



The Growing Importance of Patient Satisfaction & First Call Resolution

Starting last year, a number of healthcare organizations and stakeholders, including specialized groups like the American Academy of Orthopedic Surgeons, began to speculate about, and [call attention to](#), the importance of patient satisfaction as a key element of performance metrics associated with the Patient Protection and Affordable Care Act.

This is just one example of a clear healthcare trend: patient satisfaction will be among the most crucial determinants of healthcare businesses' success moving forward. As shown by the recent news regarding the Veterans' Administration, there seems to be no tolerance in the public's mindset for negligence, mishandled care, or poor patient experiences.

Healthcare plans and hospital systems especially need to think seriously about patient satisfaction on all levels. Blues plans, for example, have implemented MTM related to timeliness and accuracy measures in customer service.

There are a number of things plans can do that not only deliver better care, but also provide improved experiences as a part of that care. And, in the context of the contact center, first-call resolution is crucial.

As we firmly believe, [timely responsiveness to inquiries](#), when combined with clear [solutions to problems](#), is paramount in the minds of consumers today. And these preferences certainly cross over into the healthcare space.

So how can a stakeholder with a contact center requirement ensure high first-call resolution rates?

- **Work with the best** – There are a litany of options in the contact center space, but only a few can offer the healthcare industry experience, let alone the licensed agents, necessary for success. Furthermore, the caliber of agent training and communication infrastructure required to operate successfully in healthcare are a high bar to reach. Selecting a capable partner is crucial.
- **Focus on real knowledge & infrastructure** – Scripts will not solve beneficiary and patient problems, but knowledgeable agents supported by the proper infrastructure will. Agents should be trained extensively in the most common issues raised, and have understanding and assets in place to quickly transfer inbound calls to the right channel to maintain seamless, first-call resolution.

As the healthcare industry continues to adjust to the ACA implementation, and as other delayed tenets come on line in coming months and years, maintaining first-call resolution is one surefire way for stakeholders to ensure the best experiences for their constituents.