

## ENHANCING THE PATIENT EXPERIENCE: NON-EMERGENCY MEDICAL TRANSPORTATION

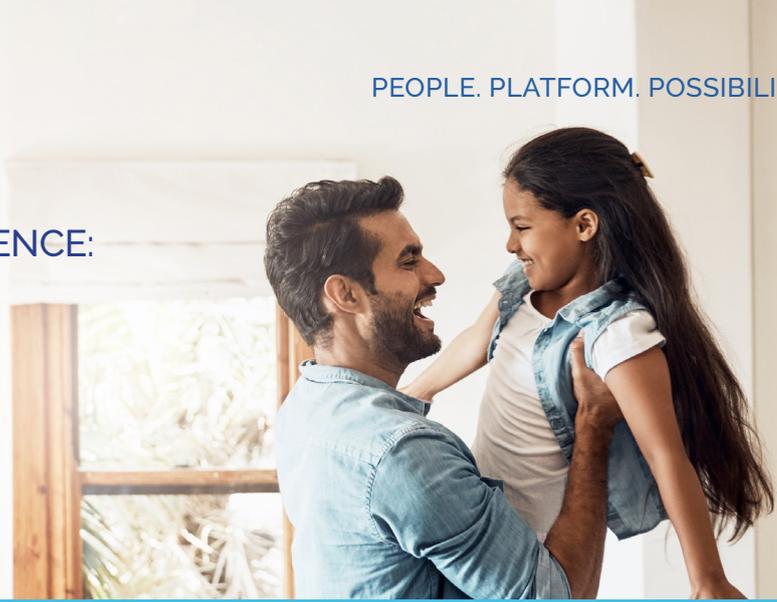
Client: Regional Medical Transport Company

Launch Date: 2012

Team Size: 100 Reservation Representative

Security: GDPR/HIPAA Compliant

Systems: Conduit CX100 Cloud Platform and BPO Services



### CLIENT NEEDS AND REQUIREMENTS

Success in the NEMT industry depends on continued investment in the development and efficient operation of a reservations center alongside a fleet of dependable vehicles, which makes it as capital-intensive as it is operationally challenging. Transportation fees are often covered by Medicare or Medicaid, and all rides and transactions must be compliant with the Health Insurance Portability and Accountability Act (HIPAA).

Our client, a leading regional NEMT provider, needed a true partner to enhance its offering for Medicare, hospitals, senior-care facilities and HMOs. This client needed to make dramatic improvements to its customer experience with an industry-leading turnkey reservations center so it could, in turn, invest in improved fleet management services. Conduit Global offered:

- Redistribution and management of resources to ensure the correct number of agents are available at the right time to manage volume.
- Replacement of out-of-date contact center, telephony and desktop infrastructure.
- Enhanced training curriculum.

### THE MARKETPLACE

Healthcare facilities often partner with Non-Emergency Medical Transportation (NEMT) providers to make sure patients who lack adequate transportation have access to care. According to the Transit Cooperative Research Program, the NEMT marketplace is currently valued at more than \$3B, and even ridesharing companies such as Lyft and Uber now offer NEMT services.

### THE CHALLENGE

Millions of patients worldwide miss or delay medical appointments or activities because they lack access to transportation. These delays have negative effects on the improvement of health outcomes and healthcare cost control: the total cost of missed medical appointments in the USA alone is an incredible \$150B. The challenge is to make sure patients attend all of their medical appointments, as improved patient attendance results in better care, improved health outcomes and reduced costs for both patients and providers.

### THE SOLUTION

In 2012 Conduit Global was awarded a three-year contract to develop and operate our client's reservations center. Conduit Global seamlessly migrated the client's contact center operations to our CX100 cloud contact center platform, upgrading the technology with the latest features and capabilities. We developed a training program that includes Classroom and Nesting, and we also customized a quality scorecard to maintain member satisfaction and meet client criteria. Our team of dedicated, specially-trained transportation professionals now works closely with patients and healthcare facilities and providers, so the right vehicle with the right capabilities is available at the right time for each patient.

### THE RESULTS

The Conduit Global solution, built on our highly-resilient, scalable next-generation cloud platform, has significantly reduced errors and now provides our client's customers with a significantly improved experience: at least 85 percent of call volume is now answered within 30 seconds, and booking errors have been reduced. Conduit Global also implemented a crisis management system, which includes a Tier 2 team to respond to escalations and to perform patient satisfaction surveys. For the 16 months ended April 30, 2018 we answered more than 820,000 calls for our client.

### CONDUIT GLOBAL

A pioneer in cloud Contact Center as a Service (CCaaS) solutions and Business Process Outsourcing (BPO), Conduit Global is transforming customer engagement in the digital era. We operate an award-winning omnichannel customer engagement platform built on industry-leading technologies designed for resiliency and scalability. CX100, our global CCaaS platform, supports enterprises of all sizes in private and/or public cloud environments, enabling digital transformation and driving innovation through emerging technologies, including AI, analytics, IoT and NLP. With more than 25 years' experience planning, deploying and managing contact centers, our consulting, professional and managed services turn our clients' complex customer engagements into powerful connections. We employ over 3,000 customer experience professionals in eight countries to optimize live customer interactions and solve problems for businesses 24/7 with urgency and care. Find out what we can do for your organization at [www.conduitglobal.com](http://www.conduitglobal.com).