

Power to the Patients

How MedAssist® Used SMS and Self-Service to Make Healthcare Convenient During the Pandemic



~2X
Increase in Medicaid
Enrollment Screenings

14
Number of business days
from idea to launch



Use Case
Customer Experience



Industry
Healthcare



Solution
SMS & IVR



Impact
*Seamless self-service
experience for patients*

Benefits at a glance:

- ✓ Provided patients the option to engage on their channel of choice
- ✓ Empowered patients to self-serve screening enrollment applications
- ✓ IVR captured one-time SMS consent for compliance
- ✓ Nearly doubled patient screening enrollments
- ✓ Solution was implemented within 14 business days
- ✓ Cross-channel reporting provided insight on the patient journey

Hospitals that relied on in-person Medicaid enrollment suddenly found themselves without the ability to engage with their patients as a result of the pandemic. To provide a solution, MedAssist® created outreach campaigns to engage with patients and manually complete enrollment screenings over the phone. Partnering with LiveVox, MedAssist evolved their approach to meet the demands of digital-first patients by incorporating an IVR with the option to self-serve through an SMS message. **The new solution was launched within 14 business days and less than a week later, patient enrollment screenings increased from ~26% to ~45%.**

The Challenge

For hospitals that rely on in-person Medicaid enrollment, the pandemic created a big problem. How could they engage with—and enroll—patients when face to face patient interaction was limited, or in some cases eliminated all together?

MedAssist had the idea to establish traditional voice outreach programs to contact and manually complete enrollment applications for customers.

But there was another challenge. Patients weren't using the phone as much anymore. Their channel preferences were changing. As a result, this had the negative result of hindering connection and enrollment rates.

MedAssist knew they needed to make it easy for customers to self-serve their enrollment applications with an IVR, and so they partnered with LiveVox to deliver a solution.



The pandemic made everyday life more complicated. We knew we needed to counter that with convenience. Incorporating SMS as part of our enrollment experience gives patients the power to engage on their own terms. LiveVox was key in helping us to adapt not only by making the shift to work from home easy, but also the incorporation of new channels. Their ability to provide flexibility for us as a business allows us to pass that on to how we service patients.”

— Nathan Allen
Senior Vice President —
Eligibility Practice Team Leader
MedAssist®



The Solution

In a recent nation-wide study, **67% of customers prefer to self-serve** instead of speaking to a company representative.*

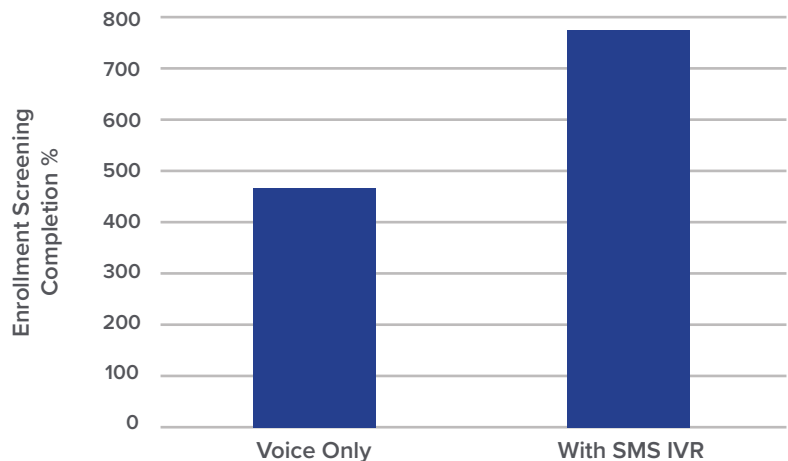
To meet this demand, MedAssist’s VP of Eligibility Practice Team Leader, Nathan Allen, reached out to LiveVox with a plan to adjust MedAssist’s patient journey.

MedAssist wanted to create a more convenient experience for customers by offering the option to self-serve their Medicaid enrollment screening application through an SMS.

The SMS option would be incorporated into the initial greeting IVR presented to patients. This approach also enabled the IVR to capture a one-time SMS consent, addressing compliance concerns.

Once selected by the patient in the IVR, the SMS message was sent immediately and included a URL to self-serve for pre-screening patients.

By partnering with LiveVox, MedAssist® nearly doubled patient screenings for Medicaid within a week.



The Result

With LiveVox’s next-generation omnichannel platform and leading-edge risk mitigation capabilities, the new solution was launched in the span of 14 business days. By activating LiveVox’s IVR to SMS solution, within one week MedAssist was able to **nearly double the total number of post-discharge patient screenings** by enabling the option for them to self-serve.

LiveVox’s cross-channel reporting capabilities also provided insight on the patient journey, including IVR selection percentages, call routing, performance, and average talk-times.

In the same way LiveVox offers flexibility for clients to implement new solutions, MedAssist has made life significantly easier for patients, even during the challenges of a pandemic.

About MedAssist®

MedAssist is a forward-thinking patient servicing company with five different contact center locations across the U.S, supporting 700 hospital locations. MedAssist helps hospital leaders simplify the financial experience for both their patients and the people of their organization. In 2019, MedAssist was selected as a category leader in eligibility enrollment services by KLAS Research, a healthcare insights company.

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*<https://www.zendesk.com/resources/searching-for-self-service>