HEALTHCARE INDUSTRY

Omnigage Platform Healthcare Industry Usage Case Study

Product Overview

Securely store your contacts
• Create custom lists that can be assigned to one or more employees
• Choose the best way to communicate with your contacts
• Set rules to confirm message content before employees send to your contacts
• Track all of your employee communications from one location
• Access data driven insights about the best ways to communicate with your contacts
• Allows feedback enabling contacts to customize their communication preferences leading to optimization of communication

Patient Preference & Communication Options

Security & Patient Confidentiality

Client Instant Access, LLC is SOC2-Healthcare certified. An annual review is conducted by a 3rd party auditor, renewing our certification to ensure best practices regarding data integrity, security, availability and confidentiality. CIA operational practices are compliant and continue to exceed industry and regulatory standards.

MEET THE FEATURES

Engage your business contacts with customizable communication tactics

Send individual and broadcast **voice messages, email and SMS**

Utilize **voice messaging** and advanced dialer

Set parameters to control and approve content before it's delivered

Effortlessly ensure **compliance** with industry regulations

Company Overview

Client Instant Access, LLC was founded in 1997 and is headquartered in Parsippany, N.J. Our state-of-the-art dialing, messaging and conferencing services have made us a leader in the telecommunications industry. We are known as the provider of choice on Wall Street, for the majority of the top financial institutions around the world. CIA employs a staff of professionals and maintains a 24/7 on-site conference calling and customer service support center to meet our clients' needs. We offer the fastest, most productive and reliable systems available in the marketplace to a wide variety of industries. Our solutions include detailed reporting, feature rich options, compliance tools and database management resources that integrate with other companies' Customer Relationship Management (CRM) or Electronic Medical Record (EMR) systems. Client Instant Access has recently introduced a new, groundbreaking platform known as, Omnigage. This offering can function as a standalone CRM / EMR, but also has the integrating capabilities to function as an embedded terminal, enhancing your CRM with its multi-channel communication system. Omnigage is a unique tool for engagement and unlike anything else on the market currently. The platform was designed to maximize patient engagement while ensuring confidentiality.

Goal Overview

The goal is to increase and strengthen patient to healthcare center relationship, increasing the participation rate for appointments. Omnigage transforms automated interactions into a personalized and caring engagement providing the options to speak to a live representative about your healthcare or even to listen to a personalized message created by your physician. With Omnigage, you can simply personalize each engagement with the click of a button. You will be able to send thousands of personalized messages within seconds.

Medical Center Use Cases:

Use Cases

A valuable Omnigage use case within Healthcare relates to patient communication regarding appointments. The platform is capable of distributing a high volume of alerts to patients, reminding them of upcoming appointments or health assessments to ensure a maximum rate of attendance. Additionally, reaching all staff available to ensure employee to patient ratio obligations are met. Listed below are a few of the endless possibilities that our Omnigage channel platform offers to make your hospital the most reliable and patient friendly environment.

Patient Reminders: Appointments, confirmations, cancellations, office closures, Holiday hours, events, annual wellness check reminders. As the telephony-based communication platform, Omnigage will manage your patient outreach campaigns according to patient preference.

Flu Shot Season: Reminders, hours, dates, locations, staff and administration availability, contact information for appointment set up, inventory control as well as stock management, and accepted insurance and cost information.

Parking Lots / Decks: Snow removal, traffic alerts, construction, alternate parking, closed or alternate entrances / exits. Parking pass reminders, fees and tow warnings. Alerting patients when a parking pass will be provided, under out-patient or frequent visitor circumstances.

Retail Pharmacy Info- Pick-up reminders, hours of operation, vaccine reminders, patient out-reach, marketing messaging.

Multilingual Options: Our state-of-the-art platform allows each patient to personalize the way they are contacted as well choosing to listen in other languages based on preference.

POWERED BY:

omnigage

The following Case Study is based on actual data and describes the experience of one of our current, and most active clients in the Healthcare Industry.

Case Study (Healthcare Industry)

A healthcare company approached Client Instant Access requesting assistance contacting their patients to manage their resource requirements. The company was in the process of promoting Flu Shot vaccinations. They were seeking a solution that would give them visibility into likely participation rates. In past years, they experienced location specific problems regarding product availability and staffing.

Flu Shot Polling Campaign (The Solution) -

CIA designed and managed a telephony-based polling campaign, which contacted 30,000 patients notifying them of their vaccination, offering and retrieving data from each patient. The campaign was regionally targeted and patient communication was customized to account for the recipient's primary language. The Customer Care team received real-time data providing actionable results. The user gained maximum value from this campaign through ensuring facilities were both stocked and staffed appropriately to meet patient demand. The healthcare company realized increased patient participation and enhanced care quality through the retrieved data from this campaign.

With the help of Omnigage, the healthcare company representatives were able to track inventory regarding how many Flu Shot vaccinations were needed based on how many appointment confirmations took place. Inventory control / Stock management numbers were calculated to be closer than projected using our system which provided accurate numbers of people verifying they would need a flu shot. The campaign reached thousands of people as the healthcare company went from city to city targeting large population groups, asking them if they have received their flu shot. Recipient response rates were significantly increased due to the bilingual design.

Statement of Promise & Quality Assurance:

"Our company and its platforms are designed to revolutionize B2B and B2C communication on a secure professional media site. We exist to help the people behind organizations and industries maintain and grow their business contacts, including the data and information that goes along with them."

cia
client instant access