

# Creating an exceptional engagement experience

A guide to building a powerful patient engagement strategy



The patient evolution

1

The vendor conundrum

2

The successful foundation

3

The discernable value

4

The world-class solution

5

# Patient engagement in the digital era

**40%**

more patients switched providers due to a poor digital experience in the past year<sup>2</sup>

**Consumers are using more than one channel to connect.<sup>1</sup>**

Patients expect their healthcare organizations to be available where and when they reach out, and they want their experience to be seamless from one channel to the next. As more patients decide where they get care based on their digital experience, omnichannel convenience is no longer just “nice to have.”

**9 out of 10**

health systems are outperformed by healthcare disruptors<sup>3</sup>

**Many organizations have responded by implementing a digital front door strategy.**

Increasingly, engaging patients at every major touchpoint of their journey is becoming a requirement to compete as more disruptors enter the industry from outside the traditional landscape, bringing higher levels of digital engagement with them.

Get to know Nuance

# Patient engagement in the digital era

96%

of patient complaints are related to customer service<sup>4</sup>

**The patient experience begins far before a patient steps foot in the door.**

Often, the patient access center is the first impression that an organization will make on its patients. Ensuring that patients can schedule an appointment, onboard, and contact the right department seamlessly and efficiently is a crucial component of any patient engagement strategy.

**2x** as likely to delay care

**3x** more likely to have unmet medical needs.<sup>5</sup>

Compared to actively engaged patients

**A positive patient engagement experience can drive better health outcomes.**

Enabling more touchpoints allows healthcare organizations to proactively engage their patients with “nudges” towards wellness. As patients become more engaged, organizations see higher levels of preventative care and increased self-management of health conditions, driving improved patient and financial outcomes.

Get to know Nuance

# Choosing the right vendor to power patient engagement

As patients increasingly demand the flexibility to digitally engage with their healthcare organizations, many new vendors have emerged, leaving countless options. However, all vendors are not created equal, and the ability to identify the right one is critical to ensure a positive patient experience and realize the benefits of the investment.



## Considerations before adopting a new solution



**Track Record and Funding**



**Multi-channel vs. Omnichannel**



**Reporting and Analytics Capabilities**



**Sophistication of Intelligence**



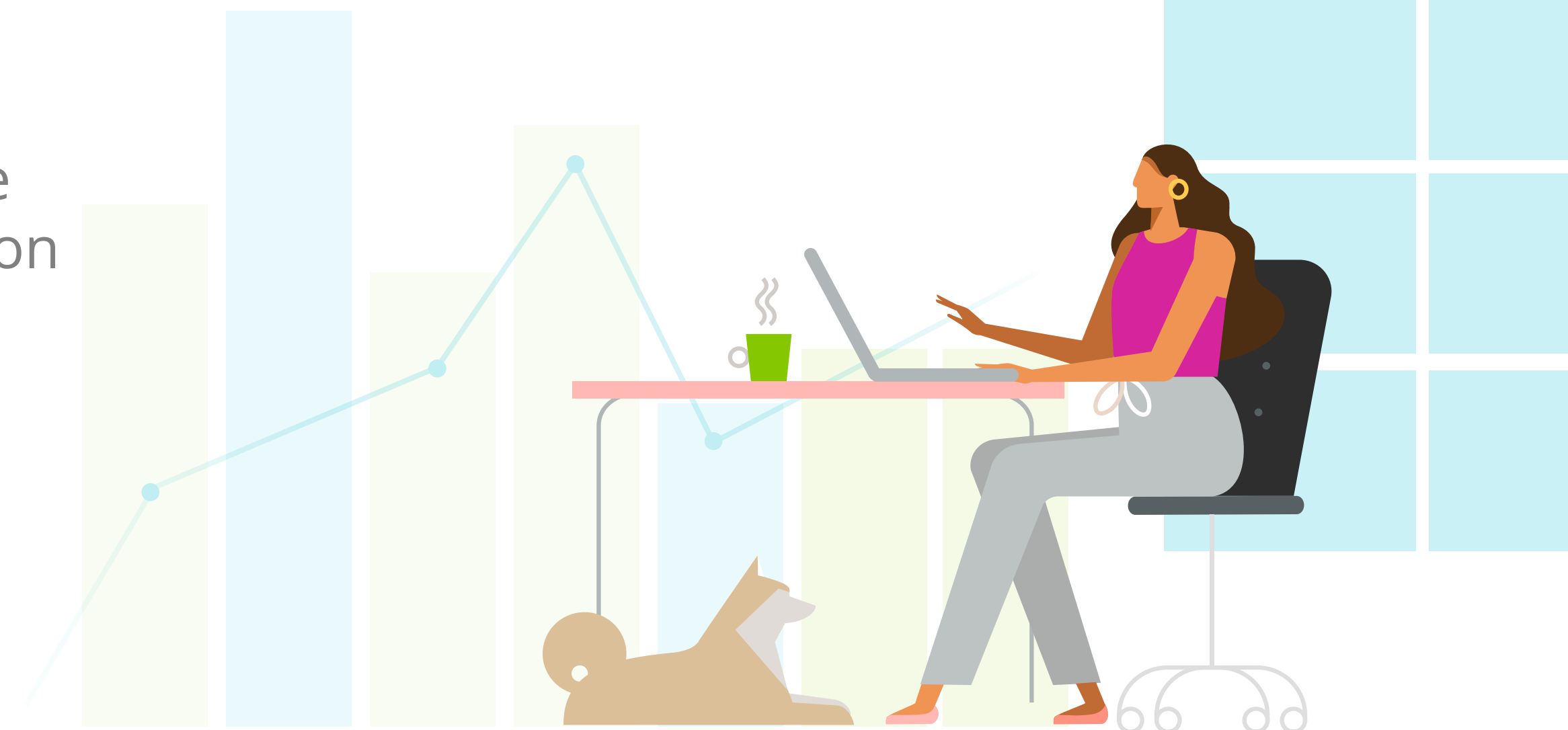
**Integration into Core Systems**



**Future Proofing the Investment**



**Human Resource Allocation**



## It's important to consider each vendor's track record for delivering proven outcomes.

Look for vendors with a long-tenured customer base and clear, demonstrable value creation. According to Accenture, 50% of digital health start-ups will fail within their first two years of launch.<sup>6</sup> Similarly, while certain venture-backed players may offer enticing patient engagement solutions, it's also necessary to consider business continuity and the risks of losing critical funding or investor support.

[Get to know Nuance](#)



# Choosing the right vendor to power patient engagement

As patients increasingly demand the flexibility to digitally engage with their healthcare organizations, many new vendors have emerged, leaving countless options. However, all vendors are not created equal, and the ability to identify the right one is critical to ensure a positive patient experience and realize the benefits of the investment.



