

# Enhancing Patient Engagement & Healthcare Operations

Numeracle 



Top 5 Identity-Based Strategies for a Patient-Centric Contact Solution

# About this Whitepaper

After sampling an array of current healthcare provider challenges and goals, Numeracle has found a common thread amongst all who seek to solve for low patient engagement rates and experience while improving day-to-day operations, appointment scheduling, and billing for visits and procedures.

This whitepaper presents our exploration of identity-based communication strategies within the healthcare industry to solve these issues by prioritizing patient experience and ease of care services in a secure and trusted way. Healthcare providers can use this guide as a roadmap to revolutionize ineffective **contact strategies** from hindering **patient outreach** and **revenue goals** while learning to foster patient **trust** and improve **operational efficiencies**.

Whether you're calling potential members during open enrollment season, trying to get an appointment scheduled or paid for with a patient, or delivering sensitive health information over the phone, prioritizing how you call is the first step towards transforming how you care for your patients and members.

## What You'll Gain

- > Exposure to the crucial gaps in your patient outreach and billing strategies
- > The Top 5 communications challenges that are hindering your success
- > Cutting-edge contact solutions to improve engagement and revenue goals
- > Real-world examples, data, & testimonials from the healthcare industry

This whitepaper was written in collaboration with Finvi.



# Pitfalls of Healthcare Communications

As a healthcare provider, there are many reasons to get in touch with your members and patients, and every touchpoint in their patient outreach journey is essential. The growing distrust in healthcare calls has become a painful reality for providers.

Patients, understandably cautious about sharing personal information over the phone, often hesitate to pick up or dismiss legitimate healthcare calls. Patients prefer the voice channel for sensitive and personal health or billing information due to its perceived security. Still, it will only get you so far if your phone numbers are left unprotected and vulnerable, and you have to play phone tag with patients who'd prefer to know their care is in good hands.

## Misunderstood Identity & Call Barriers

Here is what you may not realize about your outreach strategy: the calls you make with the best intentions are often mislabeled as **spam** or **scam**, lost in the sea of telemarketing and fraudulent schemes, or worse, they are getting **blocked** altogether at the network level without your knowledge.



There are many reasons why this may happen, but once your identity is labeled as spam, your reputation is tainted, and patients lose trust in your calls. When you dial your members and patients, your phone numbers represent you and your calling identity, but they may also misrepresent you. Imagine waiting anxiously for a call from your healthcare provider, only to discover later that the call was mislabeled as spam and you missed it. Such experiences can erode trust in the healthcare system and foster a sense of vulnerability among patients.

**88%**

of healthcare-related appointments and payments are typically made over the phone

**94%**

of patients will ignore calls with spam or scam labels or from unidentified phone numbers

**81%**

of providers believe phone call conversations are key for their digital-first strategy

**33%**

of healthcare providers report having increased phone conversion rates by an average of **25%**

**-30%**

average **decline** in contact rates when calls have negative call labels like spam or scam

Optimizing the delivery of your calls is one of the most overlooked areas to improve patient engagement and member lifecycles. Many providers find out too late that their calls are mislabeled as spam or scam. When this happens, appointments get missed, bills remain unpaid, and optimal patient care isn't reached. There's a way to ensure that your phone numbers, and therefore phone calls, don't misrepresent you when you call, and that's by prioritizing your **identity**.

Here are our **Top 5** identified challenges that can all be solved with a comprehensive and patient-centric contact strategy:

## 1 Declining Patient Engagement & Answer Rates

**45%** of providers report higher conversion rates with phone calls than other forms of engagement, but many reported low answer rates due to inconsistent or inaccurate patient call delivery. Whether due to confusion between departments, patient needs, or analytics behind the call delivery or display, a poorly maintained call strategy makes it increasingly difficult for patients to get involved with their healthcare journey, especially concerning preventative care.

## 2 Ineffective Data Accuracy & Personalization

Providers often face challenges in effectively collecting, analyzing, and using patient data to enhance communication strategies. This lack of insights into patient preferences leads to poor contact methods and missed opportunities to prioritize patient care through personalized calls and interactions. A limited understanding of patient preferences may result in generic or irrelevant communications that patients find easy to distrust or ignore.

## 3 Vulnerable Call Delivery & Patient Defrauding

**74%** of patients believe they've received a healthcare-related scam or fraud call, creating a reluctance to answer legitimate healthcare calls. When patients experience low-quality calls or suspect that calls may be scams, it results in a breakdown of trust that hinders patient experience and may lead to missed opportunities for essential health-related calls. A minimum average of **25%** of a provider's phone numbers are at risk of being improperly labeled as spam or scam, leaving your numbers and patient communications vulnerable.

## 4 Unsuccessful Patient Recruiting & Retention

A lack of retention and recruiting strategies can be attributed to a lack of personalized patient interactions and the insufficient industry understanding of the factors influencing patient decisions — like your communications displaying as a spam call. There seems to be limited knowledge available and mechanisms in place for capturing patient feedback or behaviors in this area to improve retention and recruiting efforts.

