarize, confirm and enhance those results back to the customer to complete the designed experience

- Reporting and analytics – Provides staff and management visibility into performance as well as metrics that reflect cause and effect linkage to goals

Synchrony at Work in Healthcare

Below are examples of healthcare companies using Cincom Synchrony to guide smarter interactions across channels.

Healthcare Advocacy Firm

The nation's leading healthcare advocacy and assistance company uses Synchrony to assist "advocates" in bonding with members in a caring, connected and emotional way. Advocates are nurses, insurance specialists or even doctors, and they assist members in weaving their way through the complexities of the US healthcare system. Synchrony presents all of the content and resources that advocates need to access from a single desktop. They are able to maximize time on the telephone with each client rather than going through time-intensive customer look-ups, interaction history and content research. Productivity increased 50% while training time dropped dramatically. Plus, Synchrony's scalability supported the firm's uncharted growth.

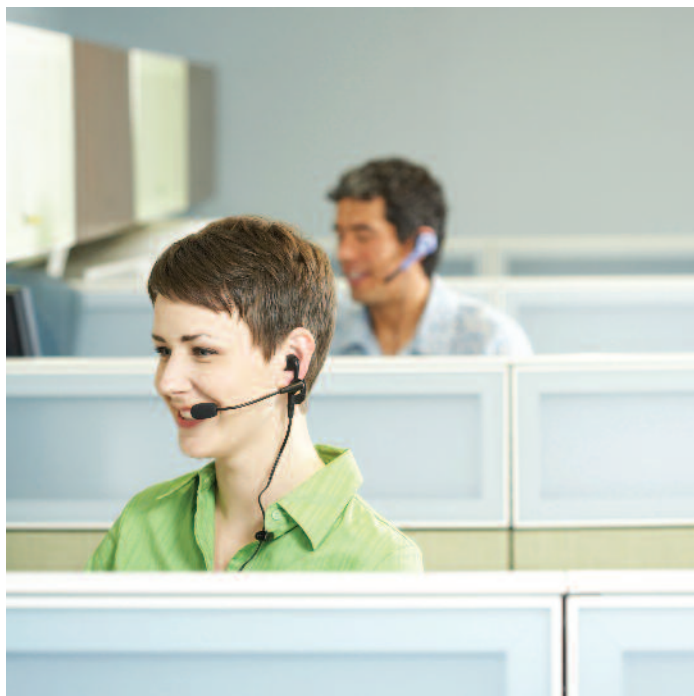### Provider of Home Healthcare and Hospice Services

Taking the "house call" to a new level, registered nurses and specialists proactively call patients who were recently released from a hospital in an effort to keep them home and healthy. In these outreach calls, the employees ensure that patients are following prescribed treatment plans, schedule follow-up doctor visits and answer questions. The result: dramatically fewer trips back to the hospital saving dollars for the taxpayer (Medicare and Medicaid) and better health and lifestyles for the patient and loved ones. Synchrony is the hub for this outbound and inbound center, managing contacts and histories and providing over 200 guides to assist employees through the complexity of diseases, health conditions, treatments, etc.

Third-Party Administrator (TPA)

This forward-thinking TPA believes its plan members deserve to talk to a live person—not cold and irritating technology—who is well-equipped to answer their questions. They use Synchrony to connect callers and agents, and the desktop gives the agents instant access to the appropriate plan, systems and applications. Intelligent Agent Guidance, with over 150 unique guides, leads agents to deliver consistent, accurate and efficient service.

Employee Wellness Program

A large global enterprise uses Synchrony as the technology platform for its self-health-promotion program. Aimed at helping employees improve their health and thereby further optimize the well-being of the workforce, this program is also helping to lower healthcare costs. Synchrony powers the multi-channel contact center and provides process automation and intelligent agent guidance and comprehensive reporting and analytics.

More Involved Customers Demand Better Experiences

Gone are the days when patients had loyalty for their family doctor, regardless of the level of service. Today's well-informed patients and their families demand a high level of service from both payers and providers, or they'll take their business elsewhere.

In this highly emotional environment, first impressions and compassionate interactions are key differentiators. When your customer-facing employees are given the tools and the guidance to present a positive, lasting impression, you'll earn the trust and loyalty of today's demanding healthcare consumer that will pay off well into the future.

Why Cincom Synchrony?

Cincom's Customer Experience Management initiative focuses on helping companies and their employees to consistently deliver experiences that not only build your brand but are valuable to both your customers and your organization.

Since 1968, Cincom has helped thousands of clients worldwide by solving complex business problems with its software and services. Cincom is an IBM Premier Business Partner and has been integrating IBM technologies and leveraging IBM services for over 13 years. For more information about Cincom Synchrony, visit us on the Web at: http://synchrony.cincom.com.

"Healthcare organizations are having a real struggle, routing calls to the right place and knowing what to do with them once they're routed," says Reynolds.

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