## Considerations before adopting a new solution



Track Record and Funding



**Multi-channel vs. Omnichannel**



Reporting and Analytics Capabilities



Sophistication of Intelligence



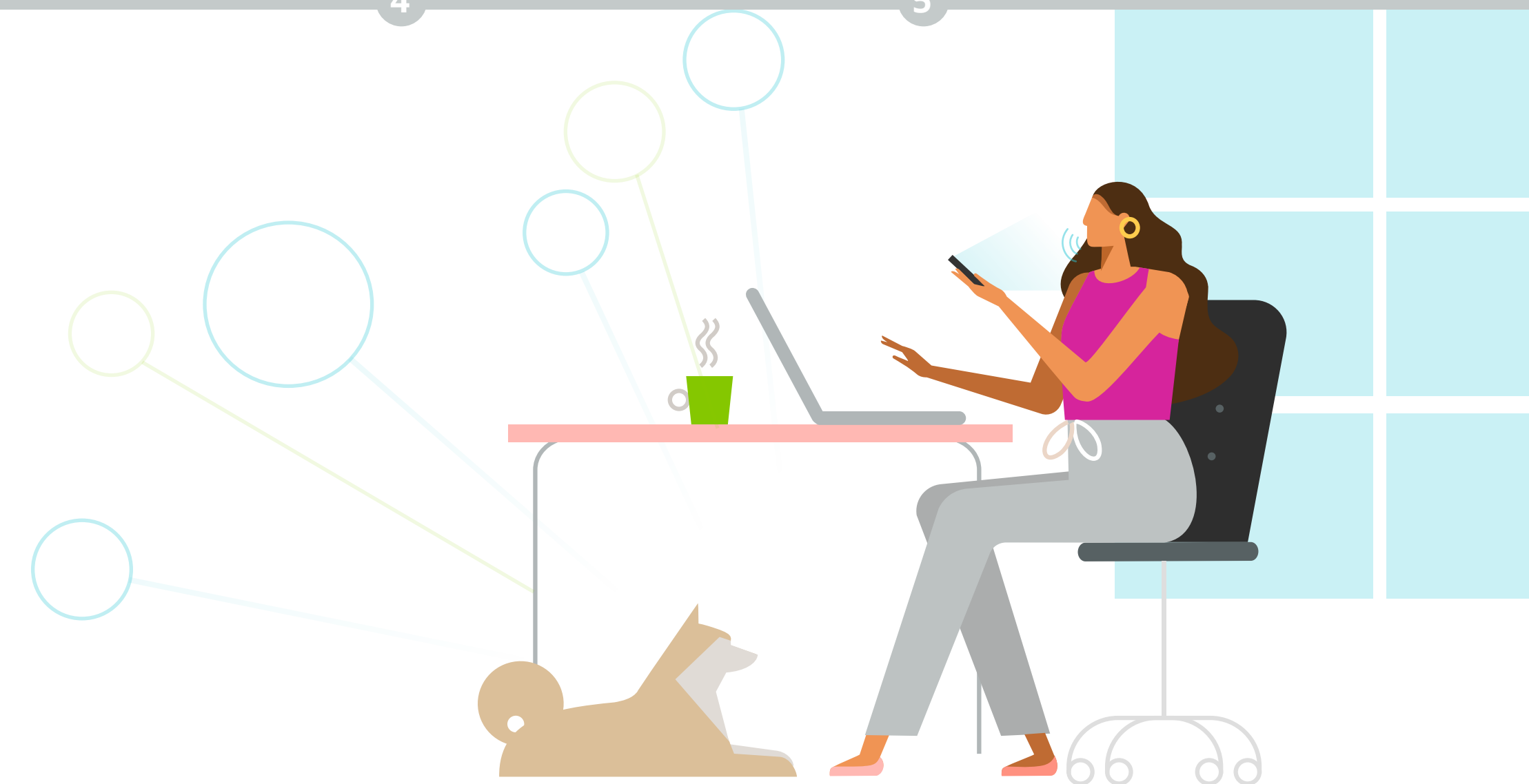
Integration into Core Systems



Future Proofing the Investment



Human Resource Allocation



## Many vendors lack a unified intelligent engagement platform that stretches across both digital and voice channels.

Although it is possible to utilize different vendors for voice and digital, this approach has limitations, creating a frustrating patient experience where information is not shared. In fact, 65% of patients consider it very important for their provider to know the details of their record once they are identified.<sup>7</sup> Additionally, you lose the ability to leverage interaction analytics across channels, which can handicap insightful reporting. Lastly, it should not be overlooked that managing, deploying, and successfully integrating multiple vendors requires significant time and resources.

[Get to know Nuance](#)

# Choosing the right vendor to power patient engagement

As patients increasingly demand the flexibility to digitally engage with their healthcare organizations, many new vendors have emerged, leaving countless options. However, all vendors are not created equal, and the ability to identify the right one is critical to ensure a positive patient experience and realize the benefits of the investment.



## Considerations before adopting a new solution



Track Record and Funding



Multi-channel vs. Omnichannel



**Reporting and Analytics Capabilities**



Sophistication of Intelligence



Integration into Core Systems



Future Proofing the Investment



Human Resource Allocation



**80% of the time companies devote to analytics is consumed by repetitive tasks such as preparing data.<sup>9</sup>**

Without efficient tools that track, analyze, and report usage trends across channels, understanding the impact of patient engagement solutions can be difficult. Look for a vendor with the ability to map out the patient journey, synthesize comprehensive data across channels, and deliver a near real-time understanding of key metrics and usage trends. Reports on traffic analysis, transfer reason, containment, and other KPIs provide actionable insights to inform ongoing application optimization and create more value.

Get to know Nuance

# Choosing the right vendor to power patient engagement

As patients increasingly demand the flexibility to digitally engage with their healthcare organizations, many new vendors have emerged, leaving countless options. However, all vendors are not created equal, and the ability to identify the right one is critical to ensure a positive patient experience and realize the benefits of the investment.



## Considerations before adopting a new solution



Track Record and Funding



Multi-channel vs. Omnichannel



Reporting and Analytics Capabilities



**Sophistication of Intelligence**



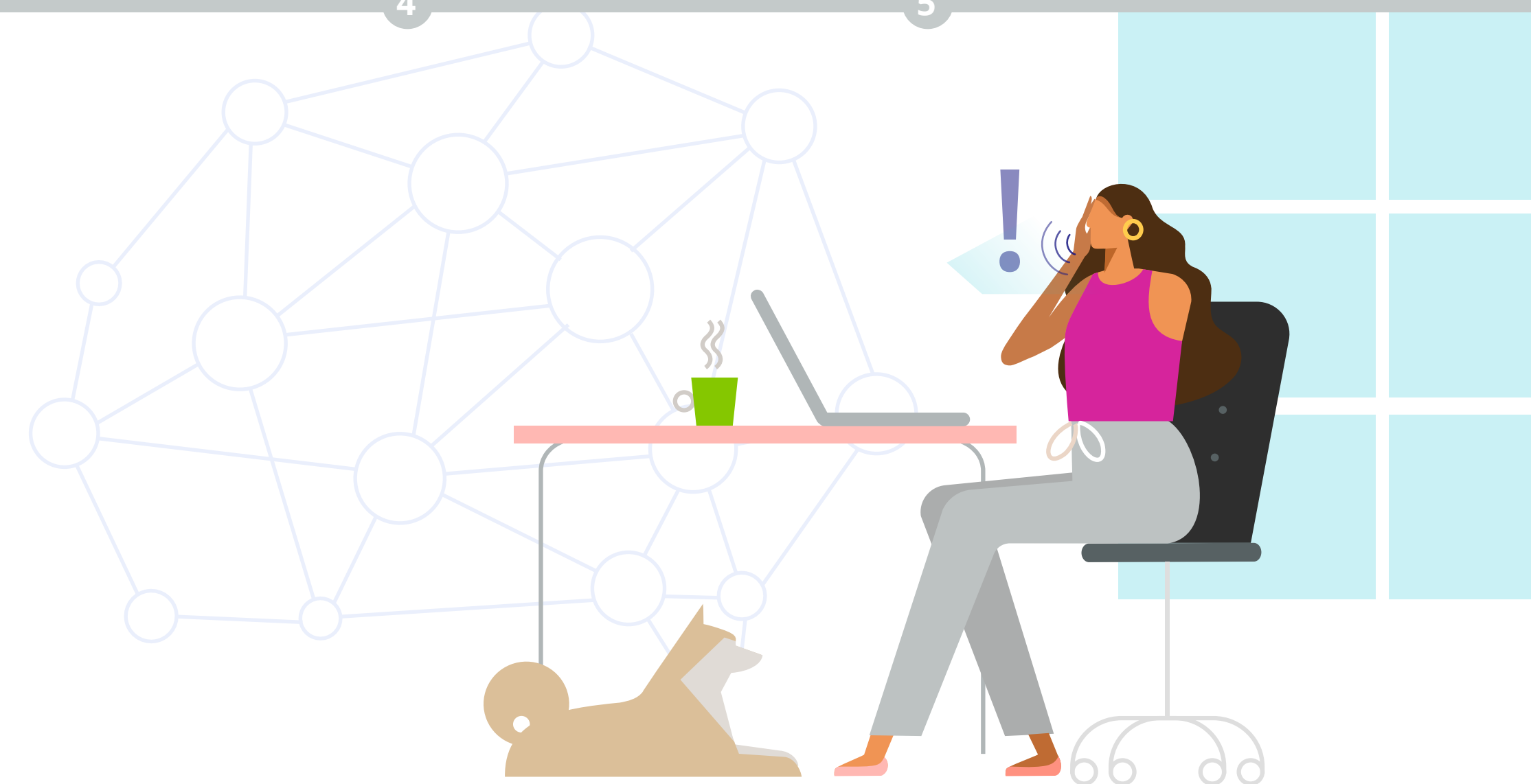
Integration into Core Systems



Future Proofing the Investment



Human Resource Allocation



## 64% of respondents reported negative feelings when engaging with an Interactive Voice Response.<sup>10</sup>

While automating certain customer interactions can improve patient satisfaction, it can also create frustration if the technology is not sufficiently advanced. These negative user experiences can be avoided with advanced Natural Language Understanding (NLU) capabilities, which allow users to interact with systems in their own words for contextually aware conversations that are not constrained by a fixed set of responses. Selecting a vendor with sophisticated AI and NLU across channels, you can ensure that a patient's request, inquiry, or information is not just interpreted but understood and handled appropriately. Be wary of technology that merely extracts data and information without understanding the patient's intent. Not all NLU is created equal.

[Get to know Nuance](#)



# Choosing the right vendor to power patient engagement

As patients increasingly demand the flexibility to digitally engage with their healthcare organizations, many new vendors have emerged, leaving countless options. However, all vendors are not created equal, and the ability to identify the right one is critical to ensure a positive patient experience and realize the benefits of the investment.