## 5 Weak Revenue Cycle Workflows & Outcomes

Get back to the business that matters by freeing up your phone lines from unnecessary or sensitive calls with billing information that you can't afford to have mislabeled as spam. Many providers don't realize that patients prefer self-service billing platforms and models instead of a phone call which limits your availability to interact with patients who need it most and distracts from staff from working on higher-yield activities, including denial management. When **57%** of patients prefer to pay infrequent bills online, why risk your numbers and calls to potential spam labeling?

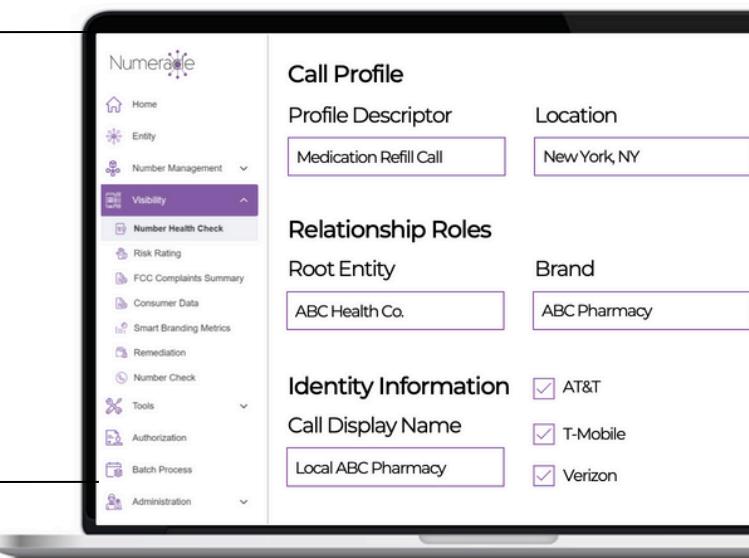
# Transform How You Deliver Trusted Care

## Entity Identity Management for Improved Patient Trust and Experience

Greater trust = greater care. Building a transformation contact strategy starts with creating a better patient-oriented experience so everyone can attain their full healthcare potential. Delivering communications your patients can instantly trust creates easier and faster access to care.

When patients feel you are prioritizing their needs in a secure and trusted manner, it enhances their overall experience with your services and solidifies a positive relationship with you. Ensure every touchpoint matters by leveraging secure communications and the latest digital tools to improve PX and revenue cycles.

- + Filter and manage all numbers and calls to patients and members.
- + Manage all sub-entities, campaigns, and assets across all/multiple divisions and reasons for patient outreach.
- + Full flexibility and customization, controlling which assets get delivered to which patients at various touch points in the patient journey.



## Protecting Your Calls, Means Protecting Their Care

Streamline your communications for a seamless patient-centric approach that showcases you're prioritizing their needs and care. Numeracle's Entity Identity Management platform is a centralized place to manage your phone calls to ensure more accurate and successful delivery to your patients. You can manage patient interactions more efficiently, with the peace of mind that clear and recognizable call display will improve trust and overall PX each time you call a patient, no matter the department or patient need.

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# Number Reputation Management

## Delivering Trusted Calls for Successful Engagement & Desired Outcomes

There are many reasons why your calls may be improperly blocked or labeled as spam, scam likely, or even fraud. They negatively impact your ability to connect with patients regarding important healthcare information, and the perception of your care services may be tarnished.



Instead of having to make multiple phone calls that continue to go unanswered because patients are under the impression it's an untrustworthy call or because they aren't getting the call in the first place, you can be sure that your calls are accurately being delivered and displayed, increasing the likelihood they'll pick up.

In an age where telehealth and medicare scams are only getting worse with the introduction of artificial intelligence fraud, you need to ensure you're, in fact, a trustworthy caller.

By fostering this kind of relationship with your members and patients, you'll improve productivity through fewer unsuccessful calls, improve brand perception, and ultimately save on operational costs.

# Smart Branding

## Flexibility Across Divisions & Customizable Reasons for Patient Outreach

Patients expect higher levels of personalization over the phone than on any other channel. One way to provide a personalized experience over the phone is through branded calling. When backed by data-driven insights on the right phone calls, branded calling can create the instant recognition and trust you want patients to have in your calls, creating faster access to care.

By actively managing multiple departments, caller names, or reasons for patient outreach, you can spend more time on quality calls that complete your goals and less time and resources wasted on unsuccessful calling attempts.



Branded calling is most successful in reaching patients and cost-savings when paired with a comprehensive number reputation management solution that ensures call branding is applied to healthy and clean phone numbers that won't be improperly blocked or mislabeled.

This is especially true when considering that not all phone numbers should or need to be delivered with branded calling elements like a Caller ID Name. For example, you may add branding to calls patients expect or want to know they're receiving, like appointment scheduling, prescription reminders, or insurance issues. Still, you may wish to abstain from adding branding to calls that they are more likely to ignore, like billing or patient satisfaction surveys.

