Major Municipal Healthcare Provider achieves **130% Efficiency Increase** through new Contact Center Solution

Health Services
LOS ANGELES COUNTY

COMPANY
LA County Department of Health Services, Ambulatory Care Network (ACN)

INDUSTRY
Health Care Services

MONTHLY CALL VOLUME:
100,000+ on Average

ANNUAL BUDGET
$4.3 billion

> THANKS TO INTERMEDIA CLOUD CONTACT CENTER, WE ACHIEVED A 21% DECREASE IN OUR BROKEN APPOINTMENT RATES AT MULTIPLE TEST SITES, WITH A SOLUTION THAT WAS QUICKLY DEPLOYED, WITH NO DISRUPTION TO OUR PATIENT CARE TEAMS."
>
> Richard Rodriguez, Operations Manager, Patient Access Division – LA County Department of Health Services

THE BACKGROUND

LA County Department of Health Services – the second largest Healthcare municipality in the United States of America, has been using Intermedia's Cloud Contact Center solution since 2012. Dynamic Notifications, and many of the advanced features of the Cloud Contact Center solution, were cited by administrators as a key reason why patient access to care givers has improved considerably over the past six years.

Now Intermedia is back again, helping the LA County Department of Health Services handle the COVID-19 pandemic, by enabling their TeleHealth capabilities, as well as helping additional teams and departments to work remotely.

THE CHALLENGES

When patients miss their appointments, diagnoses of tumors, breast cancer, lymphoma and other diseases may be missed or delayed. The broken appointment (BA) rate in both Radiology and the Women's Clinic was identified as much higher (38% and 28%) than the stated baseline goals (30% and 20%) of the two respective departments. The existing Centrex infrastructure could not support the automation of outbound notifications and staff who were responsible for reminder calls were already taxed with pressing patient care duties.

In addition, the County has now identified a new mission-critical task for Intermedia's solution: assist the organization in navigating the COVID-19 pandemic, through a combination of timely automated communications and enablement of remote working for as many staff as possible.

NOW WITH THE COVID-19 PANDEMIC, INTERMEDIA IS ONCE AGAIN THERE FOR US, HELPING ADDITIONAL TEAMS AND DEPARTMENTS TO WORK REMOTELY, ENABLING OUR TELEHEALTH CAPABILITIES, AND KEEPING OUR PATIENTS UPDATED WITH A ROBUST DYNAMIC NOTIFICATION SYSTEM"

Richard Rodriguez,
Operations Manager,
Patient Access Division
– LA County Department
of Health Services

OBJECTIVES

1. Send out frequent and timely communications to patients regarding COVID-19 updates
2. Equip care teams to work remotely and deliver telehealth services
3. Provide a cost-effective patient reminder call feature that's easy to use
4. Enhance the contact center with the Dynamic Notification feature
5. Reduce the stress associated with placing calls during scheduled hours
6. Integrate a fully customizable solution within current data collection requirements.
7. Increase the efficiency and accuracy of patient outreach communications

THE SITUATION

- Need to send hundreds of thousands of updates to patients during pandemic situations

- Care teams need to be functional in remote work settings to provide care via telehealth services

- Reminder calls are currently being placed by the night staff from 5-7 pm on the night before a scheduled appointment

- Staff is not bilingual, so there are language/translation issues as all calls are placed in English

- Consistently placing reminder calls every day was difficult for the staff due to pressing patient care duties

- Reminder call placement rate ranged from 30% to 93%, depending on staff and time availability

21%
Decrease in broken appointment rates

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INTERMEDIA OFFERED A ONE-STOP-SOLUTION FOR ALL OUR COMMUNICATIONS NEEDS. YOU CAN COUNT ON THEM TO DELIVER TIMELY, PROFESSIONALLY, AND WHOLLY."

Richard Rodriguez,
Operations Manager,
Patient Access Division
– LA County Department
of Health Services

THE RESULTS

Intermedia designed the Dynamic Notification patient contact protocol with input from the patient care team. This included: format (i.e., text/voice/email); timing (when to contact and how frequent to re-contact if no response); language (English or Spanish, depending on the primary language of the patient); content of messages, and data collection requirements. After the Dynamic Notification feature was employed, the Department of Health Services (ACN) reported "drastic" improvements on their no-show rates for appointments. Now it is being used to send hundreds of thousands of critical updates to patients, efficiently, during the COVID-19 pandemic.

After the first intervention, the Radiology BA dropped to 24.7%, an improvement of 52.6% over a 30-day period. The first script asked patients to hang up and call back the Radiology department to reschedule their appointment. Identifying this issue as a possible barrier, the second intervention, measured over another 30-day period, routed the patient directly to Radiology staff. This further dropped the BA to 21.7%, an improvement of 73.7% from the original baseline.

Since making daily calls give staff little time to check messages and reschedule the patients the night before the appointment, it was decided that reminder calls would be placed every Wednesday to all patients scheduled from Thursday until the following Wednesday. This also gave patients more time to rearrange their schedules if necessary. These enhancements to the reminder call program further dropped the average BA to 16.4%, an improvement of 130% from the original baseline!

For the Women's Clinic, after the first intervention, using the learning from the Radiology department, the average BA dropped to 22.9% in less than three weeks, an improvement of 21.4% from the baseline score.

In addition, patients were surveyed during the intervention period to receive their feedback on the new reminder system. When asked if they recall receiving a reminder notification, 83% of respondents said "yes" while 97% of respondents said they found the reminder to be "helpful."

97%
Patients who found reminder call service to be helpful

WE'RE CHANGING THE CONTACT CENTER GAME

Intermedia Contact Center is the cloud-based solution designed to scale from the smallest single-channel informal contact center, to the most sophisticated omni-channel environment. Contact Center comes in three packages, built to meet the needs of any organization. Intermedia offers J.D. Power-certified technical support and 99.999% uptime SLAs.

Plus, with an Intermedia-powered solution you get the human capital you need to ensure your agents are empowered to deliver optimal customer service. We offer options to:

- Recommend better contact center metrics to gain actionable business intelligence for Senior Management
- Provide continuous training to ensure the most effective use of our simple yet powerful analytics and reporting tools
- Offer ongoing staff training, leveraging industry best practices to improve the collection and aggregation of optimal contact center metrics for your goals
- Provide you with continued support via a dedicated technical team

Intermedia Contact Center's Dynamic Notification feature combines extreme versatility with seamless functionality. Use it for Scheduling, Customer Care, Operational Efficiency, Surveys, Revenue Generation, and more

- Voice, SMS, and email capable.
- Highly customizable and scalable.
- Easy to deploy data-driven campaigns.
- Buildable library of message templates.
- Appointment reminders with option to confirm or connect to a live agent for rescheduling.
- Fully integrated with Contact Center features.
- Live dashboard reporting on campaign status.
- Ability to export reporting on completed campaigns.
- Text-to-speech voice notifications in 6 voices with English, Spanish, and French options

Questions? Contact Intermedia today.
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