## Considerations before adopting a new solution



Track Record and Funding



Multi-channel vs. Omnichannel



Reporting and Analytics Capabilities



Sophistication of Intelligence



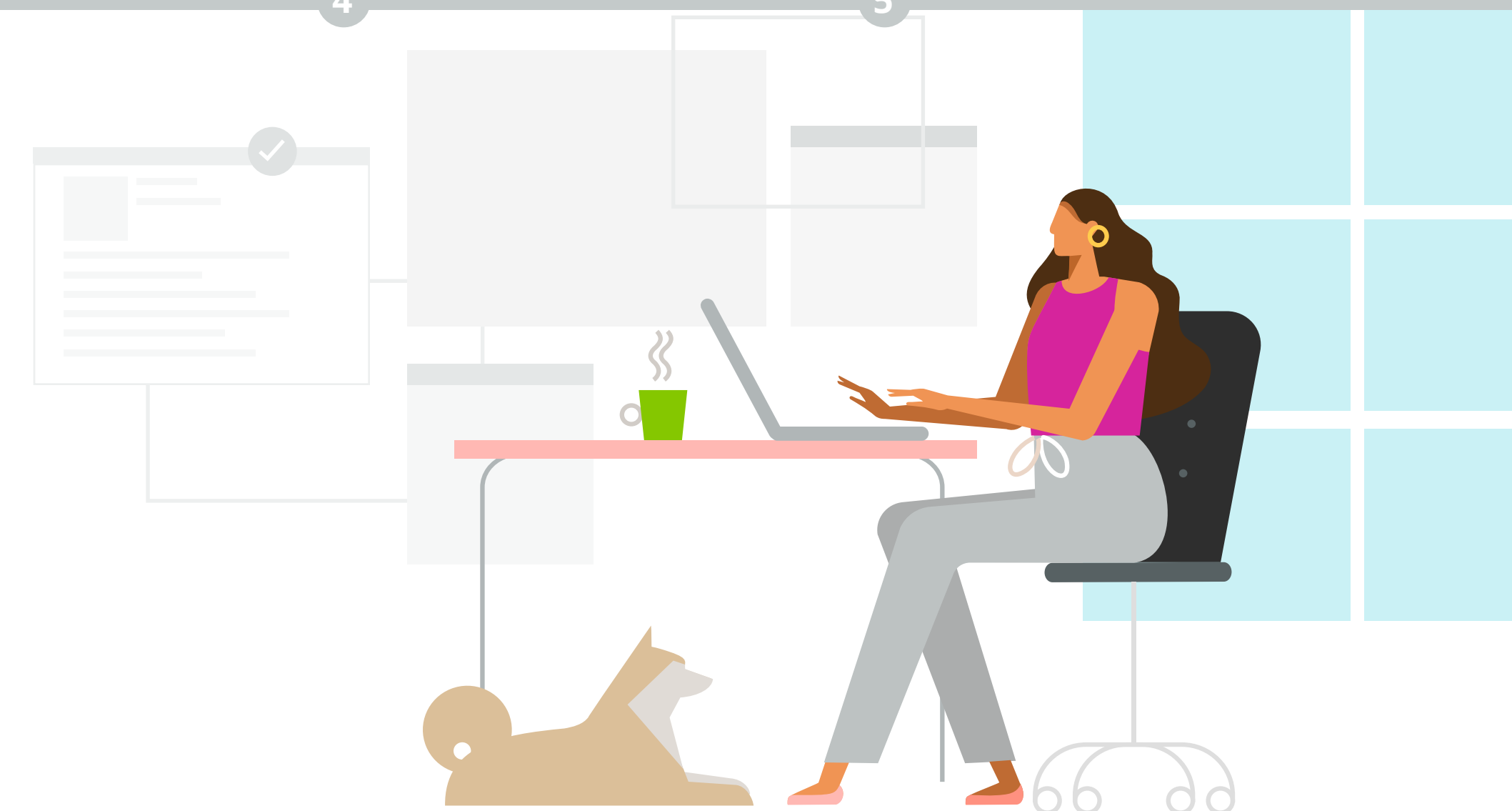
**Integration into Core Systems**



Future Proofing the Investment



Human Resource Allocation



**While some vendors may offer integration, it's essential to understand their level of expertise.**

Without existing relationships with the major EHRs or experience connecting to CRMs and financial and telephony systems, integrations often become time-consuming and difficult. Moreover, if a vendor doesn't offer integration into core systems, there are limitations to achieving real-time, contextually relevant, and personalized information in the patient access center and across channels.

[Get to know Nuance](#)



# Choosing the right vendor to power patient engagement

As patients increasingly demand the flexibility to digitally engage with their healthcare organizations, many new vendors have emerged, leaving countless options. However, all vendors are not created equal, and the ability to identify the right one is critical to ensure a positive patient experience and realize the benefits of the investment.



## Considerations before adopting a new solution



Track Record and Funding



Multi-channel vs. Omnichannel



Reporting and Analytics Capabilities



Sophistication of Intelligence



Integration into Core Systems



**Future Proofing the Investment**



Human Resource Allocation



## Many vendors only offer point solutions designed for a specific use case.

While organizations may prioritize only one or two use cases, it's important to consider a diverse patient population and the ability to scale the technology over time. In fact, Accenture finds leaders who invest in future-ready systems and innovative enterprise planning grow revenue 2X faster than those who don't.<sup>8</sup> As organizations incorporate more use cases across the patient journey—from pre-appointment to appointment follow-up—it's valuable to have a single vendor to power their future patient engagement roadmap. Vendors that build custom applications or Do-It-Yourself (DIY) toolkits allow for long-term flexibility.

[Get to know Nuance](#)

# Choosing the right vendor to power patient engagement

As patients increasingly demand the flexibility to digitally engage with their healthcare organizations, many new vendors have emerged, leaving countless options. However, all vendors are not created equal, and the ability to identify the right one is critical to ensure a positive patient experience and realize the benefits of the investment.



## Considerations before adopting a new solution



Track Record and Funding



Multi-channel vs. Omnichannel



Reporting and Analytics Capabilities



Sophistication of Intelligence



Integration into Core Systems



Future Proofing the Investment



Human Resource Allocation



**Some interactions are best suited for humans. In fact, 54% of consumers attribute the primary reason for frustration when interacting with an IVR to not being able to reach a live agent.<sup>11</sup>**

Even with highly sophisticated technology, no automation can completely replace a human touch. A vendor who escalates certain contact center interactions to a live agent is crucial to ensuring a positive patient experience. The ability to do this intelligently based on the level of complexity of a given interaction can further mitigate patient frustration.

Get to know Nuance

# Unlocking the digital front door

It takes time and resources to execute a fully integrated patient engagement strategy that stretches from the patient access center to throughout the patient journey via multiple channels and applications. So, where to start?



## Getting started

**A modernized patient experience can be phased in over time.**

By starting with the “low hanging fruit”—the applications that will yield the greatest level of return based on their unique circumstances—organizations can prove the value of solutions before expanding to different use cases. Below are some to consider.

### Pre-appointment

- + Provider search
- + Interactive voice response
- + Appointment management and patient intake

### Throughout

- + Patient support

### Post-visit

- + Patient outreach and care management

### Pre-appointment

Tools such as provider search, interactive voice response, appointment management, and patient intake enhance the patient experience before the patient even steps into the exam room.

[Get to know Nuance](#)

# Unlocking the digital front door

It takes time and resources to execute a fully integrated patient engagement strategy that stretches from the patient access center to throughout the patient journey via multiple channels and applications. So, where to start?



## Getting started

### A modernized patient experience can be phased in over time.

By starting with the “low hanging fruit”—the applications that will yield the greatest level of return based on their unique circumstances—organizations can prove the value of solutions before expanding to different use cases. Below are some to consider.

#### Pre-appointment

##### Provider search

- + Interactive voice response
- + Appointment management and patient intake

##### Throughout

- + Patient support

##### Post-visit

- + Patient outreach and care management

### Provider search

#### Make it easy for patients to find a care provider and increase patient recruitment and referrals.

Patients increasingly rely on digital resources to find care, with 31% having selected a provider based on online reviews.<sup>12</sup> Implementing a provider search solution allows patients to identify providers that meet their unique preferences and needs. By ensuring patients can access the most current information, provider search can be an instrumental tool for patient recruitment and referrals within network.

[Get to know Nuance](#)



# Unlocking the digital front door

It takes time and resources to execute a fully integrated patient engagement strategy that stretches from the patient access center to throughout the patient journey via multiple channels and applications. So, where to start?



## Getting started

**A modernized patient experience can be phased in over time.**

By starting with the “low hanging fruit”—the applications that will yield the greatest level of return based on their unique circumstances—organizations can prove the value of solutions before expanding to different use cases. Below are some to consider.

### Pre-appointment

+ Provider search

#### Interactive voice response

+ Appointment management and patient intake

### Throughout

+ Patient support

### Post-visit

+ Patient outreach and care management

## Interactive voice response

**Automate call handling to gain efficiencies and reduce workload in the patient access center and contact center.**

Interactive Voice Response (IVR) technology that integrates seamlessly into existing contact center infrastructure eliminates the use of long menu prompts and, instead, greets patients with an automated conversational dialog that quickly directs them to the help they need. IVR determines caller intent and applies defined workflows like routing to self-service options or other destinations. When automation meets a patient’s needs, containment rates improve, call duration shortens, and staffing needs fall. This AI-driven technology has a cascading effect that lowers the per-contact cost while shortening response and handle times, and, in turn, improves the patient experience.

