wavenet | Five9™

Transforming the patient experience

Improve patient care through connected care experiences, personalised interactions, and empowered clinical support teams.

wavenet | TRANSFORMING THE PATIENT EXPERIENCE
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Why healthcare should embrace digital transformation

The UK healthcare market is a complex one. Encompassing private and public health providers, third-party agencies, bio tech, pharmaceutical and life science organisations. This ecosystem is one that is as diverse as it is highly regulated. To ensure that all stakeholders - patients, customers, practitioners, and suppliers - enjoy a streamlined, personalised, and timely experience throughout the care journey, providers must embrace digital transformation to deliver better outcomes.

70% **of the sectors inbound interactions** are being made via live calls.

73% **of millennials and Gen Zers prefer to book** appointments digitally vs over the phone.

To improve patient care, accelerate the speed and accuracy of information and to blend digital experience (telehealth) with traditional care, healthcare providers need to remove silos and bottlenecks from their current contact centre environments through the adoption of cloud and AI technologies.

Forward-leaning providers that have already adopted such technologies are benefiting by enhancing agent effectiveness, removing customer pain points and accelerating resolution time for enquiries.

47% **of users state the most important factor** when it comes to digital healthcare communications are fast resolution.

Leveraging data to deliver exceptional experiences is where healthcare organisations can create real value to their patients, customers, employees and wider ecosystem. According to the World Economic Forum, healthcare accounts for 36% of the world's data, yet a massive 97% goes unused.

Healthcare providers can harness this data to provide quicker responses to enquiries, enable patients to self-serve information or provide a more joined up patient journey by providing context to other departments, care teams and partner organisations.

25%
of healthcare webchats in the UK are handled exclusively by chatbots.

44%
of consumers are willing to voluntarily share personal and health data with healthcare organisations.

4 challenges facing healthcare

Improving patient care, accelerating issue resolution and empowering patients to use self-service options are all adding additional pressure to how healthcare, pharmaceutical and life science organisations deliver exceptional experiences.

1. Embracing patient-centric experiences

- They want to feel seen and understood, with personalised experiences and timely, relevant recommendations shaped by their own data.

- With more engagements now moving to digital platforms, organisations need to adopt a B2P (business to patient), rather than a traditional B2B model.

2. Integrating digital transformation

- The rise of telehealth, digital theraputics and vitual care is transforming access to healthcare, making it faster and more flexible than ever. But to truly connect the dots between virtual and in-person experiences, clinicians need access to real-time data and context. That's what enables a seamless personalised journey for every patient.

3. Providing omnichannel engagements

- Patient touchpoints are no longer single channel. From social to digital to in-person, care now happens across multiple touchpoints. To build trust and deliver real value, patients need consistent, context- rich guidance, no matter where the conversation starts.

- Enabling patients to engage with providers when they want and how they want is now the benchmark.

4. Enabling patient self-service

- Empowering patients to take control of their care isn't new. Expanding what they can do on their own can create even greater value, reducing costs, streamlining operations, and accelerating treatment, diagnosis and recovery.

- Prescription management, drug trials, physiotherapy and appointment scheduling can all be handled without the need for human interaction.

Answering healthcare challenges

To be able to address the 4 key challenges outlined previously, the need for transformation is stronger than ever.

Silos in healthcare are still prevalent, meaning patients experience delays in diagnosis, treatment and recovery due to ring-fenced systems and hindered access to information. By removing these barriers, healthcare providers can improve patient care, boost patient satisfaction and remove unnecessary delays, duplication and costs across the patient journey.

1. Making the patient central to everything

30% Incorporating patient centric designs to clinical trials can improve retention rates by up to 30%.

Combining patient data with AI technology, healthcare providers, life science organisations and pharmaceutical businesses can truly place the patient at the centre of care delivery. By understanding their preferences, anticipating their needs and incorporating feedback into service improvements, providers can boost patient satisfaction throughout the patient journey. The application of generative AI into contact centre channels can even improve the ability for providers to detect early diagnosis of some conditions.

2. Integrate digital transformation into healthcare provision

38% of healthcare organisations have begun exploring and experimenting with publicly available gen AI models.

Introducing generative AI and IVR technology means patients can benefit from a faster and more thorough experience. Automatic call routing can triage patient enquiries and route them accordingly. When combined with generative AI, it becomes even more powerful and can analyse a patient's language and tone to identify signs of conditions like depression, PTSD, dementia, or even heart disease to present to a licensed professional.

