


# HEALTHCARE. THE WAY CONSUMERS EXPECT IT.

More than 90% of consumers say an improved healthcare consumer experience should be a top priority for organizations<sup>1</sup>. How can your contact center be a part of the solution for better engagement?



**8** out of **10** consumers would **switch providers** as a result of a bad experience with a healthcare organization<sup>2</sup>

Less than **half** of consumers are able to book an appointment **on their first call**<sup>3</sup>

## A single, seamless care experience

By unifying information and capabilities currently sitting in siloed applications into a single view, you can help empower contact center agents in providing consumers with a personalized experience.



**62%** of healthcare organizations are putting a contact center strategy in place<sup>4</sup>



**64%** of organizations said **emerging technologies** have changed their contact center strategies<sup>4</sup>

## Connect consumer interactions across your enterprise

*HealtheCRM*<sup>SM</sup> is a customer relationship management (CRM) solution designed specifically for healthcare. It combines Cerner workflows with Salesforce Health Cloud to help organizations unify consumer information and capabilities into a single view for agents to help empower them to offer a more personalized experience for individuals.



Sources:

<sup>1</sup><https://patientengagementhit.com/news/what-do-patients-consumers-want-in-digital-health-tools>

<sup>2</sup>[https://www.salesforce.com/content/dam/web/en\\_us/www/documents/reports/connected-healthcare-consumer-report.pdf](https://www.salesforce.com/content/dam/web/en_us/www/documents/reports/connected-healthcare-consumer-report.pdf)

<sup>3</sup><https://www.kyruus.com/2020-patient-access-journey-report>

<sup>4</sup><https://patientengagementhit.com/news/what-role-do-call-centers-play-in-patient-communications>



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