[Get to know Nuance](#)

# Unlocking the digital front door

It takes time and resources to execute a fully integrated patient engagement strategy that stretches from the patient access center to throughout the patient journey via multiple channels and applications. So, where to start?



## Getting started

### A modernized patient experience can be phased in over time.

By starting with the “low hanging fruit”—the applications that will yield the greatest level of return based on their unique circumstances—organizations can prove the value of solutions before expanding to different use cases. Below are some to consider.

#### Pre-appointment

- + Provider search
- + Interactive voice response

#### Appointment management and patient intake

#### Throughout

- + Patient support

#### Post-visit

- + Patient outreach and care management

### Appointment management and patient intake

#### Reduce patient no-show rates, decrease intake burdens, and free staff for high value tasks.

When patients miss scheduled appointments or come unprepared, organizations suffer lost revenue. An effective appointment management tool will promote patient knowledge and appointment attendance with automated voice and SMS notifications that include options to confirm, cancel, and reschedule appointments—in real-time on the same channel. Similarly, by automating standard patient intake information, organizations can free their staff to perform higher-value tasks.

[Get to know Nuance](#)

# Unlocking the digital front door

It takes time and resources to execute a fully integrated patient engagement strategy that stretches from the patient access center to throughout the patient journey via multiple channels and applications. So, where to start?



## Getting started

**A modernized patient experience can be phased in over time.**

By starting with the “low hanging fruit”—the applications that will yield the greatest level of return based on their unique circumstances—organizations can prove the value of solutions before expanding to different use cases. Below are some to consider.

### Pre-appointment

- + Provider search
- + Interactive voice response
- + Appointment management and patient intake

### Throughout

- + Patient support

### Post-visit

- + Patient outreach and care management

## Throughout

Automated support solutions offer patients streamlined support across their care journey, whether they are activating their portal, logging in for their telehealth appointment, or viewing lab results.

[Get to know Nuance](#)

# Unlocking the digital front door

It takes time and resources to execute a fully integrated patient engagement strategy that stretches from the patient access center to throughout the patient journey via multiple channels and applications. So, where to start?



## Getting started

**A modernized patient experience can be phased in over time.**

By starting with the “low hanging fruit”—the applications that will yield the greatest level of return based on their unique circumstances—organizations can prove the value of solutions before expanding to different use cases. Below are some to consider.

### Pre-appointment

- + Provider search
- + Interactive voice response
- + Appointment management and patient intake

### Throughout

#### Patient support

### Post-visit

- + Patient outreach and care management

## Patient support

**Automate patient support and reduce staffing needs.**

77% of patients rank customer support as the most important gesture a provider can make.<sup>13</sup> And with between 40–50% of patient inquiries involving password resets, account unlocks, account activations, pre-visit preparation, or post-visit follow-up<sup>14</sup>, there is a meaningful opportunity to reduce staffing needs by automating patient support. By implementing automated omni-channel support, patients can quickly resolve common issues 24x7x365, all while lessening the burden on support staff.

[Get to know Nuance](#)



# Unlocking the digital front door

It takes time and resources to execute a fully integrated patient engagement strategy that stretches from the patient access center to throughout the patient journey via multiple channels and applications. So, where to start?



## Getting started

**A modernized patient experience can be phased in over time.**

By starting with the “low hanging fruit”—the applications that will yield the greatest level of return based on their unique circumstances—organizations can prove the value of solutions before expanding to different use cases. Below are some to consider.

### Pre-appointment

- + Provider search
- + Interactive voice response
- + Appointment management and patient intake

### Throughout

- + Patient support

### Post-visit

- + Patient outreach and care management

### Post-visit

Patient outreach and care management solutions allow organizations to extend their reach beyond the exam room for consistent and timely follow up.

[Get to know Nuance](#)

# Unlocking the digital front door

It takes time and resources to execute a fully integrated patient engagement strategy that stretches from the patient access center to throughout the patient journey via multiple channels and applications. So, where to start?



## Getting started

### A modernized patient experience can be phased in over time.

By starting with the “low hanging fruit”—the applications that will yield the greatest level of return based on their unique circumstances—organizations can prove the value of solutions before expanding to different use cases. Below are some to consider.

#### Pre-appointment

- + Provider search
- + Interactive voice response
- + Appointment management and patient intake

#### Throughout

- + Patient support

#### Post-visit

Patient outreach and care management

### Patient outreach and care management

#### Automate tasks and communications, empowering patients to improve their outcomes.

One common challenge that many organizations share is ensuring patients adhere to their care plan. And while 93% of patients consider it important for their providers to proactively communicate, only 44% say they receive proactive care.<sup>15</sup> Organizations can automate communications that encourage preventative care or identify chosen patient populations (chronically ill, etc.) and automate proactive outreach to encourage good health. Targeted, personalized communication can help patients take the appropriate steps to improve their outcomes.

[Get to know Nuance](#)

# Understanding the value of patient engagement solutions

While enhancing the patient experience may seem to be the primary goal of patient engagement, there are many other ways to drive value.



## Q&A

**How do I increase efficiency in my patient access center to keep up with call volume?**

How can I reduce response time and average handle times in the patient access center?

How do I decrease appointment no-shows, so we can better manage staff time and protect revenue?

Our organization has difficulty retaining patients. How can I boost patient retention?



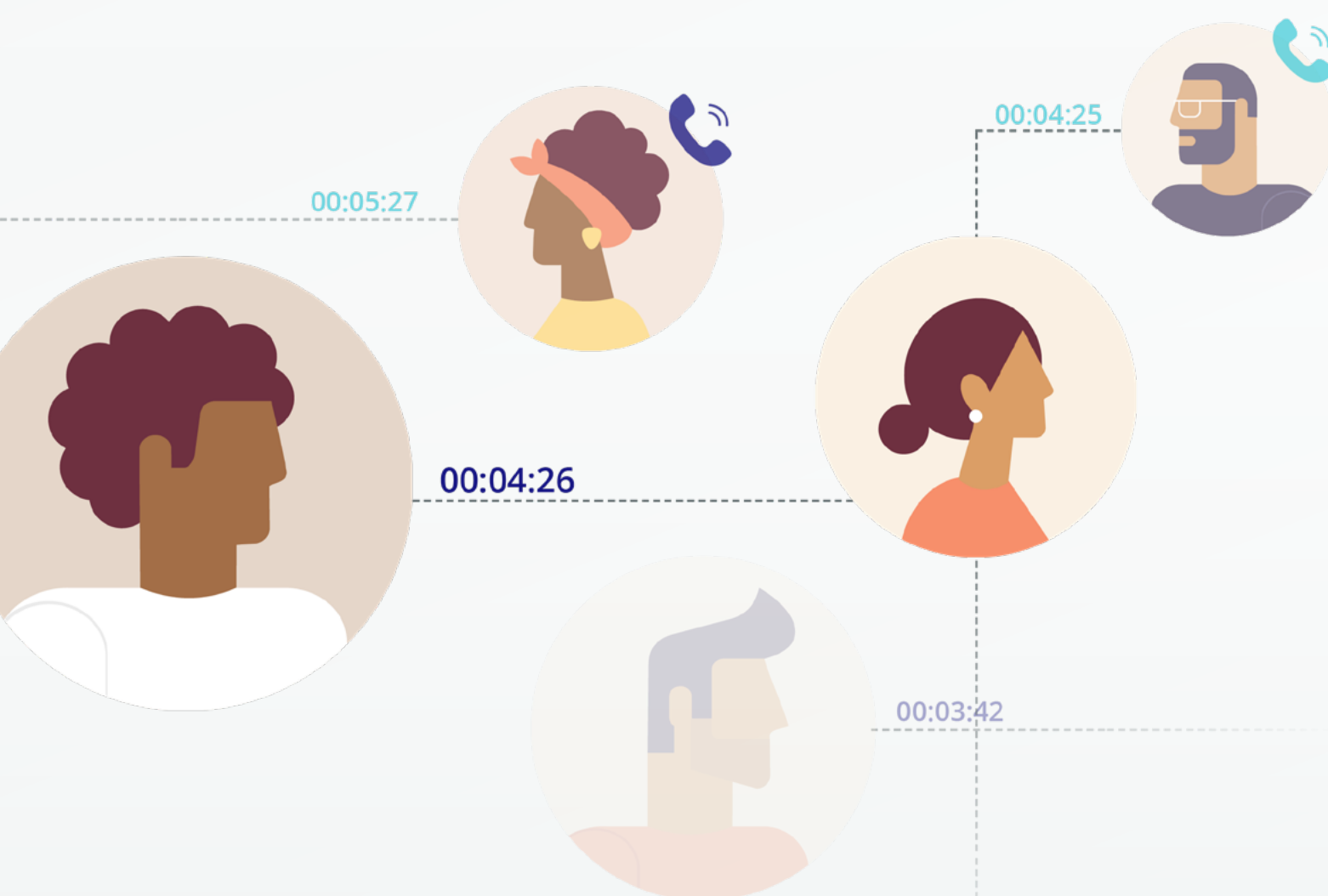
### **Key solutions:** *IVR Call Containment and Self-Service*

Keeping up with patient call volumes is a common struggle amongst organizations, especially as patient support expectations continue to grow. The good news is organizations can resolve many patient queries using Interactive Voice Response (IVR) in their telephony systems, including the patient access center. It's a powerful first step that uses automation to deflect calls and reduce staff workload. This, in turn, makes it possible to expand call volume capacity without hiring additional staff.

