

NEW WORLD. NEW EXPECTATIONS. HOW WILL YOU ADAPT?

A Customer Engagement Training Manual

For a Winning Patient Experience in Healthcare

The outbreak of COVID-19 has transformed entire industries in less than a year—but few have been impacted to the extent healthcare has. As the pandemic swept across the world and patients avoided in-person medical visits, remote healthcare accelerated from something providers had been steadily building towards for the past decade, to a lifeline of care connecting patients with practitioners. We saw an explosion of video calling—725% increase in one month—as our healthcare customers rapidly scaled to meet growing patient demand for remote care. **But telehealth is only one part of the digital healthcare journey. Now, providers must rethink and upgrade their customer engagement to meet the permanent shift in consumer behavior and expectations.**

The World Has Changed. Providers Must Adapt, or Be Left Behind.

In order to keep providing quality, cost-effective care, and build enduring relationships with patients, organizations must accelerate their shift to remote healthcare. This means seeing patients *no matter where they are* on highly personalized channels like video. It also means creating seamless, secure, contextual, and consumer-centric healthcare journeys on *all* their preferred channels.

To help guide your customer engagement decisions now and into the future, Vonage surveyed 5,000 consumers across 14 countries in January 2020, and again in August 2020—in our **Global Customer Engagement Report COVID-19**—to find out how much has changed and to understand how patients want to connect with organizations like yours.

Here are 4 key patient engagement insights and challenges revealed in the findings—and a training plan to help you achieve outstanding patient journeys in the new world of remote-first healthcare.

On your marks, get set...





Deliver Safe, Secure, and Highly Personal Remote Care

The immediate challenge is to continue delivering care to patients during ongoing restrictions. The preexisting long term challenge is how to scale quality, yet cost effective care in an already strained system.

2 in 3
consumers
are **video**
chatting
more than
they were **7**
months ago



SOLUTION

Vonage **Video API** enables secure, reliable, and compliant remote consultations with collaboration, recording, and archiving.



Consumer-Centric Omnichannel Engagement Intensifies

Healthcare providers have been warming up to omnichannel communications as more and more patients expect seamless conversations across all their favorite channels. Now, we're in the main event. If you thought channel preferences were fragmented in the pre-coronavirus world, it's even more difficult to know where your customers will look to reach you today, or which channels will please them most.

Not only must providers accommodate these highly fragmented preferences, they must also be sensitive to patients' preferences for different channels in different healthcare scenarios. While video calling might be the obvious choice for medical consultations, preferences differ:



Patients **prefer voice 1.6x more** than video when connecting with a therapist for a remote counseling session



30% prefer to set appointments via messaging



22% expect to have the choice of either **video, voice, or messaging** when describing their symptoms in order to be connected to the right service. (SMS or social messaging apps)

SOLUTION

Our **Messages API** expands engagement with patients and provides better care before and after treatment with health tips, treatment reminders, or exercises sent to their favorite social chat apps.

Mobile phone calls are the favorite way to connect with organizations, but **70% of consumers prefer other channels**



Build Stronger Patient Relationships with Context

When patients seek care, they trust their information is correctly and securely shared among the right people. The fastest way to break this trust is to make them repeat themselves to different people across the patient experience—practitioners or administration staff. But without a complete view of the patient—and the history of their conversations—how can providers prevent this critical engagement flaw?



SOLUTION

Our **Conversation API** powers superior communication—with context that moves with your customers—to create customer journeys through conversations and deliver a better overall experience.

59% of
consumers
worldwide
are frustrated
when they
have to
**repeat
themselves**



Protect Your Patients, Your Service, and Provide a Seamless Experience

Protecting patient privacy and the security of your platform are top priorities. So is ensuring genuine patients aren't blocked from accessing your platform when signing up or logging in. As remote healthcare explodes, getting validation right could make or break a returning patient. If you're not using SMS or Voice to validate patients' accounts, chances are you're frustrating them, or worse, preventing them from signing up.

Over half of consumers prefer SMS or voice when verifying a digital health app or service



SOLUTION

Vonage **Verify API** works to detect possible fraud and trigger step-up verification with 2FA throughout the patient journey. This can be at sign-up, critical account changes, or before sensitive moments like video appointments—on channels including voice, SMS, and social messaging apps.

The Communication Building Blocks for a High Performing Patient Experience

Engaging patients along the healthcare journey is like competing in the decathlon—a multidisciplinary challenge played out over time, across dozens of touchpoints and digital channels. It's the combined performance of all interactions that ultimately sets you apart, wins the adoration of your patients, and keeps them returning to your service.

