

Transforming Patient Experience:

# The Evolution of Contact Centers in Healthcare

Contact centers are evolving to meet modern patient expectations by emphasizing **omnichannel communication** and **AI integration**.



## The Current State of Contact Centers:

Expansion beyond calls to include email, chat, social media, SMS.

**72%**

of healthcare providers see the need for a unified contact center strategy <sup>1</sup>



## AI Revolution:

AI improves efficiency, personalization, and predictive analytics.

AI in healthcare could **SAVE UP TO \$150 B** annually by 2026 <sup>2</sup>



## Microsoft Contributions:



Teams

- Enhances communication with chat, voice, video
- **Features:** Real-time translation, sentiment analysis, automated



Dynamics

- Provides a 360-degree view of patient interactions
- **Features:** AI chatbots, predictive analytics



Copilot

- AI assistant for real-time suggestions and task automation
- Enhances agent productivity and patient information accuracy



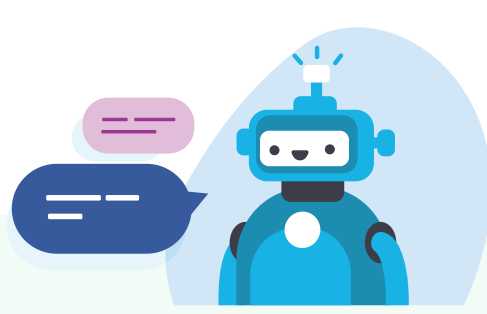
NUANCE

- Conversational AI & Speech Recognition
- Works seamlessly with Teams and Dynamics 365 to provide a cohesive patient engagement experience

## Impact on Patient Experience:

**Benefits:**

Reduced wait times, personalized interactions, seamless communication.



AI-driven chatbots handle common queries and appointments.



Predictive capabilities for proactive patient care.

## The Road Ahead:

**Future AI advancements:**

complex inquiries, AI-assisted diagnostics, enhanced data security.

Importance of embracing technology for competitive edge and patient satisfaction.



## Join the evolution.

Let Quisitive show you how to **leverage your existing Microsoft technologies and AI** to transform your healthcare contact center.

<sup>1</sup> Contact Center Digital Transformation in the Healthcare Industry – Customer Perspective Global 2023 to 2024  
<sup>2</sup> Accenture: AI will lead to \$150 billion in annual savings by 2026