3. Improve accessibility and personalisation for patients

<20% of HCPs are turning their omnichannel vision into an actionable plan.

The adoption of omnichannel services in healthcare can deliver significant benefits to both patient and provider. For patients it allows for greater access to care especially for underserved populations, as well as improving engagement and satisfaction. For providers it can help reduce cost by enhancing service effeciency, improving coordination and reducing duplication.

4. Empower patients to help themselves

87% of patients say that "scheduling my own appointments should be as easy as booking an uber."

Patients want to have more control on how they manage their care journey. By provisioning self-service capabilities patients can own and manage their own engagements from initial appointment setting through to post care follow up and feedback.

By removing the need to speak to a live agent, healthcare providers can streamline operations, remove cost and improve patient satisfaction.

Unlock the benefits of the cloud

The drivers for contact centre migration

With patients demanding personalised experiences and healthcare providers challenged to deliver exceptional care with limited resources, premises-based contact centres must now consider the following drivers for change.

Patient expectations are higher than ever before

92% **of patients** want more involvement than they currently have in their healthcare decisions.

Not only do patients expect rapid and thorough treatment, they now want to be more heavily involved in when, where and how their treatment is delivered.

By migrating to the cloud, healthcare providers can enable patients to manage aspects of their care using self-service tools, AI Assistants, and intelligent routing to reach the right support.

Intelligent automation is happening everywhere

8% **more simultaneous chats** are handled by healthcare agents when paired with a virtual assistant.

Cloud-based solutions enable lower IT operating costs and increase the ability to leverage existing investment while reducing the associated cost of new hires and training.

Cloud-based platforms make it easier for healthcare organisations to take advantage of intelligent automation to streamline operations, extend service provision and improve issue resolution for patients. AIpowered tools can enable 24/7 assistance for patients whilst removing the need for live agents. Tasks like appointment booking, confirmation and cancellations can all be removed from the live agents workload.

Hyper-personalisation is the new benchmark

75% **of Gen Z patients** place a high value on personalised recommendations, and many are willing to switch providers if their expectations aren't met.

The cloud makes it possible to use patient data to anticipate needs and personalise care. Siloed systems and data can be integrated and analysed by AI-powered tools to provide real-time, personalised recommendations at scale. Agents can use data-driven prompts to tailor each interaction to the patient, instead of relying on a one-size-fits-all approach.

Telemedicine and remote patient monitoring is now mainstream

21% **CAGR for the UK Telehealth market between 2024 - 2030.**

Integrating digital practices such as telehealth and remote monitoring into patient journeys is now becoming common practice. Offering remote medical care to underserved communities expands access but requires integration into the patient journey. Being able to assess, route and access digital offerings based on need and urgency can be provisioned with cloud foundations.

Key reasons why healthcare providers should migrate their contact centre to the cloud

Access to patient data

Integrate with EHRs, CRMs, clinical trial management systems, and supply chain platforms to access patient history and information.

Benefits of cloud contact centre migration in healthcare

Inbuilt flexibility and scale

Scale up or down based on demand i.e. clinical trial recruitment or public health campaigns.

Inbuilt compliance and security

Pre-configured to meet GDPR, and other healthcare regulatory requirements.

Enhance patient experience

Through omnichannel support patients can contact providers on their preferred channels.

Greater personalisation

Use patient history, preferences and data-driven insights to tailor communication, scripts and support for improved satisfaction and engagement.

The new CX starts here

In a recent benchmarking report, 74% of millennials and 75% of Gen Z say they are unlikely to return to a healthcare provider after a single bad experience.

But there is also opportunity. The report goes on to say that this same group can become your stongest advocates—if you exceed their expectations.

Leading organisations are already responding, combining AI with human expertise to create experiences that not only meet modern demands but go beyond them.

We call this the new CX

It starts when AI agents and human agents work hand-in-hand to deliver hyper-personalised and effortless patient experiences.

It's where brands deliver a better CX at a lower cost and higher efficiency.

And, it's where the power of your data and your people combine with AI to deliver actual intelligence at every touchpoint.

Delighting patients with true omnichannel experiences

True omnichannel communication removes the delay, repetition and frustration patients loath. By enabling seamless channel switching with context, patients are able to get to the answer quicker without the need to re-authenticate who they are, what their issue is and what previous conversations they have had.

