



Simplifying Communications to Create Positive, Memorable Experiences

8x8. Health Care Communications and Collaboration. Transformed.

Top Stories

Researching the health care experience evolution

Discussing the health care provider/patient experience disconnect

Asking 8 tough questions about security and compliance

4 health care video conferencing myths: busted

A dose of mobility for a more agile practice

Compelling results! Enriching experiences through simple communications

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From the Editor's Desk

Answering the Health Care Experience Challenge.

Today, health care professionals perform a difficult balancing act. On one hand, they need to provide the kind of interactions and consultations their patients need, when and how it's most convenient. On the other hand, there is constant pressure to streamline expenses and improve workplace efficiency. In addition, they're tasked with keeping sensitive patient information and communications private and secure.

In this magazine, we explore the health care experience transformation that is currently under way, and discuss techniques providers, clinics, and others can use to create

memorable experiences, provide secure, convenient communication options, simplify their infrastructure and leverage data and analytics for more insight so they can continually enhance and optimize every interaction.

We hope the information inside is useful, and that it provides insights for health care providers who want to ride the wave of modern technology to the shores of simple but powerful communication and collaboration.

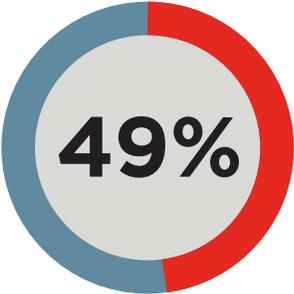
Yvonne Donaldson
Health Care Industry Practice Leader



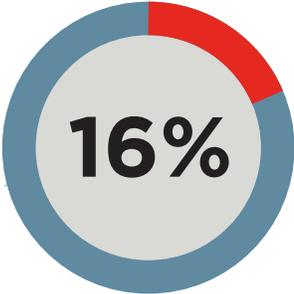
The Health Care Experience Transformation

Creating an exceptional health care journey is more difficult today than ever before. There is a health care transformation going on, and we are all right in the middle of it.

Consider This:



of health care providers are in the process of **transforming their practice model** over the next 12 months - the highest percentage of any industry!



of health care providers have already begun the process of **transformation within the past two years⁽¹⁾**



Why the drive for change?

Providers who are already transforming to better serve their patients have done the research... **so what's driving them and how are they doing it?**

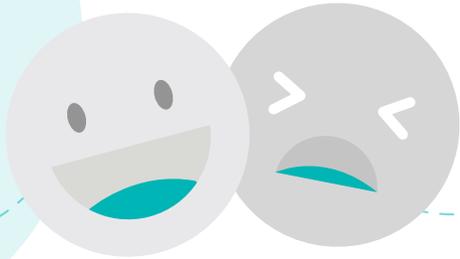
Here's a quick look!



the ever-increasing percentage of global health care spending that will be tied to value-based models within the next year.⁽²⁾ That's just a fancy way of saying that the overall long-term health care experience is becoming much more important - on both sides of the stethoscope.

Getting paid will be increasingly tied to positive transformation of the health care journey.

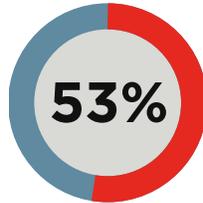
Health care consumers want it to be easy to get the advice they need, set up appointments and manage their general health care needs.



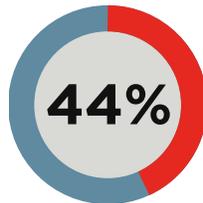
Good news travels fast...but bad news travels faster! Health care consumers are more and more willing to comparison-shop.

Meanwhile

health care providers are struggling to balance high costs and growing demands on their time with their primary concern: **helping their patients be healthy.**



53% of health care consumers interviewed plan to research specific reputation and quality ratings when selecting a provider.⁽³⁾

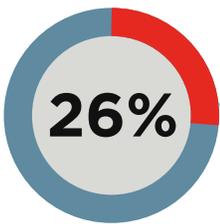


Up to 44 percent of health care consumers are likely to switch primary providers within two years (to find a better experience).⁽⁴⁾

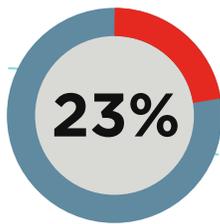
High-quality health care experiences require modern technology. Out with the old and in with the new! Convenient, reliable interactions and collaboration are a big piece of the puzzle when it comes to providing the best possible care.