[Get to know Nuance](#)

# Understanding the value of patient engagement solutions

While enhancing the patient experience may seem to be the primary goal of patient engagement, there are many other ways to drive value.



## Q&A

How do I increase efficiency in my patient access center to keep up with call volume?

**How can I reduce response time and average handle times in the patient access center?**

How do I decrease appointment no-shows, so we can better manage staff time and protect revenue?

Our organization has difficulty retaining patients. How can I boost patient retention?



## Key solution: IVR Routing

According to a study of nearly 35,000 online reviews, 95% of dissatisfied patients posted harsh reviews not due to unsatisfactory diagnoses or health outcomes but due to inadequate communications and disorganized operations. Often, patients must listen to lengthy menus or wait in long queues before reaching an operator that can route them to the appropriate contact or department. Integrated IVR technology answers calls quickly, and patients verbalize their reason for calling. The IVR understands intent and routes calls rapidly and accurately per defined workflows—shortening response and call handle times.

[Get to know Nuance](#)



# Understanding the value of patient engagement solutions

While enhancing the patient experience may seem to be the primary goal of patient engagement, there are many other ways to drive value.



## Q&A

How do I increase efficiency in my patient access center to keep up with call volume?

How can I reduce response time and average handle times in the patient access center?

**How do I decrease appointment no-shows, so we can better manage staff time and protect revenue?**

Our organization has difficulty retaining patients. How can I boost patient retention?



## Key solution: *Appointment Management*

Even one no-show increases a patient's attrition rate by 13%.<sup>17</sup> When patients are confronted with long hold times, they're often inclined to skip appointments rather than reschedule. And without tools to remind them about upcoming visits, organizations are vulnerable to even more no-shows. Appointment management solutions automate reminders and offer rescheduling capabilities that make it easy for patients to acknowledge and change upcoming visits. Increasing schedule capacity and reducing staff idle time boosts revenue potential.

[Get to know Nuance](#)

# Understanding the value of patient engagement solutions

While enhancing the patient experience may seem to be the primary goal of patient engagement, there are many other ways to drive value.



## Q&A

How do I increase efficiency in my patient access center to keep up with call volume?

How can I reduce response time and average handle times in the patient access center?

How do I decrease appointment no-shows, so we can better manage staff time and protect revenue?

**Our organization has difficulty retaining patients. How can I boost patient retention?**



**Key solutions:** *Integrated, personalized patient engagement technology delivered across the patient journey*

Patient demands for digital convenience are increasing. In fact, in 2020, 28% switched providers due to a poor digital experience. Organizations can get ahead of this trend by improving their experience across the continuum of care. Satisfied patients are less likely to seek care elsewhere, so organizations can safeguard revenue and spend less on patient acquisition efforts. While patient retention is affected by many factors, implementing a unified and integrated patient engagement strategy will help deliver a more seamless and personalized patient experience.

Get to know Nuance

# Nuance

World-class  
consumer engagement  
technology meets  
healthcare expertise



Established  
cross-industry  
footprint



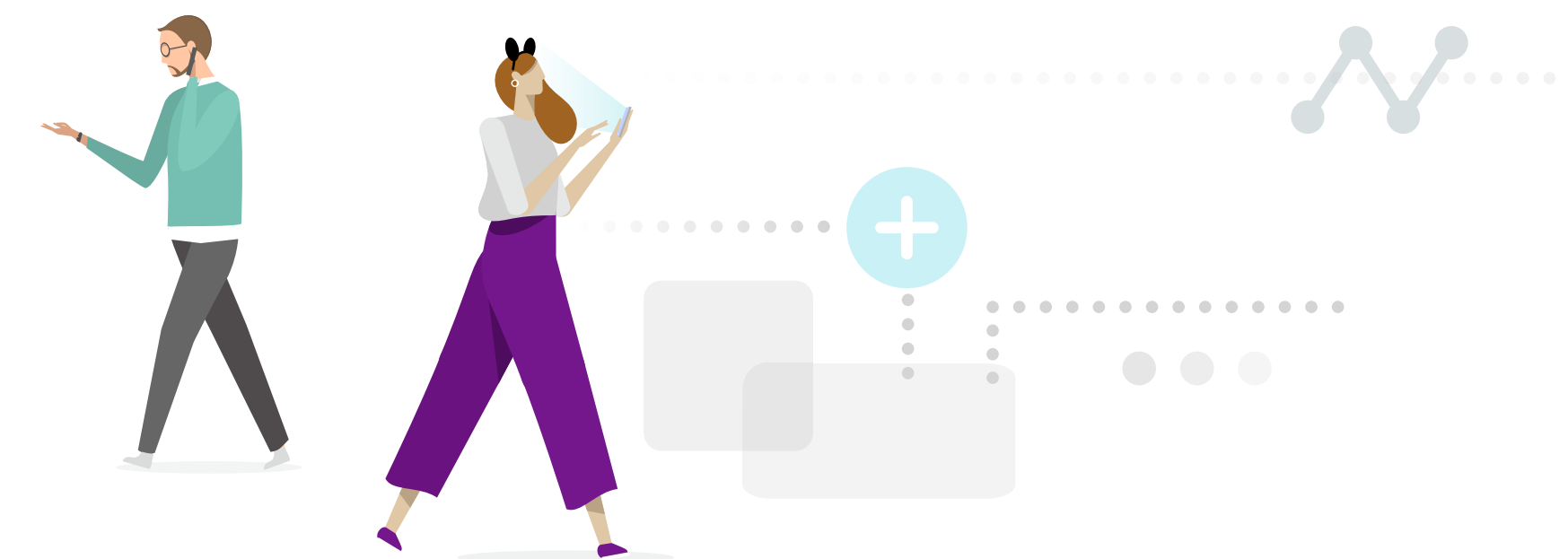
**Proven intelligent  
engagement  
technology**



Deep contact center  
expertise



Proven healthcare  
technology



**We bring proven intelligent engagement technology to power the patient journey across channels.**

Our patient engagement solutions combine decades of healthcare expertise with the same award-winning technology used by the greatest brands in the world. We have helped over 1,500 leading brands to achieve their reputations for stellar client service, and we are now doing the same for hospitals and healthcare facilities.

**Trusted by 85%**  
of the Fortune 100 and  
over 1,500 leading brands.

**77% of hospitals**  
worldwide use Nuance  
AI-powered solutions.

[Get to know Nuance](#)

# Nuance

World-class  
consumer engagement  
technology meets  
healthcare expertise

Established  
cross-industry  
footprint



Proven intelligent  
engagement  
technology



**Deep contact center  
expertise**



Proven healthcare  
technology



Our award-winning AI solutions for contact centers are built on deep industry expertise and insights from billions of customer interactions.

We bridge AI automation and human engagements and bring the same cutting-edge technology to the patient access center to create the engaging, conversational experiences that patients expect.

**Trusted by 85%**  
of the Fortune 100 and  
over 1,500 leading brands.

**77% of hospitals**  
worldwide use Nuance  
AI-powered solutions.

Get to know Nuance



# Nuance

World-class  
consumer engagement  
technology meets  
healthcare expertise

Established  
cross-industry  
footprint



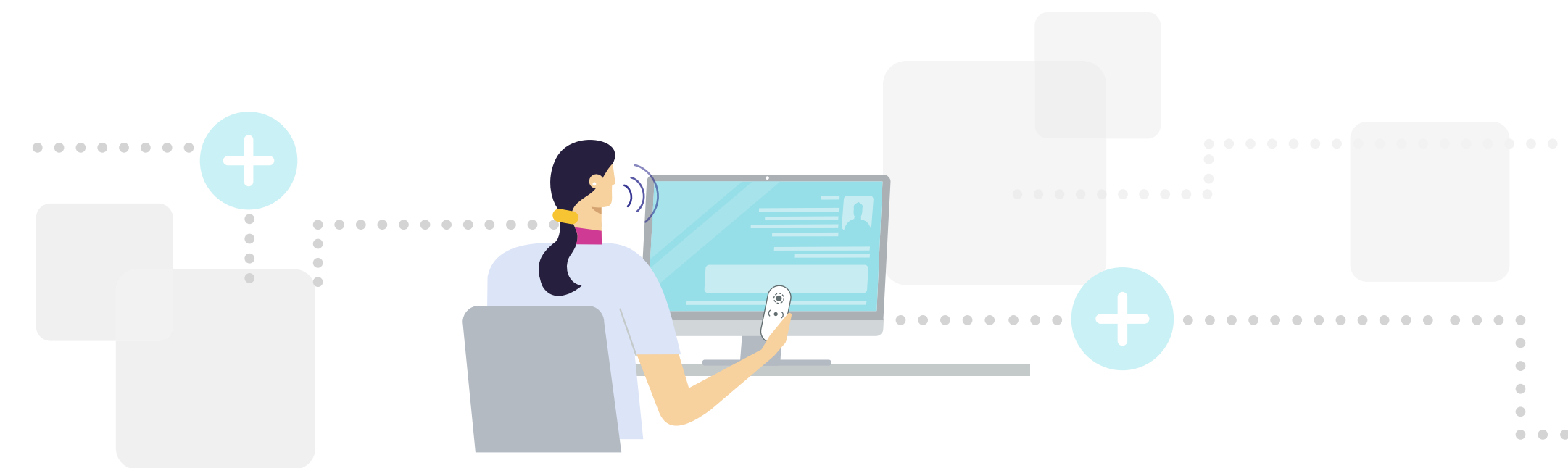
Proven intelligent  
engagement  
technology