Breadth of contact centre support
Powered by a rich, cross-channel history with customers.

| Website | App | Phone | Chat | Social | SMS | Email |

Technologies driving world-class experience

Self-service | Inbound & outbound voice | Omnichannel routing | Agent desktop | AI | Workflow automation
Analytics & reporting | Workforce engagement management | CRM, UC & EHR integrations | Security & compliance

Patient experience = generating better patient outcomes

A day in a life of an omnichannel patient

Megan calls her doctor to book an appointment.

The AI agent takes her details, symptoms and availablity and automatically books her an appointment.

At the appointment she has a blood test and is told she can access the results via the website.

Megan wants to discuss her results with a doctor so schedules an appointment online.
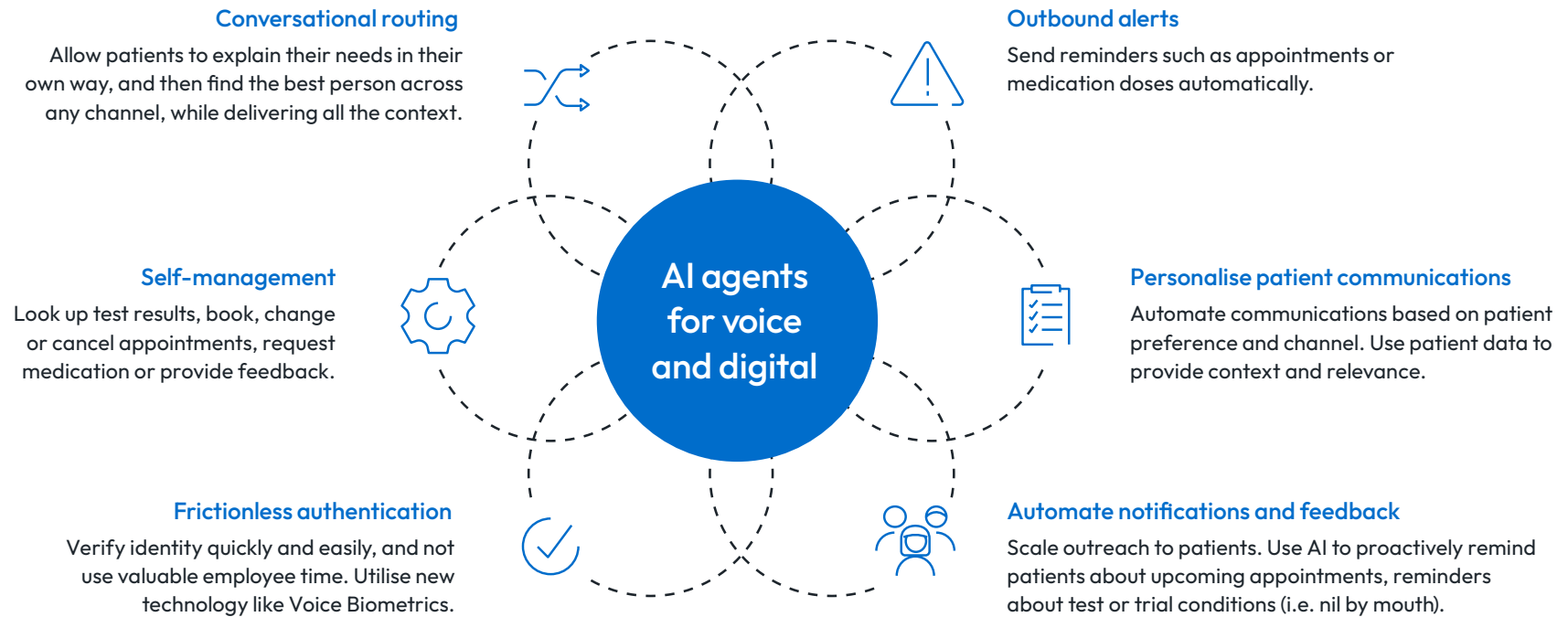
A virtual consultation is conducted with a doctor and her results explained.

An automated SMS follow up appointment is sent to Megan for a month's time.

How AI agents can benefit healthcare agents

Conversational routing
Allow patients to explain their needs in their own way, and then find the best person across any channel, while delivering all the context.

Outbound alerts
Send reminders such as appointments or medication doses automatically.

Self-management
Look up test results, book, change or cancel appointments, request medication or provide feedback.

