

6 ways to boost patient experience in Healthcare

Healthcare, pharmaceutical and life science organisations can take advantage of cloud and AI technologies to help improve and streamline the patient experience.

By meeting the demand for rapid issue resolution, hyper-personalised experiences and more patient-centric engagements, healthcare providers can get ahead of the curve to deliver more accessible, cost effective care that sets them apart from their peers.

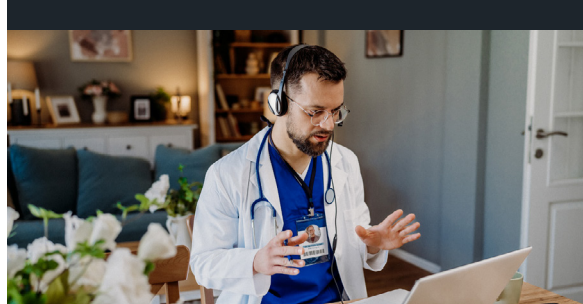
1. Deliver personalised patient engagements

Patients expect providers to use their information to provide quicker responses to enquiries, enable self-service or provide a more joined up patient journey that is personalised to them.

44%

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

- [McKinsey](#)



2. Provide omnichannel access

Patients want to engage with their healthcare provider when they like, on the channel they choose whilst maintaining full context of their enquiry.

Less than 20%

of healthcare providers are turning their omnichannel vision into an actionable plan.

- [McKinsey](#)

3. Enable self-service management tools

AI technology allows patients to be in control of their care. They can book, amend or cancel appointments, request repeat prescriptions or even access test results.

87%

of patients say scheduling their own appointments should be as easy as booking an Uber.

- [Optum](#)



4. Integrate physical and digital patient journeys

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.

5. Embrace digital transformation within healthcare provision

Automatic call routing can triage patient enquiries and route them accordingly, and if harnessed, generative AI can detect symptoms of potentially hidden illnesses from the tone and words a patient uses - including depression, PTSD, dementia and even heart disease.

- [Publicis Sapient](#)

38%

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



6. Exceed patient expectations by placing them at the centre of everything

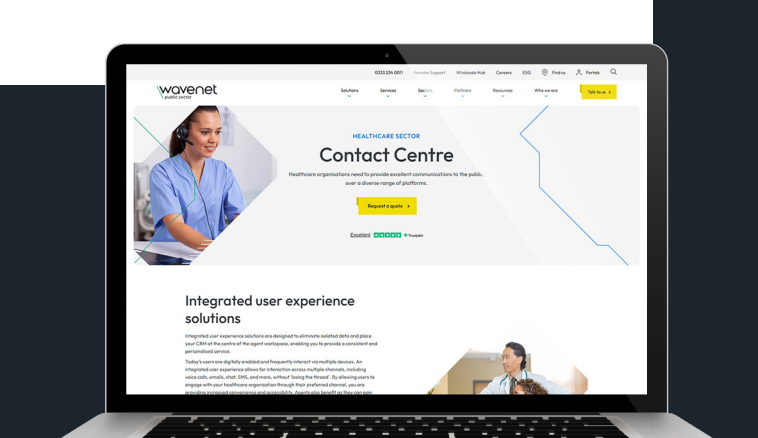
Not only do patients expect rapid and thorough treatment, they now want to be more heavily involved in when, where and how their treatment is delivered.

- [Personalised Care Institute](#)

92%

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

Healthcare is evolving, and so are patient expectations



Here are six powerful ways cloud and AI can help providers deliver faster, more personalised, and more accessible care. Leveraging our digital transformation expertise and Five9's industry-leading cloud contact centre technology, healthcare organisations have the tools to create seamless patient journeys, enable self-service, integrate digital and physical care, and exceed expectations — all while improving outcomes and reducing costs.

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

Let's talk **0344 863 3000**