

Health System Delivers Better Experience With Digital Tech

westcx



WestCX's unified digital solution automates, streamlines and improves communications, saving \$23.5M in annual revenue.

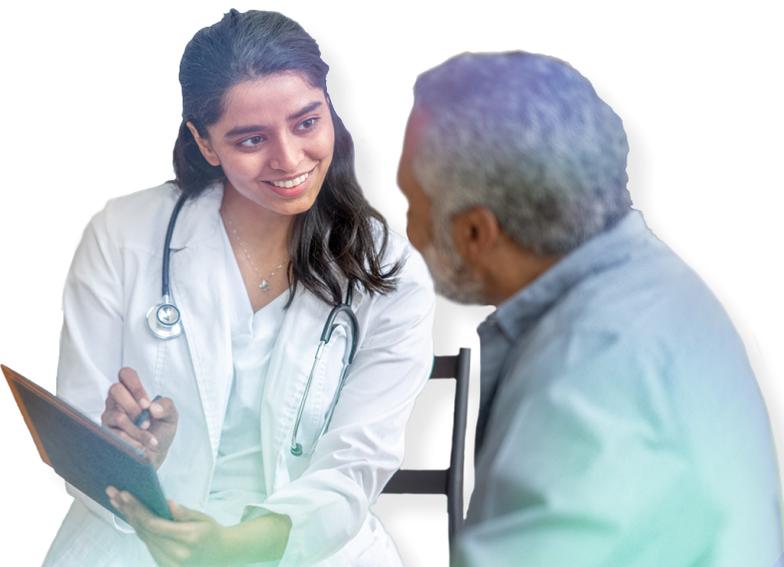
Problem

A Midwestern health system needed to fill gaps in their patient communication capabilities. They wanted an all-in-one suite of tools to deliver a high-touch, high-quality experience for their patients. Key to their communication strategy was having the ability to:

- ✓ **Collect + respond to real-time patient feedback** to more quickly gauge satisfaction and understand pain points than the Press Ganey survey
- ✓ **Encourage patient reviews** to improve and amplify their online reputation
- ✓ **Simplify appointment management** and offer a more consistent experience by consolidating vendors
- ✓ **Quickly respond or communicate** to all population segments about urgent and evolving healthcare topics

Solution

Using WestCX's digital patient engagement solution, they reduced manual workload and improved overall efficiency by deploying survey, appointment management and on-demand campaign tools.



Case Study:

Digital Patient Engagement Optimization



Organization Type: Nonprofit health system



Size: \$1B+ NPR; 10+ hospitals



Location: Midwest



Relationship: Live with WestCX since 2019

“WestCX is the gold standard in terms of vendor relationships.”

Director, Digital Marketing
+ Consumer Experience





Real-time surveys

sent pre- + postvisit across 350+ departments, including the ED



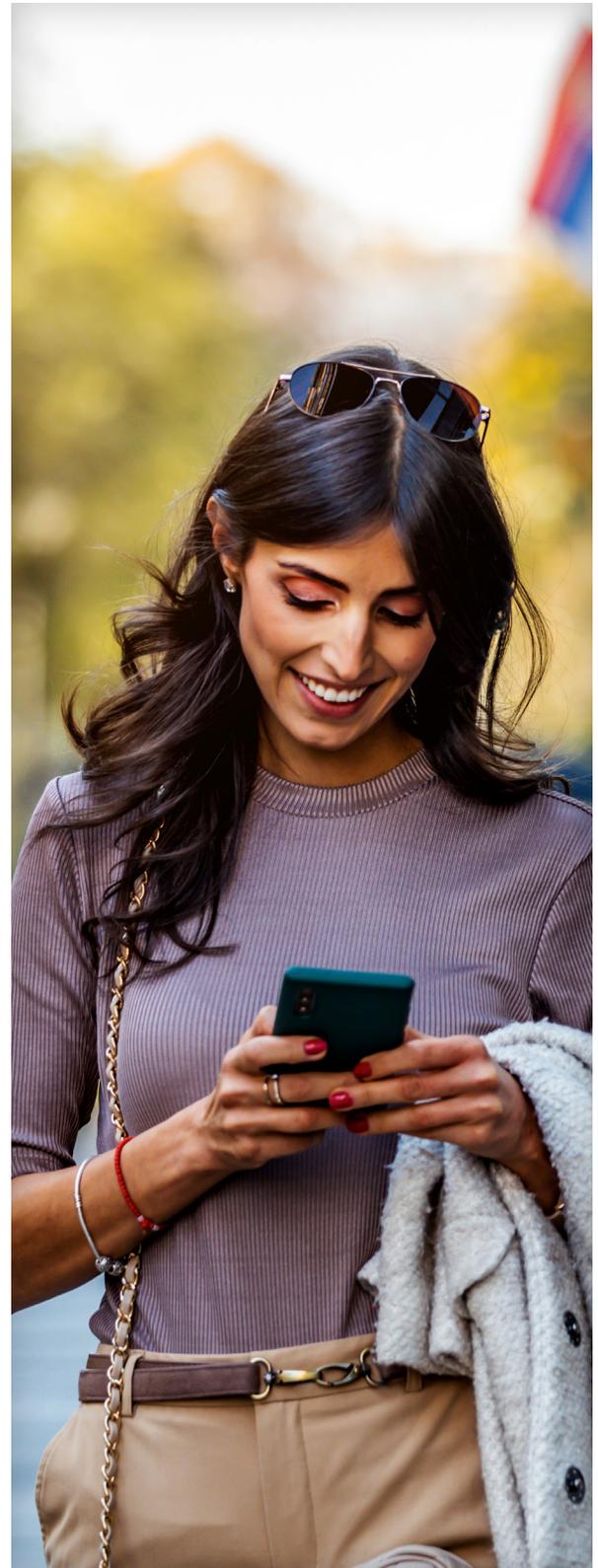
Unified appointment management

automates confirmations, reminders + waitlisting across 500+ departments including the ED



Text-based outreach campaigns

inform new + existing patients of COVID-19 test sites, vaccine availability + roll-out schedule



Measuring Success

Televox delivered measurable performance and resource gains in year one.

37%

reduction in appointment no-shows

24%

reduction in late cancellations

28%

conversion rate of pop health outreach efforts

15%

increase in scheduling rate for orders

WestCX is the parent company of Televox and Mosaicx, bringing all solutions together under a single, unified brand.