Make every interaction count. Get equipped with Vonage APIs and take your patient experience to the next level.



Verify API - Verify any phone, anywhere with the Vonage Verify API (formerly Nexmo). Let us do the heavy lifting, and pay only for the results. Ensure that numbers are reachable and update customer databases with the Number Insight API.

- Onboarding account verification
- Verifying patients before video consultations or other critical moments
- Fraud detection and step-up verification



Messages - Integrate multi-channel messaging, including SMS, MMS, and popular social chat apps like WhatsApp, Facebook Messenger, and Viber into your applications with Vonage Messages API (formerly Nexmo). Leverage our extensive AI partner network to easily add chatbots for efficient customer service.

- Appointment setting and reminders
- Engaging patients with preventative health tips, exercises, or treatment reminders
- Online or in-app chat with admin and medical professionals for appointment or treatment questions



Voice - Build powerful voice products and engaging in-app voice experiences with the easy-to-use Vonage Voice API and In-App Voice (formerly Nexmo). Connect to virtually unlimited AI partners to add virtual assistants or enrich the calling experience with sentiment analysis, translation, and transcription.

- Appointment setting and reminders
- Connecting patients to the right service
- Follow up remote consultations
- Fraud detection and step-up verification



Video - Integrate video directly into your website or mobile applications with the Vonage Video API (formerly TokBox OpenTok).

- Remote doctor-patient consultations with recording
- Remote one-to-one or group therapy sessions
- Remote collaboration between specialists
- Patient home monitoring

Vonage, for the Win

With **Vonage Communications APIs** it's now easier than ever to deliver outstanding remote patient journeys across a worldwide customer base. Global healthcare organizations including **Babylon, doxy.me, Doctolib**, and more use Vonage APIs to securely integrate channels such as video, voice, SMS, and messaging directly into their web and mobile healthcare applications.



A GLOBAL SCOREBOARD FOR

Patient Engagement Gold

We asked consumers which channels they prefer for some of the most critical touchpoints along the patient journey—as used by our healthcare customers using Vonage APIs.

As the results differ greatly across the globe—and within regions—we’ve broken the data down by country, channel, and touchpoint to give any healthcare organization a unique view of how patient communication preferences rank around the world.

Healthcare Journey

	Phone Call	SMS	Messaging Apps	Video	Choice Of Every Channel
Secure & seamless sign-up Verifying your identity when signing up to a digital health app or online service	🏆 Germany	🏆 China	🏆 Brazil	🏆 Mexico	🏆 Japan
	🥈 Canada	🥈 Indonesia	🥈 Indonesia	🥈 Brazil	🥈 Russia
	🥉 Mexico	🥉 Malaysia	🥉 Mexico	🥉 China	🥉 Australia
Connecting to the right service Describing your symptoms about a non-emergency condition in order to be matched to the correct service	🏆 Germany	🏆 China	🏆 Brazil	🏆 Brazil	🏆 Japan
	🥈 Canada	🥈 U.S.	🥈 Indonesia	🥈 Mexico	🥈 Russia
	🥉 UAE	🥉 Japan	🥉 China	🥉 China	🥉 Australia
Appointment setting, reminders & updates Making an appointment or receiving and replying to updates about an appointment	🏆 Germany	🏆 China	🏆 Brazil	🏆 China	🏆 Japan
	🥈 Canada	🥈 France	🥈 Indonesia	🥈 Mexico	🥈 Russia
	🥉 Mexico	🥉 Australia	🥉 China	🥉 Indonesia	🥉 Canada
Remote medical consultations Consulting a doctor or specialist about a non-emergency condition (e.g. showing a skin rash, or renewing a prescription)	🏆 Germany	🏆 China	🏆 Brazil	🏆 China	🏆 Japan
	🥈 Mexico	🥈 UK	🥈 Indonesia	🥈 Indonesia	🥈 Russia
	🥉 UK	🥉 U.S.	🥉 China	🥉 Brazil	🥉 Australia
Remote therapy sessions Speaking with a therapist for a counseling session	🏆 Indonesia	🏆 China	🏆 China	🏆 Brazil	🏆 Japan
	🥈 Germany	🥈 Japan	🥈 Indonesia	🥈 Mexico	🥈 Australia
	🥉 Mexico	🥉 U.S.	🥉 Malaysia	🥉 U.S.	🥉 France