Introduction to Healthcare Communications

12.5m communications processed per month

100+ UK Trust & Health Boards are clients

Internally developed Envoy platform capable of delivering 250m communications per annum

27bn messages 42bn transactions 15bn voice flows, 80 countries
Key components to an effective patient communications strategy

Creating intelligent communications to deliver & manage inclusive patient interactions

Proactive Journeys

Automated Customer Service

Intelligent Communications

Inclusivity

Patient Journey orchestration
Patient Centric Multi-Channel

Referral from GP

Communication requirement
- Confirmation of referral request
- Appointment booking and confirmation
- Pre-admission instructions
- Appointment reminder
- Post discharge support
- The Friends and family test & local surveys

Appointment date
Completion of treatment

Healthcare Communications' platform

Communications channel
- Email
- SMS
- IVM
- Agent
- Portal
- Post

Appointment Management
Envoy Messenger
Patient Experiences
## Digital Letter Interactivity

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Successful Logins</td>
<td>14687</td>
<td>78%</td>
</tr>
<tr>
<td>Unique Logins</td>
<td>10066</td>
<td>53%</td>
</tr>
<tr>
<td>Letters Viewed</td>
<td>16362</td>
<td>87%</td>
</tr>
<tr>
<td>Unique Letters Viewed</td>
<td>10066</td>
<td>53%</td>
</tr>
<tr>
<td>Failed login attempts</td>
<td>4142</td>
<td>22%</td>
</tr>
<tr>
<td>Attachments Viewed</td>
<td>166</td>
<td>1%</td>
</tr>
<tr>
<td>Letters Printed</td>
<td>554</td>
<td>3%</td>
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<tr>
<td>Letters Emailed</td>
<td>1614</td>
<td>9%</td>
</tr>
<tr>
<td>PDFs Downloaded</td>
<td>1216</td>
<td>6%</td>
</tr>
<tr>
<td>Calendars Downloaded</td>
<td>4257</td>
<td>23%</td>
</tr>
</tbody>
</table>

**Actions:**
- Confirm 80%
- Rebook 9%
- Cancel 2%
AI & Bots  Service automation through AI assisted intelligence layer and chatbots

- Controlled response patterns (assisted learning approach)
- Most common enquiries handled through chatbot

- Booking centre enquiry
- Friends and Family Survey
- Cancel / Change Appointment
- Complaint

HCbot.ai

Enrich with existing PAS data & patient history

envoy

Intelligent enquiry routing for high priority enquiries
Handover for live chat or call to booking centre agent

Controlled outbound engagement
Booking agent contacts patient to complete interaction

envoyCHAT
New Channels to Engage

RCS - The Next-generation Messaging Standard

Chatbot - Customer Service Automation

WebRTC – Real-time Communication

Global WebRTC penetration reached 75.95% as of January 2018

(UK = 78%, US = 79%)
Thank you