For health care providers that have begun the process of transformation, the road to change is being driven by many factors, but the primary focus is to make communication and collaboration easier.

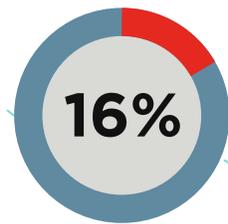
Why transform?⁽⁵⁾



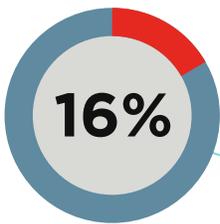
to increase growth/capture new market opportunities



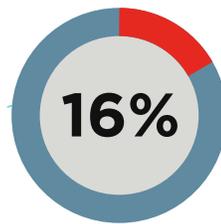
to meet consumer demands/expectations



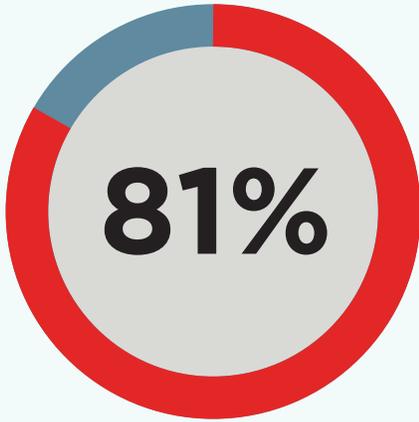
to counter competitive pressures



to reduce/control costs

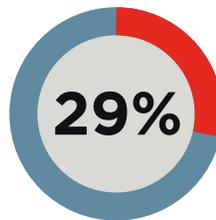


to preserve brand/reputation

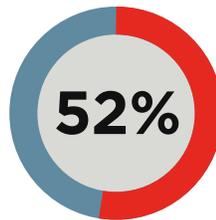


The decision to make changes is overwhelmingly driven by the desire to improve the overall health care experience, with 81% of those interviewed focused on making engagement and collaboration easier in order to reach that goal.⁽⁵⁾

But more insight is needed to find out where the opportunities for improvement actually are!

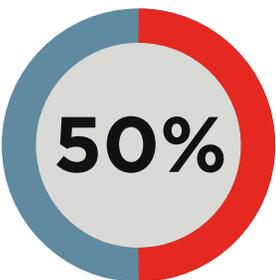


perceive data analytics to be the top game-changing technology (this rate exceeds all other industries!)

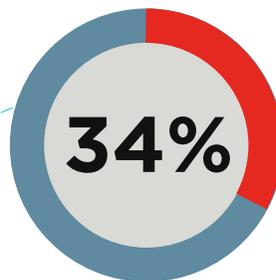


are increasing their spend on business intelligence and analytics

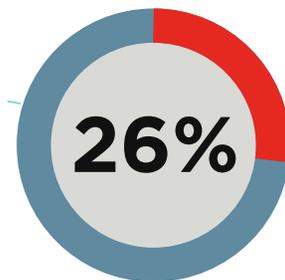
And costs are a headache too! Modern technology makes interacting with the world easier...yes...but it also helps you minimize and control costs because there's no more clunky old equipment to maintain.



are using digitization to reduce the cost of consumer engagement.⁽⁵⁾



are reducing their focus and spend on existing infrastructures and data centers.⁽⁶⁾



are increasing their investment in cloud services or solutions that help them provide better service and



The Health Care Experience Disconnect

“They may forget your name, but they will never forget how you made them feel.”

What a simple yet insightful observation by the famous writer and poet Maya Angelou. This sentiment rings especially true in the world of health care. From the very first moment of contact through every touchpoint during the health care journey, the impression at any given moment—our “experience”—is what stays with us. Whether it’s an interaction with the receptionist, lab technician, telemedicine app, doctor or other health care worker, we may not remember names and dates, but we remember how we felt.

However, when it comes to health care provider/consumer engagement, positive, warm and fuzzy experiences are sometimes hard to come by—on both sides of the stethoscope.

Patients struggle to navigate the health care system with their wallets, pride and health intact. What they want is convenience and simplicity. They need it to be easy to get the advice they need, set up appointments, and manage their general health care needs. Meanwhile, providers struggle to balance the high costs of care and the growing demands on their time with their primary concern: helping their patients be healthy.

The result is a growing health care experience disconnect.

There are many factors at work, but most agree that outdated systems and infrastructure, endless and repetitive data gathering, tedious business processes and communications breakdowns have thrown some wrenches into the health care “machinery.”