Personalise patient communications
Automate communications based on patient preference and channel. Use patient data to provide context and relevance.

AI agents for voice and digital

Frictionless authentication
Verify identity quickly and easily, and not use valuable employee time. Utilise new technology like Voice Biometrics.

Automate notifications and feedback
Scale outreach to patients. Use AI to proactively remind patients about upcoming appointments, reminders about test or trial conditions (i.e. nil by mouth).

How AI agents can benefit healthcare agents

A clinical trial patient calls in to report they are feeling unwell.

> The AI agent triages the patient's symptoms.

> The AI agent diagnoses the need for the patient to speak to a doctor.

> The AI schedules a virtual consultation with a clinician and automatically sends the patient the appointment details.

> The doctor speaks to the patient virtually, diagnoses the issue and stops the trial.

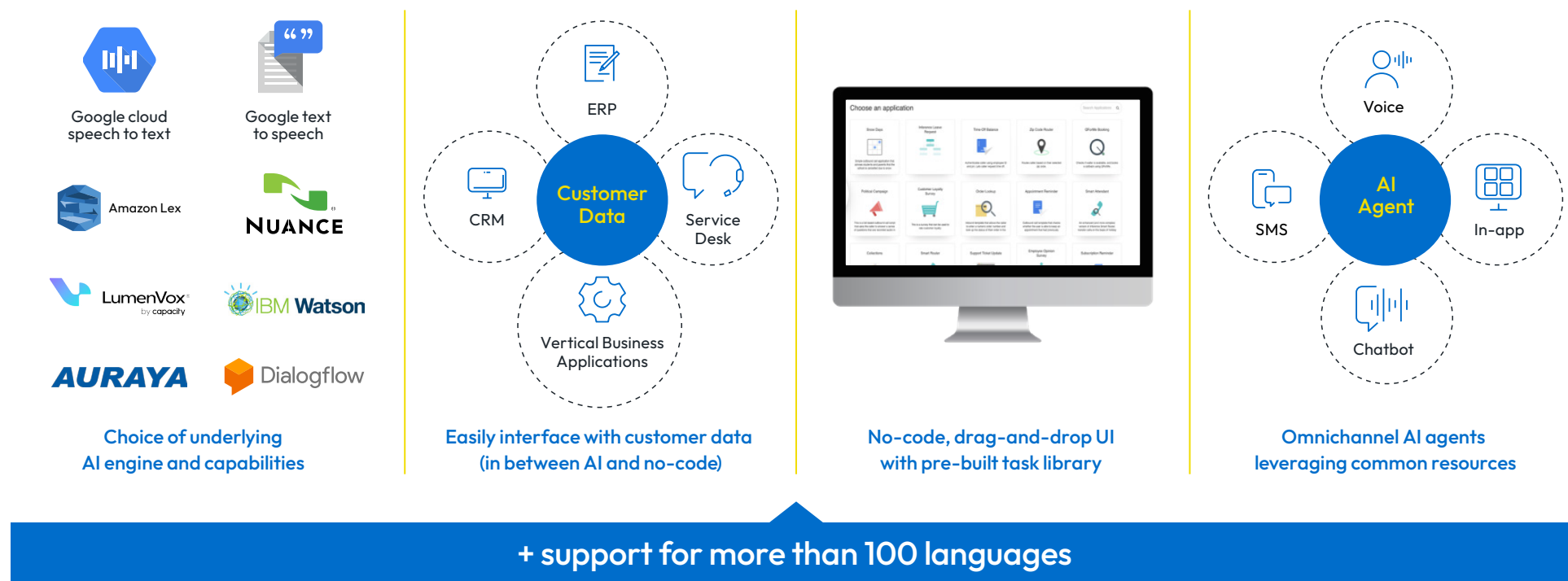# Empower patients with AI-powered self-service

AI agents for voice and digital channels use advanced artificial intelligence to deliver personalised, conversational experiences— capable of routing patients, answering health-related queries, booking appointments, and processing routine requests. These virtual agents can be deployed across voice and digital touchpoints to automate and streamline the patient journey, reducing the reliance on human staff and improving operational efficiency.

Whether operating in on-premises, hybrid, or cloud environments, healthcare providers can ease the burden on frontline staff, improve access to care, and speed up resolution times—ensuring patients receive timely support when they need it most.

