Trends transforming healthcare today

- **Patients are taking charge:** They are learning about their health issues, engaging with providers through new channels, and comparison shopping for providers and insurance.

- **Shift to value-based care:** Payments are increasingly tied to patient health outcomes, creating pressure to improve and measure patient experiences and outcomes.

- **Disparate sources of patient data:** Providers need to connect, understand, and securely access many patient data sources like electronic health records (EHR) and medical devices.

- **Rising costs:** Global spending on healthcare more than doubled over the past two decades, reaching US$ 8.5 trillion in 2019.

- **Disruption demands agility:** Healthcare organizations that use technology to quickly adapt are more competitive.

Challenges facing healthcare industry

- Siloed data and data privacy make it hard to deliver a personalized patient experience.

- The inability to see a complete patient history leads to frustrating patient interactions.

- Healthcare payer coverage is confusing. To compete, payers must offer better experiences.

- Inefficient internal workflows impact productivity, costs, and employee experiences.

- Attracting and retaining healthcare professionals is difficult and mission critical.

- Organizations need technology that allows them to move fast to adapt to changes.

18% of healthcare agents say they are effective at finding the information needed to do their job well (Zendesk CX Trends 2022)
Improve patient experiences and outcomes, while reducing costs.

Zendesk for Healthcare is a complete customer experience solution that allows providers, payers, and vendors to deliver secure and personalized services that improve patient outcomes while eliminating inefficient and expensive processes. Healthcare organizations can empower their agents with contextual workspaces and unified knowledge management so they can deliver exceptional service through any channel. AI-powered workflows and self-service tools further improve the patient experience while reducing costs. The Zendesk platform is flexible and designed for agility so you can quickly adapt and deploy a solution that scales.

Zendesk enables you to:
- Provide personalized care with 360-degree patient view
- Collaborate across the patient journey
- Empower and engage your employees
- Deliver engaging experiences for your customers to improve outcomes
- Keep data secure to ensure patient trust
- Drive improvements through analytics
- Design and deploy new solutions quickly

Use cases for providers, payers and vendors

External
- Omnichannel support
- 360-degree patient view
- Sales support
- Customer engagement
- Proactive support
- Clinical trial support
- Diagnostic testing support
- Registration and scheduling
- Self-service

Internal
- HR support desk
- IT support desk
- Procurement
- Billing support
- Claims support
- Training
- Onboarding
- Agent productivity
- Legal support
How does Zendesk for Healthcare work?

Support teams can connect with patients, providers, and customers seamlessly across the healthcare journey.

**Deliver personalized support**

A 360-degree patient view enables fast, personalized support.

**Optimize to improve**

Analyze operational metrics and patient satisfaction to improve efficiency and outcomes.

**Collaborate across teams**

Work seamlessly across care teams with centralized case management tools.

**Engage through personalization**

Engage and deepen patient relationships through personalization across any channel.
South American healthcare company Saludsa provides prepaid medicine and services to more than 200,000 customers. During COVID-19, queries for its telemedicine services skyrocketed 400% to more than 34,000 support requests a day. They used Zendesk to scale support operations, while making sure people received prompt, personalized answers.

“"We now have a 360-degree view of both the customer and our operation. With Zendesk, I get information in real time: two clicks and that’s it.”

Laura Lalama
National Reimbursement Manager at Saludsa

Why Zendesk?

Zendesk is a service-first CRM company that builds software designed to improve customer relationships. We give businesses the flexibility to move quickly, focus on innovation, and scale their growth. Zendesk for Healthcare is a complete customer experience solution that allows providers, payers, and vendors to deliver secure and personalized services that improve patient outcomes while eliminating inefficient and expensive processes.