8x8 is helping providers like you transform with simple communications and collaboration so you can build better provider/patient relationships through powerful, convenient health care experiences.

Consider this—recent research has shown:

- 49.2% of providers’ time that is spent on patient records and desk work
- 27% of their total time spent face to face with their patients
- 52.9% of that in-room time above actually spent on direct face-time
- 37% of that in-room time spent on more data entry/ patient records²

It’s a big challenge to focus on “experience” when it’s all you can do just to keep the machine going.

There are other things driving change within the health care system, of course: Old technology just is not doing the trick. Security concerns are becoming more critical. Boosting productivity and reducing costs are virtually becoming prerequisites for staying in business. Then mix in the ever-evolving needs and expectations of consumers and there is a perfect storm for a health care revolution.

In fact, many caregivers are already transforming their practices to better serve their patients. They are increasing accessibility through multiple channels, and mobile solutions to enable communication and collaboration anytime, anywhere and on any device. They’re using video to make real-time interactions more “real” and reduce the frequency of in-person visits. They’re also using self-service capabilities help empower patients with more options and control.

With modern technology, data and analytics help harness, and make sense of, all the valuable, sensitive information available to identify opportunities for improvement and help put patients back where they belong—at the center of the universe. At the same time, improved communications solutions can give providers back some of that precious time they need to focus on their real passion—caring for their patients.

¹Annals of Internal Medicine, Allocation of Physician Time in Ambulatory Practice, May 2017

²Gartner, 2019 CIO Agenda - A Healthcare Provider’s Perspective, April 2019



8 Tough Questions About Security and Compliance

The consequences of inadequate security, compliance and reliability in communications systems are becoming more and more extreme. Especially in health care, ensuring privacy and confidentiality is absolutely critical.

Sometimes it's a challenge to get communications systems providers to talk specifically about their ability to help you meet important requirements in these ever-evolving and increasingly regulated areas. You need to be sure you ask the right questions so that you can choose the system that's right for you. Here are 8 tough questions you should ask any communications provider to ensure they can help you with your security and compliance goals:

1. As a communications provider, are you a HIPAA-compliant business associate?

Many companies are not compliant with the Health Insurance Portability and Accountability Act (HIPAA) and it could jeopardize your compliance if you use their services. At 8x8 we take security and compliance seriously. We provide HIPAA-compliant communications solutions and provide Business Associate Agreements (BAAs). We put it in writing. Make sure your provider is willing to walk the walk, as well as talk the talk.

2. What have you, as a communications provider, done to ensure your own business' compliance?

For communications providers, compliance is an extensive, ongoing process. First, they must make sure their company complies so they can better assist you with meeting your own compliance needs. 8x8 goes even further to verify that our own chain of third parties is also compliant with pertinent regulatory requirements.

3. Do you have a dedicated security and compliance officer?

Having a dedicated compliance officer on staff is a strong signal that the communications provider you are doing business with prioritizes security and compliance. For example, 8x8 has a Chief Information Security Officer, and a Security and Compliance officer with more than 20 years of experience.



4. Which security and compliance regulations and standards do you support?

Requirements vary widely, and there is a medley of standards and regulations that need to be considered, including HIPAA, standards established by the National Institute of Standards and Technology (NIST) to comply with the Federal Information Security Management Act (FISMA), and the Privacy Shield Framework. Additional standards apply in the UK such as the General Data Protection Regulation (GDPR), Authority to Operate (ATO), G-Cloud, Cyber Essentials Plus and ISO 27001 and ISO 9001 standards.

5. Have your compliance capabilities been assessed by independent experts?

Look for third-party verification by respected experts so that you do not jeopardize your own company's compliance. 8x8 leads the market in security compliance and routinely submits to evaluations by independent auditors to verify uninterrupted compliance.

6. What kind of failover capabilities does your service provide?

It is a good practice to have failover between multiple data centers. If you're providing health care services, busy signals and broken lines are unacceptable. 8x8 offers seamless failover capability for 8x8 phones. In the event of an issue with the data center, communications automatically and seamlessly fail over to the next-closest data center.

7. What methods do you offer for business continuity?

When natural disasters or outages strike, you must to be able to continue to provide the care and service your patients need, so look for service providers who offer multiple ways to stay connected. Because 8x8 solutions are available through any browser, on any device, your practice can operate securely without interruption, even during a crisis. For example, calls can be forwarded to other resources, and IP phones can be moved to any other site with an Internet connection. In addition, your 8x8 phone service can run securely on personal smartphones using the 8x8 mobile app.

