

Zendesk for Healthcare

Transforming patient and employee experiences

The healthcare industry is going through unprecedented disruption that is putting pressure on healthcare providers, payers, and vendors to adapt quickly to survive. Healthcare organizations need to simultaneously engage employees and patients, improve patient care and outcomes, and reduce costs.



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.

Optimize to improve

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



Deliver personalized support

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



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.

**Delivering
compassionate,
data-driven
healthcare**

2X
productivity
increase

“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.”

90%
CSAT

200K
customers

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.

