



Solutions for Healthcare

Reaching new levels with self-service applications

Continuously delivering quality patient care can be quite challenging in today's healthcare environment—where regulatory requirements, competition, and profitability weigh heavily on decision makers of healthcare plans and providers. Enhancing inquiry services and patient notification through self-service solutions is one way to address the needs of improving patient care, expanding competitive positioning, and decreasing operational costs.

Improving the scope and quality of patient care

Consider the services you could offer patients if staffing resources were not a constraint. Self-service substantially increases your options. Making information accessible is a great first step, but self-service applications can also be used proactively to inform patients of new programs, remind patients to schedule and arrive for appointments, and closely monitor chronically-ill patients. With INI's self-service applications, quality care can easily extend beyond your office and staff resources.

Maximizing your most valuable resource

Few healthcare organizations have a surplus of qualified staff members ready and waiting to provide additional, even basic, care to patients. With INI's self-service applications, the number of patients serviced efficiently is almost limitless. Our design experts make sure your staff members are relieved of mundane, time-consuming tasks so that they are available to focus on services worthy of their expertise. Whether it's properly routing calls, responding to common medical or plan questions, refilling prescriptions, or delivering pre- and post-op instructions, INI's automated self-service solutions deliver increased productivity while contributing to enhanced patient care.

Sharpening your competitive edge

Although often not openly acknowledged, healthcare is a very competitive market. Health plan and care providers are continuously searching for opportunities to improve patient care, increase patient visits, enhance customer loyalty, and gain new customers. INI's self-service applications can be tailored to target the specific needs and image of your organization. From best-in-class speech technologies to integration with your existing infrastructure, our solutions are designed to perform professionally and reliably—setting your organization apart in your industry.

INDUSTRY BRIEF



INI Solutions for Healthcare provide value by:

- Decreasing operating costs
- Increasing staff productivity
- Improving patient satisfaction levels
- Reducing error rates
- Expanding service offerings
- Increasing communication with patients
- Complying with regulations, procedural guidelines and initiatives

Why choose INI?

- Integration expertise in backend databases, telecommunications and IVR technology
- Experts in leading technologies, including speech, VoIP, and VXML
- In-depth understanding of the healthcare market
- On-time and on-budget project implementation
- Dedicated project management from concept to implementation
- More than 15 years experience with self-service applications



SELF-SERVICE HEALTHCARE SOLUTIONS

Inquiry Applications

Today more than ever, patients seek efficient medical information from their healthcare providers. Most healthcare organizations are being challenged to provide more care with less staff. INI Healthcare Inquiry Applications provide detailed information in response to directed questions. This allows a greater percentage of valuable staff time to be dedicated to those who need personalized attention. Patients can obtain answers they require by calling the healthcare organization and requesting specific information through self-service automation.



Provider Plans Coverage

Allows providers and members to obtain information about their plan. Information can include claim status, eligibility and verification of coverage.

Prescription Refill

Allows customers to call and request refills for prescriptions and can allow pre-payment of the prescriptions.

Refill Authorization Request

Allows pharmacists to call the appropriate medical provider and request authorization for refills on prescriptions.

Advice Nurse

Provides patients with a quick, 24x7 way to get basic medical questions answered.

Med-Attendant

Provides patient routing services, including menuing for callers to gain quick access to departments and/or information.

Med-Locator

Allows callers to easily find medical departments, offices and staff members, including addresses and directions.

Information Hot Line

Provides access to information such as classes offered to the staff or general public, or public announcements such as flu clinic dates, time and locations.

Education/Training Class Scheduler

Allows callers to request to be scheduled for a specific course, such as diabetes education classes.

Job Line

Allows callers, typically within larger healthcare organizations, to respond to job openings, 24x7.

BETTER ACCESS. BETTER CARE.



Patient Notification Applications

Proactive communication benefits both providers and patients. Providers are able to cost-effectively improve the care they extend. Patients benefit in a number of ways, such as receiving reminders about appointments, medications, immunizations, results of routine tests, and pre- and post-op instructions. INI Patient Notification Applications are designed as scalable and flexible outbound calling solutions.

DM (Disease Management)

Uses a speech-enabled application to maintain contact with a known population of chronically ill patients and monitor their conditions.

Lab Test Results

Saves staff time by securely and quickly contacting patients to report results of tests they have taken.

Medication/Immunization Reminder

Places calls to patients to remind them when it is time for medications or immunizations.

Pre-Op Instructions

Places calls to patients to give instructions prior to medical procedures, potentially preventing the need to reschedule surgeries.

Patient Care Instructions

Places calls to patients after surgery or other medical procedures to deliver instructions for self-care.

Wait List/Appointment Availability

Allows patients who have been put on wait lists to be called with appointment times and dates as they become available.

Payment Reminder

Addresses patients with overdue bills by facilitating payments and/or payment plans.

Co-Pay Collection

Calls patients and offers to collect co-payments via a credit card before a visit.

Call Back Messaging

Allows callers to leave contact information so they can receive a call back rather than remaining on hold.

EXCELLENCE

A TRADITION OF EXCELLENCE

Self-Service Applications Delivering Proven Results

Self-service applications utilize a telephone interface, which enables callers to gain access to information and services without the need for human intervention.

Self-service solutions can address issues associated with maximizing employee productivity by answering routine questions for callers without tying up busy staff. In turn, a well-designed implementation results in operational paybacks by reducing staff requirements.

Self-service applications facilitate increased communications with patients, resulting in higher levels and quality of patient care. Proactive-based applications can improve a facility's no-show rate by effectively reminding patients of upcoming appointments.

Self-service can provide patients with information that would otherwise be unavailable or would require administrators to use valuable employee time in the often mundane activity of outbound calling.

Self-service applications enhance and improve upon existing methods of access used to communicate with medical providers. They support the commitment to provide information in ways that can substantially improve access to information and services, increase satisfaction, and reduce staff requirements—all at the same time.

Interactive Northwest, Inc. (INI)

A tradition of excellence

Interactive Northwest, Inc. (INI) was founded in 1992 to provide custom communications solutions built upon leading IVR and telephony platforms. INI was one of the first companies to provide combined expertise in network and host connectivity, database integration and telephony networks needed to deploy advanced communication solutions.

INI grew out of a successful VAR business established in 1986 to sell and support AT&T's first data products, with an emphasis on voice messaging and voice processing services. Today, the company is recognized for its expertise in the voice response, speech recognition and CTI arena. Its devotion to quality and customer satisfaction is reflected in a track record of successful implementations in a variety of client environments.

INI's software products and services address the complete life cycle of self-service implementations—from solution design and project management to interface development and test, deployment, documentation, training and ongoing support. The company's differentiation lies in two areas critical to the success of self-service systems: deep technical expertise in the underlying technologies—networking, operating systems, database integration and computer telephony—and a recognized talent for natural end-user dialog design that leads to a better experience for the caller.

INI has leveraged this expertise to create innovative, standards-based tools that augment platform products. In addition, it has developed several database integration tools and speech-recognition system tuning applications that speed implementation and ensure the highest possible quality.



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