Choosing an AI-agnostic provider allows healthcare organisations to tailor virtual agents to their unique needs and adapt them as those needs evolve. With access to a best-in-class AI and speech ecosystem, and the flexibility to switch between providers, hospitals, clinics, pharmaceutical companies, and life sciences organisations can quickly scale their self-service capabilities.

Through a single, no-code platform, teams can design, deploy, and manage all voice and digital AI agents from one central place— accelerating digital transformation and enabling a more connected, patient-centric experience.

What to consider in an AI agent platform

Google cloud speech to text

Google text to speech

Amazon Lex

NUANCE

LumenVox by capacity

IBM Watson

AURAYA

Dialogflow

Choice of underlying AI engine and capabilities

ERP

CRM

Customer Data

Service Desk

Vertical Business Applications

Easily interface with customer data (in between AI and no-code)

No-code, drag-and-drop UI with pre-built task library

Voice

SMS

AI Agent

In-app

Chatbot

Omnichannel AI agents leveraging common resources

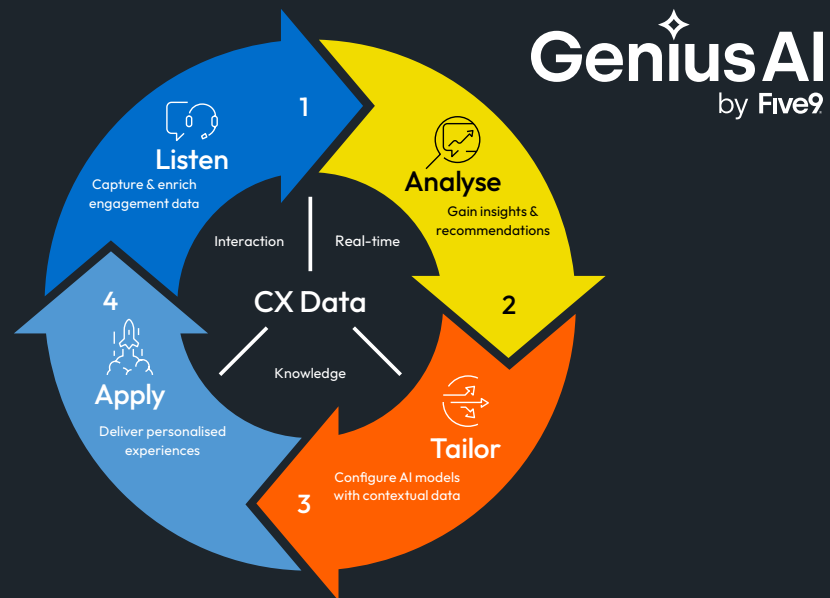## + support for more than 100 languages

Strategically design your AI solutions for healthcare

Integrating AI technology into healthcare workflows can feel overwhelming. How can you be sure these tools will improve patient outcomes and operational efficiency—both now and in the future?

Five9 Genius AI is a comprehensive product suite that empowers healthcare providers, hospitals, and life sciences organisations to build AI applications tailored to their specific needs. Whether it's automating routine patient interactions, streamlining clinical workflows, or supporting administrative tasks, Genius AI enables personalised self-service experiences and intelligent automation across the care continuum.

Designed to work seamlessly alongside healthcare professionals, Genius AI augments staff capabilities—freeing up time for higher-value patient care while ensuring consistency, accuracy, and compliance across every touchpoint.

Genius AI
by Five9

1 Listen — Capture & enrich engagement data

2 Analyse — Gain insights & recommendations

3 Tailor — Configure AI models with contextual data

4 Apply — Deliver personalised experiences

CX Data — Interaction · Real-time · Knowledge

Five9 Genius AI harnesses the incredible potential of conversational and generative AI to offer AI-elevated CX. Leverage AI to optimise every touchpoint of the patient journey and improve experiences across the board for patients, agents, leaders and admins.

Our AI and automation product suite:

- Delivers personalised and engaging self-service.
- Empowers agents, augmenting their abilities.
- Shares patient experience insights for business leaders.
- Provides a unified low-code/no-code intuitive interface to build custom AI models.

Deploying AI for your use cases

NHS trusts and private healthcare providers

AI-powered appointment scheduling & reminders

AI agents offer patients the ability to schedule, reschedule, or cancel appointments at their convenience via voice, SMS, or email.

Intelligent call routing based on patient needs

By understanding patient intent and urgency, AI ensures that calls are directed to the most appropriate clinician or department. This reduces time spent on hold and enhances satisfaction, especially for time-sensitive cases.

