

**SAP Solution Brief**

SAP Customer Relationship Management  
SAP Business Communications Management

---

Objectives

---

Solution

---

Benefits

---

Quick Facts



**Increase the Efficiency and  
Value of Healthcare Contact  
Centers**



The Best-Run Businesses Run SAP™

# Better patient care through better communication

## Better patient care through better communication

In healthcare, [connecting effectively with patients and physicians](#) through multiple channels of communication is key to implementing better patient experience and minimizing costs. Optimized contact center operations can play an essential role in achieving these goals.

Demands on contact centers are increasing as healthcare providers try to become more patient-centric, meet more rigorous standards for electronic health records, and minimize readmissions. The first defense against readmission is effective communication among patients, their caregivers, and providers.

As expectations for healthcare contact centers rise with respect to appointment scheduling, patient retention initiatives, and communications with referring healthcare professionals, the centers must keep pace with new communications methods.

SAP® Business Communications Management software supports a multichannel contact center for inbound and outbound communications to optimize connections with patients, caregivers, referring physicians, and staff by phone, text, fax, Internet, e-mail, and chat channels.

By automating many processes on a single communications platform, SAP Business Communications Management makes your center more responsive to patient needs while helping to lower costs.



# Manage patient follow-ups and appointment reminders

## Manage patient follow-ups and appointment reminders

Communicate more effectively with physicians

Make wide-ranging connections for economies of scale

Communicate across multiple environments

Postdischarge follow-up and appointment reminders have become more important as hospitals seek to reduce readmission rates.

Outbound, multichannel communications supported by SAP Business Communications Management can remind patients to take their medications, follow up with their doctors, and keep scheduled appointments. This can enhance continuity of patient care and alert providers to potential health challenges.

Communicating with patients and caregivers in their preferred modes, you can request verification that patients make transportation arrangements to arrive at their scheduled times, and record responses for further follow-up.

Integration with the SAP Customer Relationship Management application lets you route patient data to live contact center agents for faster, more competent handling of calls. Integration with analytics solutions from SAP helps you track, measure, and proactively manage the entire communications process by patient, event, or process.

You can readily connect contact center resources from different locations to shorten waiting times when call volumes are high, and more quickly help patients make, change, or cancel appointments and connect with your business office. You provide a standard level of service that you can measure quantitatively and qualitatively to maximize productivity and professionalism.



# Communicate more effectively with physicians

Manage patient follow-ups and appointment reminders

## Communicate more effectively with physicians

Make wide-ranging connections for economies of scale

Communicate across multiple environments

Hospitals that communicate effectively with referring physicians to update the status of their patients or share discharge treatment plans are more likely to receive referrals.

Multichannel outbound communications provided by SAP Business Communications Management connect referring physicians through text messages, e-mails, phone calls, and faxes. Hospitals use the software to set up an answering service for individual departments and physicians to respond to inquiries and handle first-call resolution.

Contact center agents can access relevant information stored for voice, text, chat, e-mail, and fax communications and respond in the appropriate mode.

## CONTACT THROUGHOUT THE PATIENT LIFECYCLE

As her daughter's cold worsens, a concerned mother quickly schedules an emergency appointment with her pediatrician through a hospital contact center. After the doctor orders a chest X-ray through the center's online portal, the daughter is admitted to the hospital with pneumonia.

The center updates the doctor on the young patient's status and shares her discharge instructions – using communication channels that the doctor and mother prefer. The center calls the mother to ensure her daughter takes the antibiotics the hospital doctors prescribed and schedules a follow-up visit with the pediatrician.



# Make wide-ranging connections for economies of scale

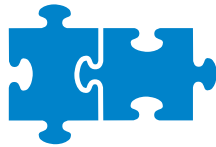
Manage patient follow-ups and appointment reminders

Communicate more effectively with physicians

## **Make wide-ranging connections for economies of scale**

Communicate across multiple environments

SAP Business Communications Management has many other uses in healthcare settings. Tools for patient discharges, for example, let you record statements from patients that they have picked up and are taking their medications – building an audit trail for regulatory compliance. You can create prompts using live agents or outbound interactive voice recordings that remind patients to take their medications.



Connect dispersed hospital contact centers to **achieve economies of scale** and improve service.

The software can also facilitate communication within and among different hospital departments or between the hospital and referring physicians to help you:

- Deliver lab results to physicians inside and outside the hospital as soon as they are available
- Verify the availability of relevant experts across your organization and conference them in for healthcare or business decision making
- Handle administrative and business functions related to insurance benefits, authorizations, and patient accounting



# Communicate across multiple environments

Manage patient follow-ups and appointment reminders

Communicate more effectively with physicians

Make wide-ranging connections for economies of scale

## **Communicate across multiple environments**

SAP Business Communications Management integrates with other SAP and non-SAP software in heterogeneous IT environments. It supports high levels of data security and high availability.

Based on IT industry standards, the software lets you link communications with your business applications to improve the speed and quality of your service processes. Smooth integration with other telephony and voice systems means you can leverage your existing infrastructure.

Open lines of communication throughout your organization by integrating existing telephony and voice systems.

Native integration with SAP Customer Relationship Management helps you coordinate communications processes with other customer service processes for faster, more-effective interactions – without additional middleware or costly interfaces.



**Realize the benefits of optimized performance**

# Realize the benefits of optimized performance

With SAP Business Communications Management, you gain tighter control of your inbound and outbound communications processes. As an IP-based solution, the software reduces your total cost of ownership by enabling deployment over multiple locations with minimal hardware investment.

No matter where contact center agents are located, the software helps them work together to service patients more effectively. It provides the tools and technology to access the right experts at the right time to meet patient needs.

In addition, you get valuable insight from real-time and historical data about your contact center that will help you optimize staffing and center performance. The insight is readily available – you don't have to wait for help from your IT department or a third-party consultant.

By consolidating multiple call-handling groups into a single contact center, you can create significant economies of scale that let you serve more callers while minimizing costs. By providing a uniform communication experience that can be measured and managed, you can more effectively attract and retain patients. Integration with electronic health and medical records helps you further streamline patient communications. You can readily leverage your investment by adding third-party applications and databases.



---

Objectives

---

Solution

---

Benefits

---

**Quick Facts**

---

**Summary**

SAP® Business Communications Management software is an advanced communications solution for multichannel inbound and outbound contact centers to help healthcare providers connect more effectively with patients, their caregivers, referring physicians, and internal staff. The software enables communications with multiple parties by phone, text, fax, the Internet, e-mail, and chat to make providers more responsive while reducing communication costs.

---

**Objectives**

- Improve patient care to attract and retain patients and reduce readmission rates
- Improve multichannel communications with doctors, patients, and caregivers
- Meet standards for electronic health records

---

**Solution**

- Manage inbound and outbound communications with an advanced contact center solution
- Manage patient follow-ups and appointment reminders
- Connect scattered contact center resources

---

**Benefits**

- Attract and retain more patients
- Provide a uniform communication experience that improves patient care and satisfaction
- Enhance contact center performance and reduce cost
- Reduce readmission rates
- Create an audit trail for regulatory compliance

---

**Learn more**

To find out more, call your SAP representative today or visit us online at [www.sap.com/bcm](http://www.sap.com/bcm).





© 2013 SAP AG or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices.



The Best-Run Businesses Run SAP™