bucher + suter

Valeris™

A Frost & Sullivan case study of Valeris

Using the power of technology
to optimize customer engagement

Frost & Sullivan perspective

Leveraging the power of technology to improve healthcare customer engagement

Years of focus on healthcare reform, coupled with the COVID-19 pandemic, has put pressure on healthcare organizations to evolve and adapt, sometimes with scant resources. Leveraging data and technology is helping to mitigate these challenges by improving operations and developing databased strategies. One aspect of this, as with many industries, has been the focus on enhancing the customer experience (CX).

The healthcare industry has recognized that effective use of technology can lead to higher rates of **patient involvement, compliance with regimens, and loyalty to the organization.** Greater emphasis on customer engagement is evident through the growth of digital health tools across the ecosystem. Healthcare providers, insurers, pharmaceutical companies, and others find benefits in promoting customer interactivity through online tools and applications, remote monitoring and wearable devices, and Telehealth strategies. Many of these distanced-based tools were already being implemented across these organizations, but were given the proverbial "shot in the arm" when the pandemic reduced in-person interactions for diagnosis, treatments, and clinical trials. Improving the customer experience can also make healthcare companies more competitive, improving success rates, brand image, and profitability. With these benefits comes an increase in complexity. Hence, leading healthcare companies also enhance the customer experience by making interactions more efficient, accurate, and streamlined, thereby further building upon digital healthcare's advantages and promise.

This Frost & Sullivan Case Study focuses on the role that technology plays in improving these dynamics, and how one service provider, Valeris is helping lead the trend in optimizing the patientprovider relationship. This paradigm shift involves fundamental changes in the interplay between people, processes, and technology within healthcare organizations. In effect, organizational strategies are now taking into account how employee engagement and technology can work together to improve patient experiences, relationships, and outcomes, while also lowering costs.

Market overview

Personalization, communication, decentralization, collaboration

Today's healthcare system is a complex matrix of specialists, large and small hospitals, pharma and med device companies, insurers, and providers with networks that incorporate many of these channels. Across the healthcare industry, paper patient files are rapidly being digitized into electronic health records (EHRs). New data is also being generated at rapid rates, from devices, systems, and apps that connect across the healthcare ecosystem. For example, the average patient is estimated to need 9 to 12 connected devices during a hospital stay. Frost & Sullivan research shows that personal mobile-health (mhealth) and wellness devices are expected to increase in sales from 524 million devices in 2019 to over 2.6 billion by 2025. The coordination of this data has been challenging, with new and legacy information streams rarely integrated across platforms or systems. Within this busy panorama, Frost & Sullivan is witnessing pockets of innovation, organizational change, and cases where new and legacy technologies are combined in support of personalization, communication, decentralization, and collaboration in patient care. Such developments must keep pace with an array of customer care trends, from the "voice of the customer (VOC)," to "voice of the employee (VOE)" and omnichannel customer engagement and proactive customer contact (PCC).

Exhibit 1.0: **Data influences and customer experience**

Exhibit 1.0 shows the new and expanding sources of data across the care and provider channels. When siloed and uncoordinated, this data can be a hindrance to efficient operations and frustrating to the customer. Leveraging the right tools and solutions, however, ensures optimized interactions for all participants.

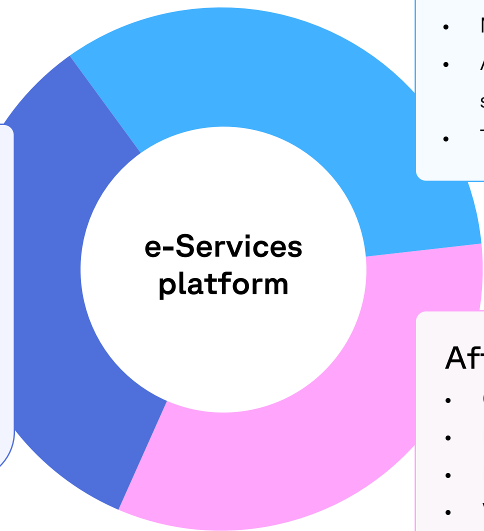
Patient's customer experience

At the center of creating a viable healthcare data ecosystem is technology, which can help **reduce costs** while **improving the patient experience over the long term**. The contact center is typically the **front door to customer engagement**, whether inquiries come from patients, caregivers, or family members. Customer care technology also expands beyond the contact center to encompass collaboration and unified communications and other technologies such as telepresence, dictation, video, Radio Frequency Identification (RFID, and mobility. Going forward, various combinations of these innovations can be leveraged to provide a higher level of in-person and remote service to patients, at less cost. The benefits are magnified when advanced systems and technologies can be integrated and work synergistically. This may require partnering with a solution provider with such integration capabilities and a broad technical reach.

Valeris

A tradition of excellence: Improving the patient journey to better health
From its humble beginnings more than 15 years ago, Valeris has been an industry pioneer on the cutting edge of innovation, providing digital solutions to the pharmaceutical industry. Eleven U.S. patents over that period of time have cemented Valeris as a leader in its field. Its comprehensive array of services allows pharmaceutical companies to engage patients so that they may acquire and adhere to the appropriate medication regimen. D R Valeris' integrated suite of market access solutions optimizes the patient and provider treatment experience, leading to increased engagement and superior outcomes.