Billing and NHS exemption support

AI bots simplify complex queries around NHS exemptions, private billing, and insurance, empowering patients to navigate healthcare costs without confusion or delays.

Virtual health assistants for patient triage & FAQs

AI agents are available around the clock to answer common queries about symptoms, test results, and procedures. This alleviates patient anxiety and reduces the need to wait for live assistance.

Real-time sentiment analysis for compassionate service

AI detects emotional cues in patient interactions and provides live coaching to staff, helping ensure conversations are handled with sensitivity—crucial in mental health, oncology, and paediatrics.

Deploying AI for your use cases

Community health, social care & aged care providers

Proactive outreach for vulnerable patients

Automated welfare checks and medication reminders ensure elderly or at-risk individuals feel cared for between appointments, improves safety, reduces hospital readmissions, and gives peace of mind to families

Personalised home care coordination

AI tools facilitate timely updates to patients and families, ensuring they stay informed about visit times, changes in care plans, or urgent alerts, improving continuity and satisfaction.

Real-time staff assistance & on-the-go support

Frontline care staff access AI via mobile devices to log notes, surface best practices, or resolve queries while in the field. Benefits include: speeds up documentation, reduces admin burden and improves care quality.

Pharmaceutical manufacturers & life sciences firms

AI support for clinical trial participants

Virtual assistants provide 24/7 access to trial FAQs, side-effect tracking, and appointment reminders. This reduces dropouts and improves the participant experience.

Multilingual and inclusive patient support

AI detects preferred languages and delivers information in a patient's native language, supporting inclusivity and meeting NHS equity and diversity goals.

Post-market patient support

AI tools help patients understand how to take their medications, identify side effects, and access assistance when needed— creating safer and more informed usage of pharmaceutical products.
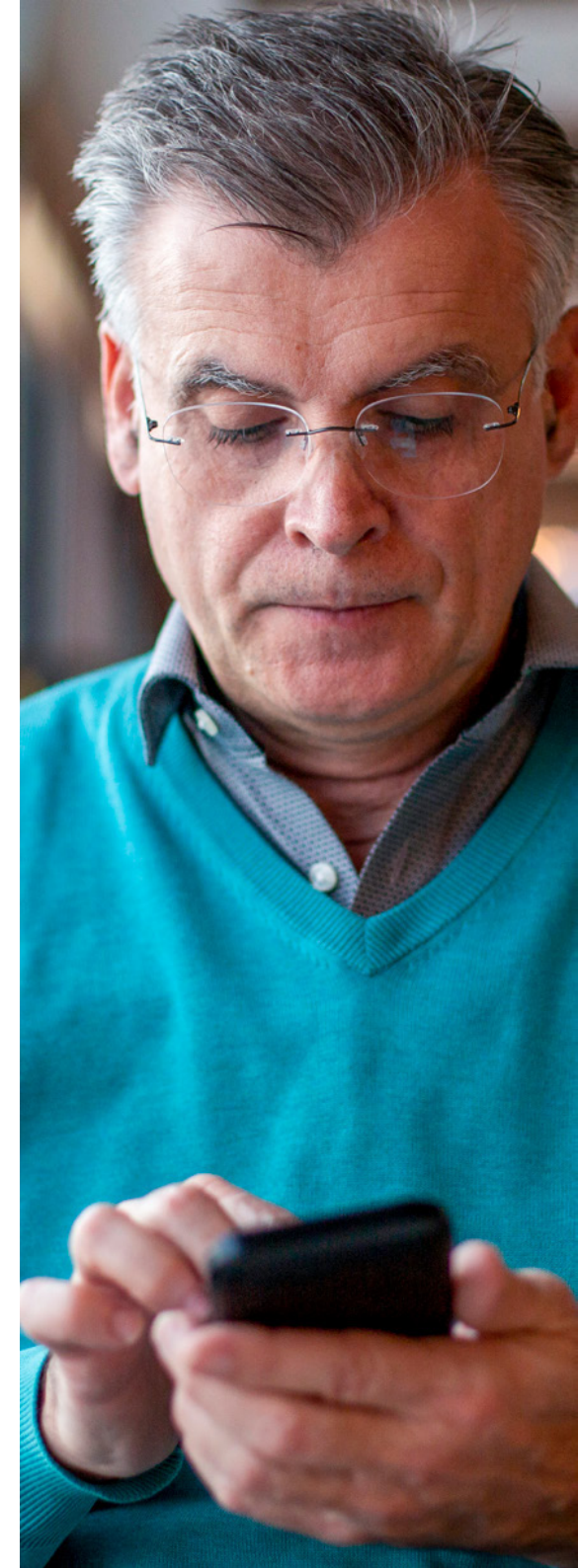
Answering healthcare challenges