8. What makes you better at responding to emerging security threats?

At 8x8 we own our technology stack and prioritize our customers' security and compliance needs. With one platform for voice, video, chat and contact center, our services are developed with security in mind. We assess our own infrastructure for emerging vulnerabilities. When fixes are needed, we can quickly resolve and transparently communicate with our customers without waiting on third party technology providers to patch their components.



The Truth About Real-time “Virtual” Care: Video Conferencing Myths: Busted

There’s nothing that can take the place of face-to-face contact between care providers and their patients when it comes to clear communications and building trusting, long-lasting relationships. But we can come closer than ever before using video.

Even in our daily lives, many of us are now using applications like FaceTime or Skype to keep up with our friends and family because it makes us feel closer. Most of us are much better at understanding each other and “reading between the lines” if we can see each other, rather than trying to decipher the nuances of language in the spoken or written word. In health care, where pain and stress and anxiety are huge factors, having the ability to interact with patients and collaborate with colleagues using video helps make non-face-to-face interactions feel more “real,” reduces miscommunications and also helps reduce the frequency of in-person visits.

Video conferencing can be a very useful tool that allows you to connect and consult with clients and colleagues, even when you’re not in the office. And if your practice spans across multiple locations, then you know how valuable conferencing can be. That said, as we’ve all seen in the news, using a non-compliant communications solution can be seriously damaging for all involved, especially given all the rules and regulations around privacy.

In addition, some care-givers, service providers and clinics are reluctant to use video with their patients and clients simply because it’s “too complicated.”

There are some clear misconceptions out there, so let’s take a moment to bust a few myths.

Myth #1: During a video call all of my data and information (and worse, my patient’s) will be out there in the universe for the taking!

Myth-busted with Full Transmission Encryption

Data encryption ensures that no third-parties can access any data or information while the call is taking place. Utilizing encryption adds a layer of security that’s hard to beat. If something unfortunate does occur and the call is intercepted, any data will be impossible to read.

Myth #2: If I use video conferencing all those sensitive conversations will be stored somewhere else and other people can find them.

Myth-busted with Secure Peer-to-Peer Connection

With a peer-to-peer connection, the video conference, along with any data transmitted, is connected from receiver to caller. There will not be any information stored on any servers or any other location. This helps to greatly reduce the risk of your information and data being accessed and misused by hackers.

Myth #3: Whatever communications system provider I use will have access to my and my patient’s private information.

Myth-busted with No Vendor Access to Transmitted Information

Your video conferencing provider will not have any access to the information exchanged during the call. Some providers do not offer storage of any call data to ensure the security of any information exchanged. Other providers may offer storage of recorded calls, but this data will be highly secure and only available to authorized users.

Myth #4: Video conferencing is too complicated. You have to use different devices and applications to make it work.

Myth-busted with simple, secure video communications.

With one platform for voice, video, chat and contact center, you can move from call to chat to video conferencing with the simple click of a button. With 8x8 there’s no messing around with multiple systems and/or applications. If you want to switch devices mid-stream, you can easily do that too, but we simplify the whole process by providing one-click ability to start or join meetings from any device, anytime, anywhere. Real-time “virtual” care doesn’t have to be complicated!

8x8 is a leader in cloud communications solutions that enable you to coordinate care, encourage collaboration and maximize your productivity—helping you to build trust and long-lasting relationships. We invest in security at a demanding level rarely seen by other cloud providers in order to provide you with the most reliable and compliant video conferencing solutions.



A Dose of Mobility Makes Your Practice More Agile and Responsive

As a health care provider, you are challenged every day with balancing all the demands on your time. There is a need to find better, more efficient ways of running your practice and meeting the ever-growing and changing needs of your clients. In many cases, old technology is falling short of enabling more agility and responsiveness.

In short: there is a need to evolve.

Modern cloud-based communications and collaboration technology helps kick that evolution into high gear. Technology that makes it easier to be mobile, especially, enables more timely, meaningful conversations. As a care provider, the ability to do your job on the go and change modes of communication quickly can truly be life-changing...for both you and your patients.

Here's a sneak peek at just one scenario where simple communications and the ability to be more mobile and agile can ease the minds of a provider and a patient at the same time.