Exhibit 2.0:
Valeris e-Services platform



Adherence & Engagement
- Clinical support
- Patient reported outcomes
- Mobile engagement
- Attitudinal and behavorial segmentation
- Tele-detail and tele-promotion

Access
- Reimbursement support
- Rx management and triage A
- Transition of care
- Quick start/bridge
- Prescriber support
- Navigation services
- Medication logistics

Affordability
- Co-pay & cost sharing
- Medical and pharmacy
- Benefit
- Vouchers
- Free drug
- Patient assistance program

Challenges / Business problems

With its wide range of capabilities, as shown in Exhibit 2.0, Valeris supports more than patients. Clients include payors, pharmaceutical companies, medical device firms, diagnostics labs, and many others. While Valeris was continuing to excel in its services, it was also finding that the operational pressures of business growth were mounting. The arrival of a large contract spurred the company to take steps to ensure that the extra workload and call volume would be addressed to the client's expectations. The Valeris operations team went to management with a list of new operational requirements that had to be met, either through internal capability growth or by engaging a partner. Valeris needed to ensure it could keep mean time to resolution low while also addressing the following challenges:

- Getting the right information to agents quickly, enabling **fast problem resolution** for the patient calling in.
- **Reducing response times** while simultaneously increasing response relevance and accuracy.
- Ensuring caller information was appropriately captured and utilized through the full integration of **Cisco telephony and the Salesforce customer relationship management (CRM)** software.

Competitive edge

Valeris cited the following factors that made the selection of Bucher + Suter an easy one as the partner of choice:

- Experience and bench strength
- Strong resources and **stellar industry reputation**
- Consultation expertise
- Availability of engineering assets
- Responsiveness and support
- Specialization in **CTI integration with a focus on Cisco**
- Proof of concept
- Technical **compatibility and expertise** with Cisco and Salesforce platforms
- Ability to answer questions and a history of successful deployments

The Valeris management team weighed their options and found that Bucher + Suter were best suited to address the above-mentioned business challenges. By creating a more informed and streamlined approach, Bucher + Suter's solution addressed the heart of Valeris' overarching goals: better service through a more customer-centric, personalized experience. This highlighted the importance of effectively connecting patient data and case tracking that would result in a frictionless, quick, and effective resolution.

The solution

The Bucher + Suter's solution met Valeris' overarching customer-centric focus as well as more specific goals of lower hold times, fewer customer transfers, and faster problem resolution. In the long term, improved operational efficiencies–more customers issues could be resolved in less time–meant Valeris could grow the business without having to expand agent headcount to the same degree.

The result

Valeris' already had high expectations for their contact center operations, but found these could be exceeded with the Bucher + Suter Connects solution. **Valeris' goal of caller wait time was an industry-leading 60 seconds.** However, after the Bucher + Suter implementation, most calls dropped to an average speed of answer (ASA) of **5 seconds**–a 95% decrease and a tough benchmark to achieve for any business. While call times vary greatly by situation, company, and industry, Valeris' relative improvement of 25% was impressive as well: calls went from an average handle time (AHT) of **8 minutes to 6 minutes** within the first year. Another key improvement was the uptick in first call resolution (FCR) rates. Along with decreasing the mean time to resolution and increasing productivity, this improvement greatly **reduced frustration for both the caller and the agent**. Bucher + Suter was able to achieve these results with Valeris through several advanced features. For example, when the system recognized the caller's phone number, it could automatically route the caller to the department that was working on the caller's open ticket.

Even without an open ticket, the call could still be routed to the service line that was most relevant to the caller's account. For most calls, all relevant information and files were available to the initial servicing agent. This greatly cut back on having to transfer callers to other departments. In the few cases where a call did need to be transferred, all relevant caller and open issue details are shared with the second agent in real time. This significantly reduced the time and frustration the callers would otherwise experience if they had to re-state their identification information and the issue at hand. Along with **reducing customer frustration**, agent feedback was extremely positive. In the long term, better employee satisfaction can **reduce turnover**, lower employee replacement costs, and also **improve customer experiences**. In addition, new agents are quicker to on board with a more user friendly and comprehensive system. When Valeris expands its business with new or existing clients, it can do so with fewer agents, providing a direct benefit to the profitability of that expansion.

Specific attributes and tools that Bucher + Suter provided to enable these benefits included:

- The ability to **display actionable information** to agents and supervisors
- Streamlined information presentation
- Accelerated **patient identification** in the Valeris system
- Enhanced **call recording** for monitoring and coaching
- Improved overall information management
- Upgraded agent login and **better user interface (UI) with Salesforce**
- **Automated** Bucher + Suter program releases, upgrades, and patches
- Very positive agent and supervisor feedback re: use of the Bucher + Suter toolset

Resources

https://www.bucher-suter.com/products/, https://www.valeris.com/
Numerous Frost & Sullivan interviews with Bucher + Suter and Valeris in Aug-Oct of 2020
Frost & Sullivan research on IoT, patient engagement, and related topics

Next steps

Contact us today to explore how Bucher + Suter can help your organization achieve the same success with your contact center.

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cisco Partner