Case study: Doctor Care Anywhere

Doctor Care Anywhere (DCA) is a UK-based telemedicine company that provides 24/7 remote healthcare services, allowing patients to consult with doctors via video, phone, and messaging. Partnering with private insurers, DCA offers convenient access to medical advice, diagnosis, and treatment. As demand for digital-first healthcare has surged, DCA has expanded its reach, making care more accessible to a broader audience.

Doctor Care Anywhere has seen its consultations surge from 20,000 to 60,000 per month, fuelled by partnerships with major insurers that expanded access to telehealth at an unprecedented rate.

The challenge

- **Increased demand: telehealth consultations tripled**
- **Rapid team scaling: from 10 to 60**
- **Outdated platform: lacked intelligent call routing, support tools, and CRM integrations**
- **Operational inefficiencies: legacy systems slowed down the ability to scale**

While Doctor Care Anywhere's proprietary medical platform was highly advanced, its telephony system lacked key functionalities such as intelligent call routing, real-time support tools, and seamless CRM integration

These gaps not only hindered operational efficiency but also posed challenges for scaling high-quality virtual care.

Five9 solutions

- **Five9 Intelligent CX Platform**
- **Five9 Interactive Voice Response**
- **Five9 Workforce Engagement Management**

Five9 allowed Doctor Care Anywhere to build a foundation for future growth, with tools for live listening, quality assurance and real-time analytics, while enabling them to optimise resource allocation and maintain high service standards.

The benefits

- **+70% first call resolution rate**
- **55% reduction in after-call time**
- **8 hours saved weekly for team leaders**
- **44-point increase in employee satisfaction**

Implementing the Five9 Intelligent CX Platform has elevated patient outcomes while boosting team efficiency across the board.

First call resolution rates have surpassed 70%, ensuring patient concerns are effectively addressed upon first interaction, minimising the need for follow-ups. After-call time was reduced by almost two minutes per interaction, freeing agents to respond more quickly to patient enquiries.

"Embracing this new technology meant we could honour our commitment to patients and staff alike. It ensures that our coordinators can deliver care with the compassion and precision that Doctor Care Anywhere is known for"

Greg Rixon
Head of Operations at Doctor Care Anywhere

Why choose AI with Five9

AI is in Five9's DNA

Five9 has been embedding AI into its core platform for more than a decade. It recognised early on how transformative it could be for contact centers and built solutions with AI at it's core. With the rise of GenAi, we've accelerated what we already do best: delivering AI-powered solutions that drive real results.

It maintains full control over the quality, performance, and evolution of its AI offerings. And, makes it easy to use and deploy with a low-code/no-code approach.

Investing in AI innovation that moves CX forward

As a significant AI investor, Five9 brings cutting- edge innovation to market. It's specific focus on GenAI enables it to advance natural language understanding and conversational capabilities, resulting in more human-like and engaging interactions with customers.

Proven ROI from deployments for every size

Five9 leads in contact centre deployments and conversational AI, serving as a single vendor for contact centre AI needs. Its platform uses unified infrastructure and data across all AI components for a cohesive and consistent approach, ensuring seamless integration of AI- powered tools to enhance CX.

Experienced people that partner with you

Five9's people care about your success and are in it with you for the long haul. With deep industry expertise and extensive contact centre experience, it becomes part of your team and values the relationships it builds with you. Its success depends on yours.

Reimagining healthcare delivery

In partnership with Five9, we're helping healthcare providers revolutionise patient care. By combining our digital transformation expertise with Five9's market-leading cloud contact centre technology, we empower organisations to deliver faster, more personalised, and more accessible care. This guide reveals how to break down silos, integrate digital and in-person journeys, enable patient self-service, and deliver seamless omnichannel engagement. We help healthcare organisations harness underused data, boost clinical team efficiency, and meet rising patient expectations — all while improving outcomes, reducing costs, and creating connected care experiences that set them apart in a competitive market.

Find out more at wavenet.co.uk/healthcare/contact-centre

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