Deep contact center  
expertise



**Proven healthcare  
technology**



**Organizations trust our AI-powered clinical documentation and diagnostic solutions.**

The same technology that powers virtual assistants in Dragon Ambient eXperience and Dragon Medical One underpins our patient engagement solutions. AI automation delivers superior conversational experiences that can be deployed across both digital and voice channels. Personalized patient interactions maintain context throughout the patient journey within a seamless digital experience.

**Trusted by 85%**  
of the Fortune 100 and  
over 1,500 leading brands.

**77% of hospitals**  
worldwide use Nuance  
AI-powered solutions.

[Get to know Nuance](#)

# The Nuance Difference



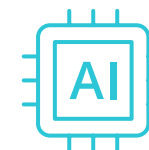
Technology with  
a human touch



Core system  
integration



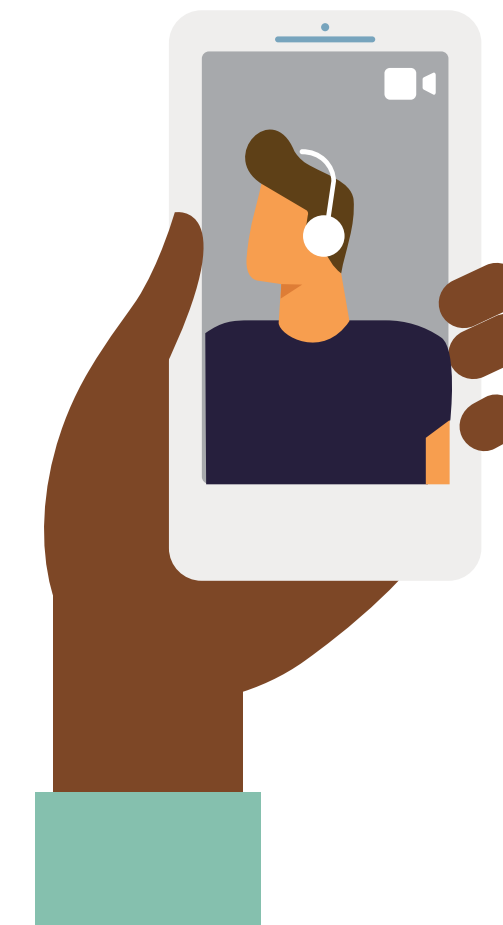
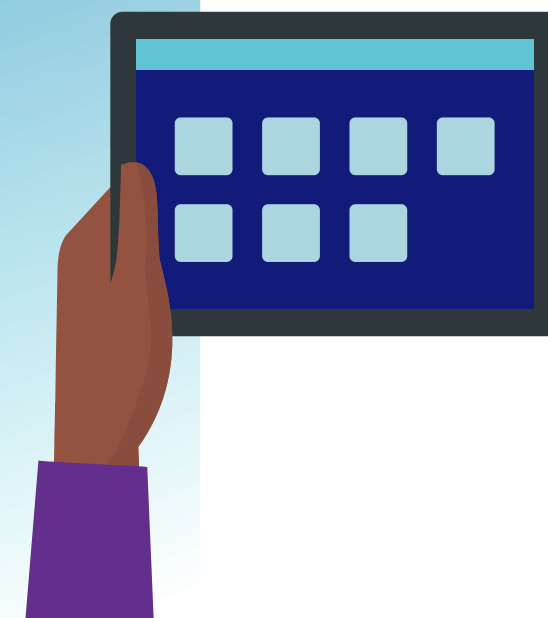
Strong reporting  
and analytics



Proven AI and  
NLU technology

**At Nuance, we don't believe technology can replace humans. We believe technology can amplify your ability to help others.**

That's why our solutions combine technology with live agents to optimize the patient experience. While many tasks can be automated, some situations are best handled by a live agent. Our solutions understand intent to empower intelligent transfer to a human. Conversations are more efficient and productive because agents can view patient information and the interaction history. Similarly, agents can relay callers back to automated assistance for tasks that are better suited for self-service.



Get to know Nuance

# The Nuance Difference



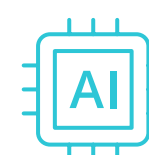
Technology with  
a human touch



Core system  
integration



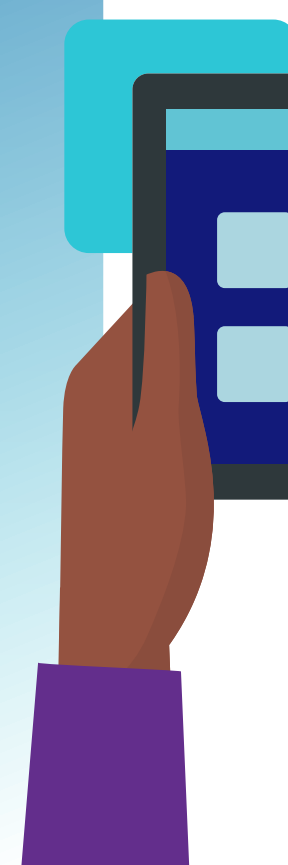
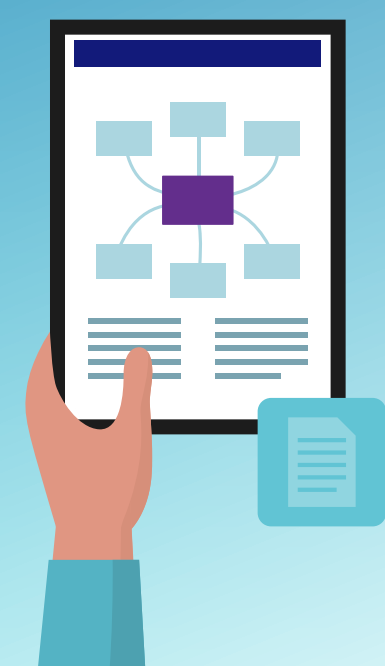
Strong reporting  
and analytics



Proven AI and  
NLU technology

**Our deep verticalization and extensive industry partnerships mean we can integrate into core EHR, telephony, CRM, and financial systems, optimizing IT infrastructure.**

In addition to an easier deployment, this enables personalized, contextually relevant interactions that power successful self-service experiences. We can enhance the EHR's native functionality by delivering SMS messages, enabling real-time interactive scheduling, incorporating the voice channel into your communication strategies, and more.



Get to know Nuance

# The Nuance Difference



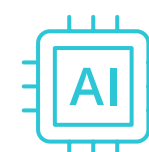
Technology with  
a human touch



Core system  
integration



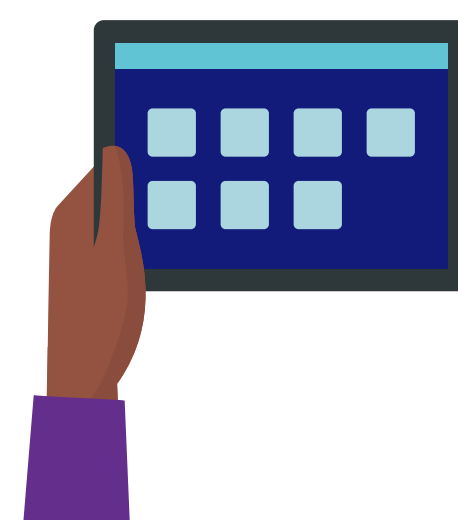
**Strong reporting  
and analytics**



Proven AI and  
NLU technology

**With Nuance Insights, organizations can understand key metrics and usage trends across voice and digital channels in near real-time through a reliable and intuitive reporting and analytics solution.**

Leveraging comprehensive data across channels, we deliver actionable insights on patient interactions to help organizations understand how customers move within and across channels and measure the quality of each customer interaction.



