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Abjayon Delivers a Seamless CX Solution for a Leading North Carolina Primary Healthcare Organization with upto 37% increase in reservations

Team Abjayon adeptly redesigned a patient portal and EHR for a primary healthcare organization in North Carolina, enhancing the integrated customer experience in the healthcare sector.

The Overview

The COVID-19 pandemic has placed the healthcare sector at the forefront, necessitating the adaptation of new protocols to manage many patient interactions. Alternative healthcare distribution strategies, such as telehealth, have become prevalent, offering personal connections in a socially distanced society. The healthcare sector is transforming digitally, with patients, care teams, and administrators prioritizing convenient, connected experiences that cultivate empathy throughout the customer journey. Over 35 million people are hospitalized annually in the United States, making focusing on individual experiences in the healthcare process essential.

Improved communication between healthcare workers and patients is expected to yield enhanced patient experiences, reduced readmission rates, lower costs, better clinical outcomes, and increased patient loyalty. As patients take a more active role in their healthcare choices, fostering a positive patient experience becomes increasingly important.

To achieve the desired patient experience, engagement, and practice efficiency, Team Abjayon collaborated closely with the client's Clinical and Practice Operations team to identify key challenges and limitations of previous EHR and patient portal implementations.
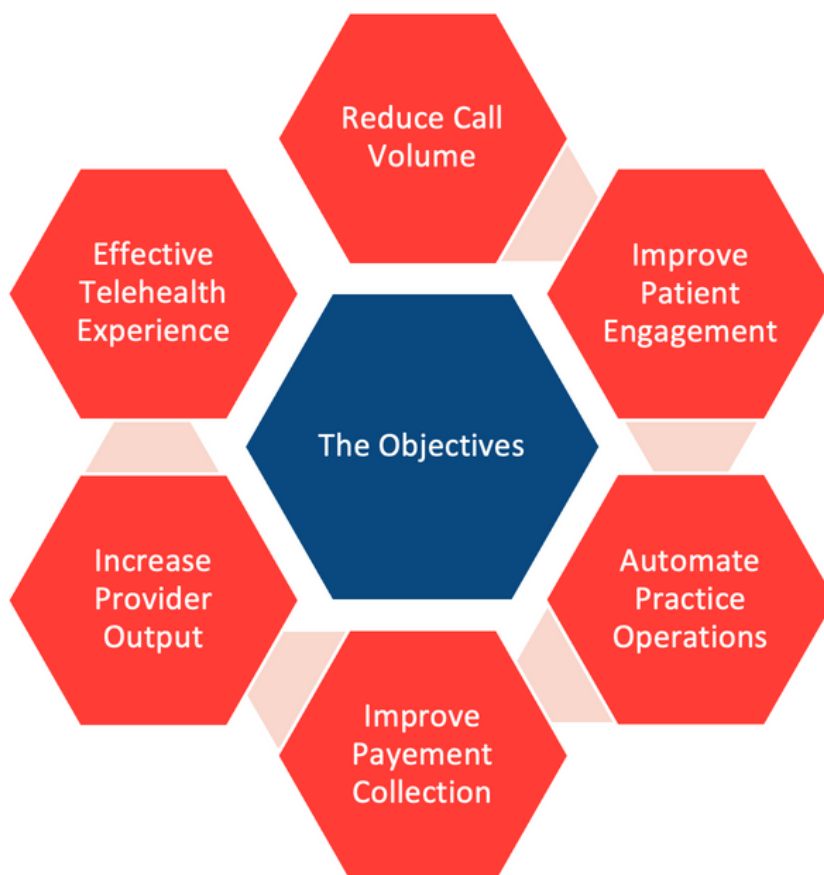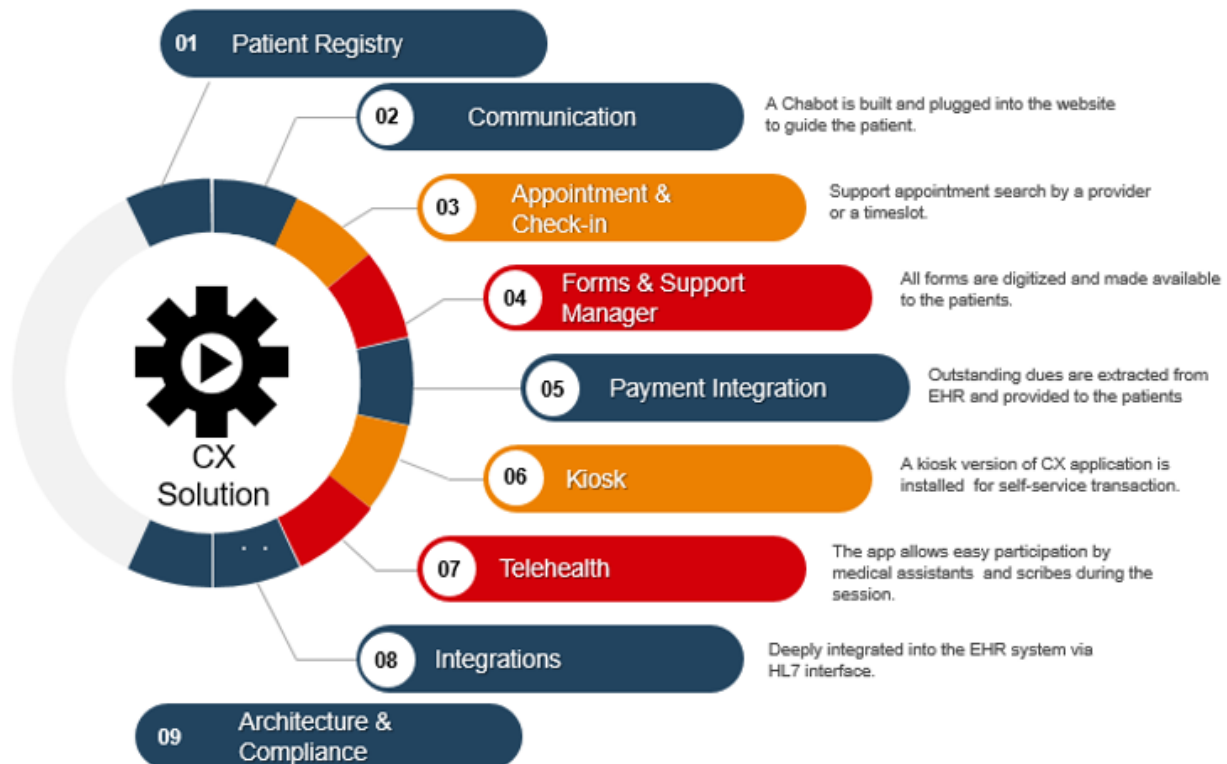
These challenges included:

- Minimizing front desk interactions
- Enabling document uploads to the practice
- Digitizing forms and uploading them to EHRs associated with patient charts
- Customizing available care options
- Implementing EHR solutions to address payment collection processes
- Establishing an efficient telehealth platform
- Facilitating easy integration and automation of business processes and workflows

Upon identifying these challenges, Team Abjayon developed a customer experience solution that enabled the client to serve over 120,000 patients across the United States. This comprehensive approach to enhancing the patient experience demonstrates Team Abjayon's commitment to innovation and excellence in the healthcare sector.

The Plan

Team Abjayon devised a robust action plan and executed it skillfully to achieve the project's objectives. The primary focus was improving customer experience seamlessly without replacing the existing patient portal or website. The solution was developed using a microservices-based design to scale up according to business requirements. It was made fully HIPAA compliant as a healthcare solution and underwent extensive security testing.

Reduce Call Volume

Effective Telehealth Experience

Improve Patient Engagement

The Objectives

Increase Provider Output

Automate Practice Operations

Improve Payement Collection

01 Patient Registry		
02 Communication	A Chabot is built and plugged into the website to guide the patient.	
03 Appointment & Check-in	Support appointment search by a provider or a timeslot.	
04 Forms & Support Manager	All forms are digitized and made available to the patients.	
05 Payment Integration	Outstanding dues are extracted from EHR and provided to the patients	
06 Kiosk	A kiosk version of CX application is installed for self-service transaction.	
07 Telehealth	The app allows easy participation by medical assistants and scribes during the session.	
08 Integrations	Deeply integrated into the EHR system via HL7 interface.	
09 Architecture & Compliance		

Execution

The team created a roadmap to roll out multiple sub-projects and engaged external agencies for various services. Project management was kept in-house to ensure quality control and adherence to timelines. Team Abjayon successfully executed the project over 18 months.

BirdEye and Salesforce Marketing Cloud integrated patient data to create an enhanced patient feedback and strategy system. Data was also provided to the NetSuite ERP and BI system to create a comprehensive business management solution stack.

The redesigned solution met all objectives and received high praise from the client team.

The Outcome

Several capabilities were implemented to improve customer experiences, such as real-time information and action prompts provided by agent assistance technology, digital forms, support manager, and kiosk. Quality management and workforce optimization tools reduced front desk workload and offloaded time-consuming administrative tasks.

The system was gradually implemented throughout 2019, becoming fully operational in 2020. The COVID-19 pandemic brought increased attention to the project, and the client organization swiftly transitioned to a "telehealth-first" mode, serving patients smoothly within days. All operations proceeded seamlessly, with providers managing appointments online.

Since the rollout, the percentage of online reservations has increased from 15% to 37% monthly. Telehealth was used without interruption for nearly 50% of appointments during the COVID-19 pandemic.

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Abjayon stands as a leading provider of technology solutions within the healthcare sector. To connect with our team of experts, please email info@abjayon.com.

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