8x8 brings convenience and simplicity to health care with reliable voice, video, chat and contact center solutions, so health care providers can spend more time doing what they do best: caring for their patients.

Imagine this:

- A call comes in to a doctor's office from a patient with an allergic reaction. The doctor is only just arriving at the clinic, but since the call is urgent, it is immediately routed to their mobile phone.
- When arriving at the office, the doctor transfers the call to a laptop with one click of a button and, in real-time, asks the patient if they can switch to video to show the rash and explain the situation.
- To get a second opinion, the doctor easily messages a colleague, and asks them to join the conference.
- Diagnosis and referrals are completed, no time is wasted, and the patient will be busy making positive recommendations to their friends and family!
- After hours, the doctor uses the 8x8 mobile application to follow-up with the patient. The "follow me" feature ensures the patient knows it's the doctor's office calling, and there is no need for the doctor to share their personal phone number.



True Stories: Health Care Providers Who are Creating Memorable Experiences, Offering Patients More Convenience and Ensuring Secure Communications.

Eliminating Downtime and Giving a Boost to Productivity

For more than 30 years, Affiliated Physicians has provided preventative health care services to individuals and corporations. They are guided by their commitment to exceptional patient care and customer service and demonstrate this with a passion and integrity in all they do. Affiliated Physicians had traditional phone lines with traditional problems: frequent downtime, no flexibility, and limited features. Their replacement system needed to combine phone service with a virtual contact center and physical devices. 8x8 delivered the whole trifecta in one comprehensive cloud solution.

[LEARN MORE](#)



Our old phone system had no flexibility and was expensive to maintain. Now we can configure changes ourselves in just a few minutes. The 8x8 system does exactly what we need it to do.

— **Mark Weingarten,**
VP-Patient Services, Affiliated Physicians

Cutting Costs and Boosting Security with HIPAA Compliant Cloud Communications

MHM Services, Inc. is a leading provider of health care services to correctional facilities across the US. The company has clinical, management and support staff dispersed throughout 15+ states. They struggled with the high costs of maintaining and administering their old communications technology. To complicate matters, for security reasons, cell phone usage is prohibited on certain premises which caused disruptions and made real-time communication extremely difficult. MHM chose an 8x8 cloud communications solution that enables their employees to securely communicate over their laptops, without actual phones, virtually eliminating disruption in health care services for their clients.

[LEARN MORE](#)



My team is very busy and constantly on the move. Being able to communicate in real time is essential. With 8x8's mobile app, they can call, chat or check voicemail from anywhere.

— **Christie Nader,**
Senior Director of IT, MHM Systems



Your Treatment Plan: Transform Your Communications and Collaboration with 8x8

Find Out More

Don't take your chances with just any cloud-based communications system. [Visit 8x8.com > Solutions > Healthcare](https://www.8x8.com/solutions/healthcare)

While you're there, learn more about how health care providers just like you are employing simple communications and collaboration tools so they can build better provider/patient relationships through powerful, convenient health care experiences.

- Want an overview? View the "Transforming Health Care Experiences with Modern Communications" explainer [video](#).
- Need more details? Read the "Cloud Communications for Health Care Providers" [brochure](#).
- Concerned about security, compliance and reliability? Read the "Straight Talk About Cloud Communications Security, Compliance and Reliability" [white paper](#).

8x8 X Series: Simplifying Health Care Communications with 8x8



- System that enables communication any time, anywhere, on any device
- Platform for voice, video conferencing, chat, contact center and Communications Platform as a Service (CPaaS)
- Environment enabling maximum security, compliance, reliability and quality
- Data set across all communication touchpoints for insight and analytics
- Provider to simplify communications and eliminate risk from multiple vendors
- Application for easy, centralized administration and maintenance

You may also want to [fill out our online form](#) or call [1-866-879-8647](tel:1-866-879-8647) to request a no-obligation quote from an 8x8 Product Specialist.



Ready to take the next step?

Contact a Solutions Expert to learn why 8x8 is the only complete communications platform that uses the collective power of your business to improve the customer experience across all interaction channels.

Call us at 1-877-291-9279 or visit us at [8x8.com/x-series](https://www.8x8.com/x-series)

8x8

8x8, Inc. (NYSE:EGHT) is a leading provider of cloud phone, meeting, collaboration and contact center solutions with over a million business users worldwide. 8x8 helps enterprises engage at the speed of employee and customer expectations by putting the collective intelligence of the organization in the hands of every employee. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter, and Facebook.