Get to know Nuance



# The Nuance Difference



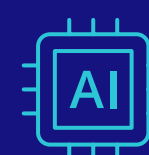
Technology with  
a human touch



Core system  
integration



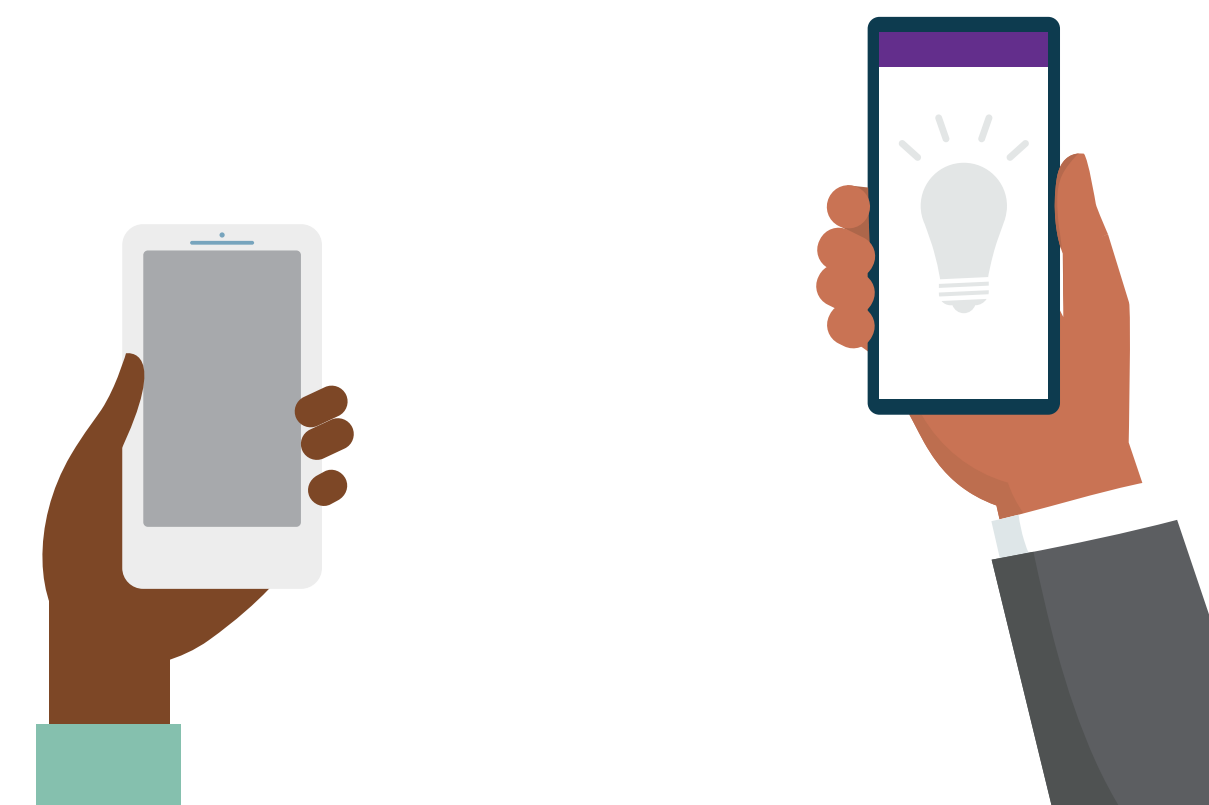
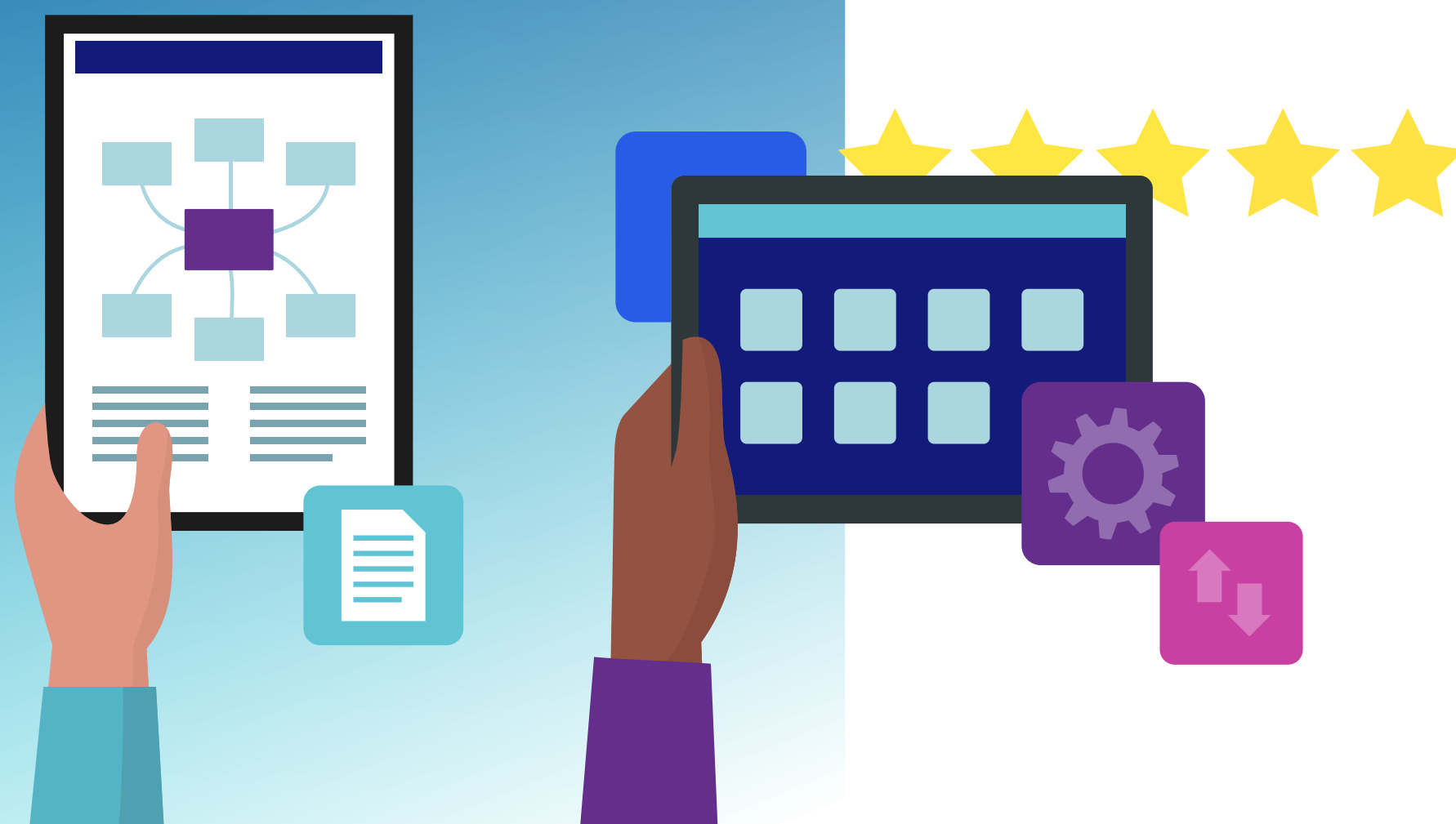
Strong reporting  
and analytics



**Proven AI and  
NLU technology**

**The superiority of our AI technology is backed by more than 31 billion customer interactions per year, which we use to continually refine our Natural Language Understanding (NLU) capabilities.**

Our massive repository of more than 3,000 terabytes of data has enabled industry-leading accuracy, with 90% NLU intent recognition and up to 60% better performance than peer solutions. This allows natural conversations with quick, accurate routing and successful self-service, ensuring higher patient satisfaction and better containment rates.

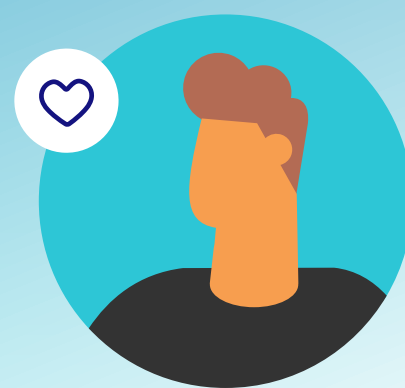


Get to know Nuance

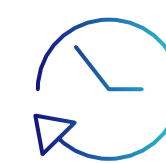
# Nuance

## Delivering client success

Our intelligent engagement solutions achieve remarkable results. But don't take our word for it—learn from these real-word case studies.



**50%**  
CSAT increase



**40%**  
AHT reduction



**40-50%**  
average containment rate

### Streaming contact center operations and improving customer engagement.

Simplifying the customer experience to deliver streamlined service.

Delivering an “airline experience” to patients.

Generating enrollment and reducing costs.

### Manually handling customer reminder calls and routine notifications were proving costly for this leading Texas-based company.

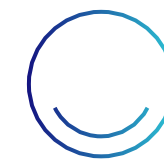
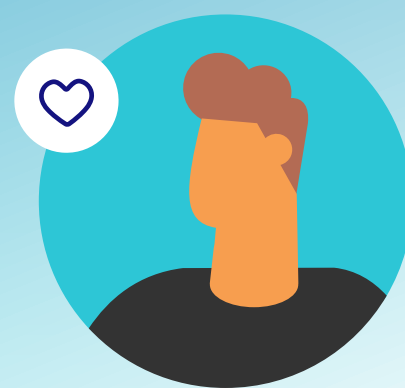
Through automated proactive engagement and solutions such as IVR, the company automated 2.8M customer communications—equating to 7.2M minutes of call center time—while improving the average handle time (AHT) by 46%. Together, these improvements generated average monthly savings of \$30,000 in contact center costs.