# Solving All Top 5 Patient Engagement Struggles

## 1 Increased Patient Engagement & Answer Rates

Improves patient engagement and answer rates on calls that patients want to receive when calls aren't blocked or mislabeled and are delivered with accurate and trustworthy caller information.

**15%**

saw improvements to live answer rates when branded calling was added to calls with pre-existing relationships with patients.

## 2 Optimized Data Accuracy & Personalization

The accuracy combined with the personalization of the call lets patients know exactly who is calling them and that they can trust the identity behind the call, in addition to improved brand reputation when patients feel their care is being prioritized at every stage of their healthcare journey.

**36%**

saw improved rate-of-goal completions accomplished in the first call when branded for the right reason, preventing missed opportunities and the need for callbacks.

## 3 Improved Call Quality & Secure Delivery

When phone numbers are properly protected, it improves the overall quality of your calling strategy. Patients will trust that it's really you calling, and not a spam caller, whether the call is branded or not.

**15%**

Adding branded calling on registered and protected phone numbers, **15%** saw an improvement to average campaign cost savings, with some witnessing **4-6X** average growth in ROI, depending on the campaign.

## 4 Successful Patient Recruiting & Retention

Improve patient/member recruiting and retention efforts when improper call blocking or labeling can't drive them away or leave them unsure of the legitimacy of your calls and care.

**45%**

Providers report higher conversion rates with phone calls than other forms of engagement.

## 5 Robust Revenue Cycle Workflows & Outcomes

Implement workflows that enable better, more timely communications after your patient visits, enabling patients to recognize, remember, and trust billing-related communications for prompt and on-time payments. Timely balance communications increases the likelihood of payment, creating bandwidth for agents to prioritize high-yield activities and securely call patients who require more interaction.

**68%**

This approach generated an average **68%** increase in calls resulting in patient-connect and revenue goal completion.

# Get Started

While there is no one-size-fits-all approach to the perfect contact strategy, starting and ending with your patients in mind is the foundation for your success. Effective communication with patients and stakeholders isn't just about conveying information; it's about ensuring legitimacy and reliability with every interaction. By adopting such an approach, healthcare providers can mitigate the challenges posed by scams and mislabeling, enhance service delivery, improve patient satisfaction, and, ultimately, provide superior healthcare outcomes.

Take control of your brand and ensure you aren't mislabeled as a spam call. Elevate them further by adding branded calling to your protected phone numbers to provide secure and trusted communication with your patients.

## Is This Right for You? Questions to Ask Yourself

- Do you know if your calls are getting blocked at the network level?
- Do you know if your calls are delivered with incorrect negative call labels?
- Do you have a way to monitor and correct call barriers preventing you from contacting members or patients?
- Do you currently have control of the presentation across all carriers and devices?
- Do you know how your Caller ID Name is displayed?
- Is your calling identity (Caller ID Name) displaying accurately and consistently across all carriers and devices?
- Who is controlling the display of your Caller ID Name?
- Do you know what you're spending to achieve this?
- Would greater customization down to the department or patient need improve your customer engagement and revenue cycle goals?

## From the Industry: Healthcare Testimonial Letter



### How MedicareInsurance.com Utilized Numeracle to Improve the Integrity of its Business Communications

“Any stigma, whether robocalls, fraud alerts, spam, and scams, undermines the integrity of the business and the person attached to that phone number. Initially, we were not aware that some of our phone numbers were being flagged as “Spam” and “Scam Likely” when reaching out to our Medicare Insurance clients.”

— MEDICAREINSURANCE.COM

# About Numeracle

Numeracle's Entity Identity Management™ (EIM) platform enables service and platform providers to manage the identity of end entities and implement Know Your Customer (KYC) policies to outbound communications. KYC identity vetting and verification is the cornerstone of the platform; developed in support of evolving federal regulations and telecom standards.

Leveraging entity identity, EIM is used to associate Verified Identity™ to outbound communications, manage branded presentation across the wireless network, deliver blocking and labeling prevention and remediation, visibility to number reputation, and more, to support service and platform provider requirements to empower wanted communications while monitoring for and blocking the illegal. For more information, visit [www.numeracle.com](http://www.numeracle.com).

For tailored information about how Numeracle can help you improve the delivery and presentation of your brand identity, reach out to us at [www.numeracle.com/contact-us](http://www.numeracle.com/contact-us).



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# About Finvi

Finvi is a premier provider of enterprise technologies that streamline and accelerate revenue recovery for clients across healthcare, accounts receivable management, and financial institutions. With more than 40 years of experience developing complex workflows that forge a path to payment, Finvi's RCM platform increases agent performance, automates and centralizes workflow, reduces denials, and provides a more personalized patient financial experience.

A recognized brand in the RCM market, five of the 15 largest health systems in the U.S., along with half of Black Book's top healthcare outsourcers, are among Finvi's clients. In a [2022 KLAS report](#), findings showed that almost 90% of clients interviewed achieve outcomes within 6 months, with clients noting increased productivity, and improved efficiency and quality through streamlined workflows as two of the primary outcomes they achieved with Finvi's RCM platform.

For more information, visit [Finvi](#).

