INI Messenger™ Healthcare Use Case
Outbound Communication with Enhanced Reponses Options

SCENARIO: A doctor's office likes to place appointment reminder calls to patients a few days before their appointment and inform the patient about preparations they need to make.

CHALLENGE: Live outbound calls take staff away from other, more critical work. Additionally, the stand-alone Avaya Proactive Outreach Manager (POM) automated outbound engine permits only limited response options; generally only offering 'confirm' or 'add to a Do Not Call List.'

SOLUTION: INI Messenger, building upon the POM engine, provides the patient with options such as confirming or cancelling the appointment, transferring the call to a live person, or transferring to another self-service application such as INI AudioMenus FAQs. The call recipient gets needed information and can take action, and the organization gets needed responses without dedicated additional resources, therefore making INI Messenger mutually beneficial.

Avaya POM Appointment Reminder → **Recipient** → **INI Messenger Response Options**

Confirm Appointment | **Reschedule** April 28 | **Transfer to Live Agent**

OUTCOMES

- ❖ Improved patient satisfaction
- ❖ Better appointment scheduling accuracy
- ❖ More prepared and informed patients
- ❖ Bottom-line savings from fewer inbound calls
- ❖ More on-time payments

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