Increased Contact Rates & Efficient Survey Completion Yields Lower Costs

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TeleDirect is helping us get care to people who need it. So far, over 30% of the people being contacted are High Risk and many have not had contact before. Keep up the great work!

Client Project Manager

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Client Need:

Large Healthcare Provider seeking assistance with Patient Surveys & Reporting

Location:
30+ California offices

Industry:
Healthcare

Client Mission:

Committed to the provision and facilitation of the highest quality medical care to all residents of various communities.

Highlights:

- High Contact Rate
- HIPAA Complaint
- Safe & Secure Access
- Efficient Agents
- Standardized Scripts

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The Challenge

Our Healthcare client required an efficient and effective process to reach out to their patients for completion of their Clinical Social Assessment. This important survey is an annual update of their contact information and any health or related life circumstances changes that may have impacted their health or their ability to fully care for themselves. The dual challenges of having a high contact rate and of full survey completion was formidable. Most patient contact information records were incomplete and the survey required 20-25 minutes due to its comprehensive questions. A solution combining knowledgeable staff with secure technology and processes due to HIPAA standards was immediately required.

The Solution:

We rapidly identified the key components required for this project's success: our specialized call agents and proprietary ACD software. Through the utilization of an ANI group within the TeleDirect ACD, this feature enabled us to display a local phone number when reaching out to patients. Having such phone numbers geographically correlate with patient location, contact rates dramatically increased. Additionally, a group of dedicated agents with a more aggressive dialing strategy were deployed, allowing us to contact patients at the right time to complete the surveys. Being able to view and analyze call connection rates and frequency of contact enabled us to modify our staff schedules for optimum efficiency which decreased client costs. Lastly, and most importantly, we established a secure VPN connection to obtain access to patient information and complete the survey within their system. This resulted in having a secure environment to maintain HIPAA confidentiality standards and compliance.