

TTEC OFFERS:

# Patient Activation Program

## TTEC & Microsoft Drive Improved Patient Engagement and Improve Health Outcomes

The pandemic prevented many patients from seeking the care they needed. Health systems lost millions, and collectively the industry lost over \$20B in 2020. In addition, patient health has declined, due to this decrease in care visits. In response to this situation, TTEC has leveraged our deep Healthcare expertise to analyse client needs and package offers on the Microsoft Cloud to address the re-engage patients and grow revenue for healthcare providers.

**\$20B**

How much the health industry collectively lost

## TTEC brings Microsoft platforms together to Support and Engage Healthcare Consumers

The TTEC Patient Activation Program combines Dynamics 365 Marketing, Power BI, Azure FHIR and Customer Insights with our patient experience prowess to support the customer experience for healthcare providers.



**Enrich Patient Data:** Unify data from EHR and other “core” systems and enrich it with essential contact information and SocialDeterminants of Health from TTEC data sources to create a 360° customer view.



**Personalize Engagement:** Leverage custom data, alongside our TTEC Patient Experience (PX) expertise to deliver personalised messaging that drives increased Microsoft platform adoption.



**Provide a Digital Front Door:** Deploy digital outreach via multiple channels, making it easy and effortless for consumers to interact with your clients.



**Improve Segmentation:** Define micro-segments of patient populations with powerful AI/ML capabilities and guidance from TTEC healthcare experts.



**Streamline Scheduling:** Reduce call volumes and improve the consumer experience with simple scheduling options via email/SMS and other channels.



**Track Your Success:** Merge data into detailed dashboards through PowerBI to track and monitor KPIs and success metrics, driving results.

# Patient Activation Program Benefits

With help from TTEC, you can improve patient experience, strengthen patient loyalty, increase productivity, maximize savings, and proactively communicate through an omnichannel solution.

- Manage high-cost chronic conditions.
- Meet patients where they are.
- Proactively notify eligible patients.
- Monitor and improve health outcomes.
- Capture patient insights and intent.
- Deploy preventative tools and screening.
- Report on key metrics and insights.
- Improve experience, loyalty, and retention.
- Increase health system revenue.



# Patient Activation Use Cases Examples

## Type 2 Diabetes

Target patients with type 2 diabetes who meet all five optimal diabetes care components

## Colorectal Cancer Screening

Target patients that have been diagnosed and are overdue or patients that eligible and have never had a screening. Eligible patients ages 50-75 and African American, American Indian/ Native American patients ages 45-75

## Hypertension

Target patients aged 18-85 who have at least 2 qualifying visits for hypertension in the last 2 years, at least 1 qualifying visit in the past 2 years for any reason, and whose blood pressure is adequately controlled.

## Breast Cancer Screening

Target eligible women aged 52-74 years who have been screened by mammography within the past 1-2 years.

## About TTEC

TTEC, is a full-service Customer Experience (CX) consulting and solution provider focused on helping organizations create better experiences for their customers. As an Inner Circle Microsoft Partner (Business Applications and AI) with depth and experience building industry-focused solutions across the entire Microsoft Cloud, TTEC is uniquely suited to address any CX challenge.

With 200 exams powering 16 Microsoft competencies, our knowledge of Dynamics 365, Power Platform, Azure, Customer Insights and Microsoft 365 is brought to life through our unique approach to Customer Experience, which includes two key phases to achieving CX Transformation. Our **CX Design** solutions and services aid in the process of defining and improving CX. From journey mapping to CX design thinking, we provide the support clients need to set the foundation for CX success. Our **CX Orchestration** solutions and services realize our clients' CX strategy through people, processes, and technology.

From Microsoft Cloud implementations and industry solutions to training and innovative applications, we ensure that our clients have the capabilities needed to execute a CX strategy. Find out how TTEC Digital can help your business.