



Case study

Health system optimizes scheduling with Patient Access Contact Center Services



Customer

Regional health system in the Northeast



Challenge

Streamline patient scheduling for approximately 700 providers and strengthen customer service for more than 65,000 patient calls monthly



Product

Optum® Patient Access Contact Center Services



Results

- 99% accuracy rating
- 98% quality rating
- Advance Beneficiary Notice (ABN) improvement

“We have enjoyed consistent, high-quality service for our patients, our community and for our physicians and staff.”

– Chief Operating Officer



A regional health system in the Northeast with 700+ providers was looking to streamline patient scheduling and strengthen customer service.

This 1,000-bed, multi-hospital system delivers care at dozens of sites and is an important provider for underserved populations.

The challenge: Augment internal patient access capabilities with external resources

Several years ago, organization leaders began looking for a patient access partner that could collaborate with internal access staff to bolster patient scheduling and communications.

The organization specifically needed a vendor that could handle in excess of 65,000 calls monthly while delivering consistently high-quality service to patients and their families on behalf of the organization's physician practices.

The solution: Optum Patient Access Contact Center Services

Organization leaders assessed several options before selecting Patient Access Contact Center Services by Optum.

The solution is designed to provide callers with a seamless, high-quality experience that aligns with client practices, policies and organizational information.

"We felt we could collaborate with Optum and develop a sustainable, long-term relationship," said the system's chief operating officer. "We were looking for something more than the typical client-vendor arrangement."

Patient Access Contact Center Services utilizes a rigorous recruiting process and hires only top talent. Employees must demonstrate clear knowledge of health care, as well as compassion, empathy and a sense of urgency in resolving caller inquiries.

Since the engagement was initiated, the provider organization has continued to increase the number of physician practices served by Optum for scheduling and patient access services. Currently, Optum is responsible for scheduling 19 departments encompassing more than 400 physicians.

The organization also recently added Clinical Access and Triage Management Services by Optum to route patients to the most appropriate care setting to optimize resources and manage costs.

The results: Collaborative, high-quality customer service

Since Optum began supporting the provider's patient access needs and call services, the system has maintained a 99% accuracy rating in scheduling and a 98% quality rating across hundreds of thousands of calls handled across a 3-year period.

"With Optum, we have enjoyed consistently high-quality service for our patients, our community, and for our physicians and staff," the COO said.

"We've also developed a very collaborative relationship with Optum, with bidirectional communications between the organizations that enables us to continually improve the services on an ongoing basis," the COO continued.

Among enhancements that have been implemented is a referral decision tree that both call center employees and internal staff can use to help ensure patients are matched with the right physician in the right specialty at the right time and location.

"It's really helped improve accuracy throughout the organization," he said.

The COO noted that Optum was able to help the organization respond swiftly and flexibly in times of service volume shifts or other changes, for example, shifting in-person appointments to telehealth services.

"They were very quick in accommodating changing scripting and protocols," he said, noting a specific time when the system transitioned from 3% telehealth visits to 85% for a critical period of time.

The COO added that the capabilities Optum has brought to their organization have also proven particularly valuable in the face of a tight labor market and the resulting challenges in hiring internal patient access personnel.

"It's a constantly evolving relationship, as we work to continuously improve the services we provide to both our physicians and our community."

[Learn more](#) about how to improve the patient experience with Patient Access Contact Center Services



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