[Get to know Nuance](#)

# Nuance

## Delivering client success

Our intelligent engagement solutions achieve remarkable results. But don't take our word for it—learn from these real-word case studies.



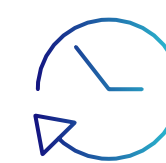
**50%**  
CSAT increase

Streaming contact center operations and improving customer engagement.

**Simplifying the customer experience to deliver streamlined service.**

Delivering an “airline experience” to patients.

Generating enrollment and reducing costs.



**40%**  
AHT reduction



**40-50%**  
average containment rate

As customer calls continued to rise for this major US retailer—reaching over 1.8 million calls per month—its legacy IVR struggled to keep up, causing frustration amongst callers. With disconnected systems for each department, customers were forced to navigate through a maze of options before reaching their destination.

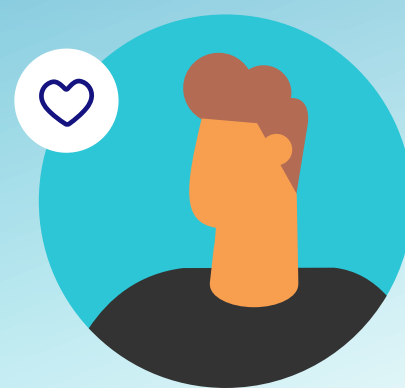
By deploying a predictive, intelligent IVR, the retailer saw a 30% reduction in call transfers, a 10% decrease in repeat callers, and an over 70% intent prediction success rate. Using NLU to understand customer requests, the retailer increased efficiency and delivered a superior customer experience.

Get to know Nuance

# Nuance

## Delivering client success

Our intelligent engagement solutions achieve remarkable results. But don't take our word for it—learn from these real-word case studies.



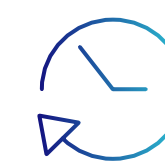
**50%**  
CSAT increase

Streaming contact center operations and improving customer engagement.

Simplifying the customer experience to deliver streamlined service.

**Delivering an “airline experience” to patients.**

Generating enrollment and reducing costs.



**40%**  
AHT reduction



**40-50%**  
average containment rate

A community-based healthcare system headquartered in South Dakota grappled with low patient satisfaction and engagement, leading to poor patient outcomes. The customer wanted to provide “an airline experience” to their patients by deploying patient-centric engagement technology.

Rather than relying on disparate vendors or newly established start-ups, they selected our single omni-channel solution to future proof their patient engagement investments and allow for expansion to additional use cases over time. Through appointment management and messaging on-demand solutions, the health system plans to reduce no-shows and increase provider and appointment utilization.

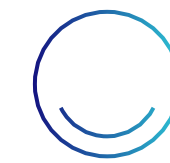
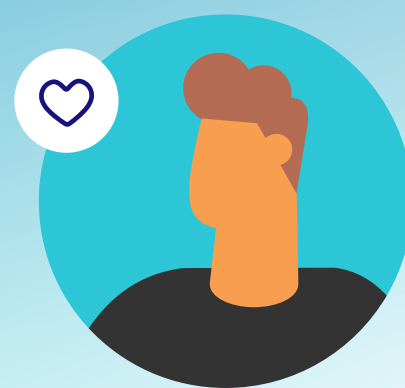
Get to know Nuance



# Nuance

## Delivering client success

Our intelligent engagement solutions achieve remarkable results. But don't take our word for it—learn from these real-word case studies.



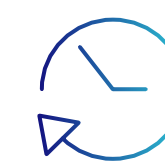
**50%**  
CSAT increase

Streaming contact center operations and improving customer engagement.

Simplifying the customer experience to deliver streamlined service.

Delivering an “airline experience” to patients.

**Generating enrollment and reducing costs.**



**40%**  
AHT reduction



**40-50%**  
average containment rate

**A leading population health management organization struggled to generate enrollment through their costly traditional engagement strategies of postal mailings and follow-up calls from care representatives.**

By automating outreach, appointment reminders, and support to members, the organization achieved a 700% increase in initial engagement rate and a 50-80% improvement in enrollment and appointment requests—all while improving satisfaction and lowering operational costs.

Get to know Nuance

# Let's improve the patient experience together

Healthcare is personal. Nuance can help personalize it by delivering a modern patient experience.

As consumers, patients have grown accustomed to digital experiences, and they expect their healthcare providers to keep pace. With a surge in telehealth and experience-oriented disruptors entering the industry, patients face more options for care, making engagement a crucial competitive differentiator.

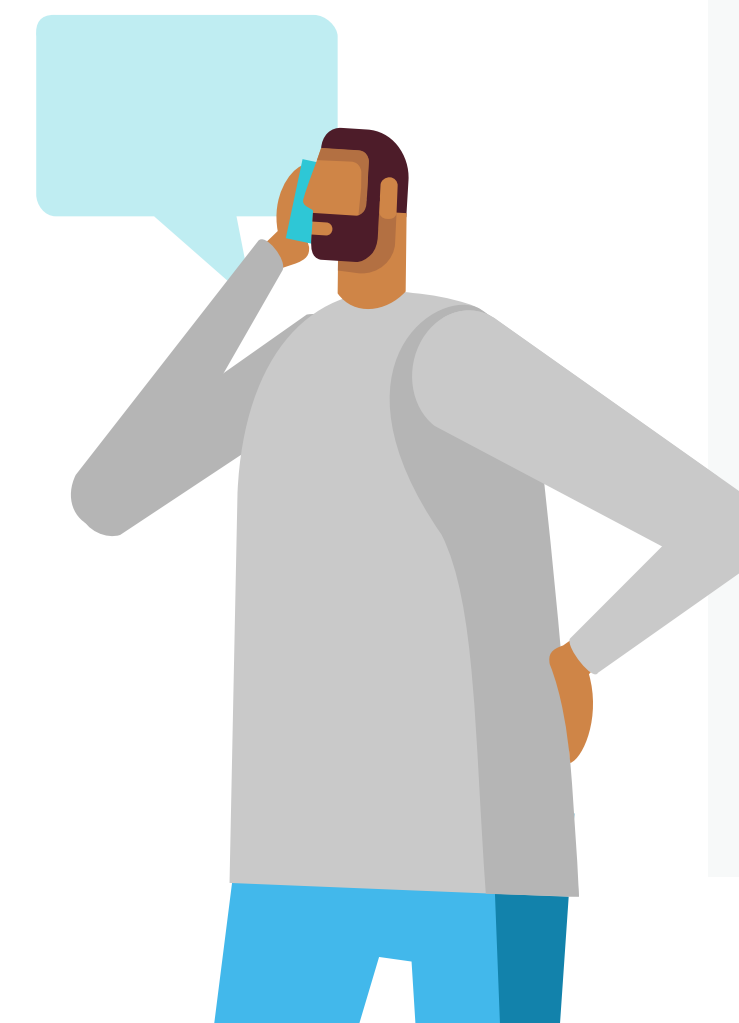
The power of our AI-driven technology, combined with our deep healthcare expertise and extensive industry partnerships, means that Nuance can deliver unmatched outcomes.

## Deliver superior experiences. Achieve measurable results.

- ✓ Create conveniences that promote better patient engagement and satisfaction
- ✓ Enhance the patient experience
- ✓ Preserve revenue
- ✓ Control contact center and patient support cost
- ✓ Support patient health to improve outcomes

Contact us today

Let us help you get started on your patient engagement strategy.



# Citations



<sup>1</sup> Forrester Research, Engagement Costs Continue To Rise Even With Digital: Here's How To Fight It Five Steps To Reinvent Customer Service In A Post-Digital World by Kate Leggett September 7, 2017.

<sup>2</sup> 2020 Healthcare Consumer Experience Study, commissioned by Cedar and conducted by Forrester Consulting.

<sup>3</sup> Healthcare Consumer Digital Experience by Guidehouse, 2020.

<sup>4</sup> Becker's Hospital Review, April 2016.

<sup>5</sup> What Is Patient Engagement in Healthcare and Why Is It Important? by TigerConnect, July 1, 2020.

<sup>6</sup> Accenture, August 13, 2015.

<sup>7, 12, 13, 15</sup> Connected Healthcare Consumer report by Salesforce Research.

<sup>8, 16</sup> Full Value. Full Stop. Future Systems Can Help You Scale Innovation and Achieve Full Value report from Accenture.

<sup>9</sup> McKinsey Digital, The Power of Emerging Technologies: Finding Value Through Data by Margarita Młodziejewska and Henning Soller, August 5, 2021.

<sup>10, 11</sup> Vonage survey of 2,010 respondents, 2019.

<sup>14</sup> Nuance Communications, Service Desk for Patient Portal data.

<sup>17</sup> Athenahealth, No-show effect: Even One Missed Appointment Risks Retention by Chris Hayhurst, May 15, 2019.

