

In-app interactions: a vital way to connect with patients, quickly

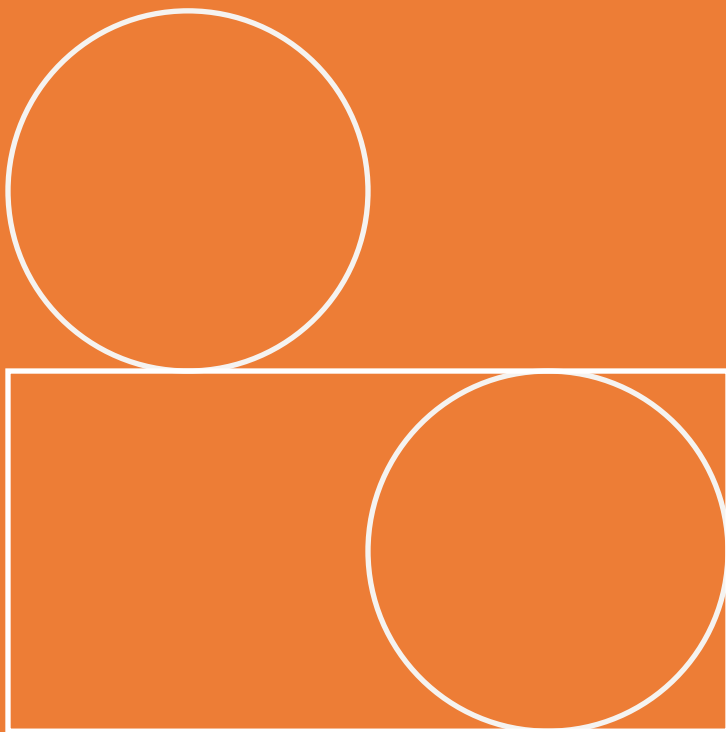


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Introduction



In this challenging time for healthcare, efficient communication has become essential to overcoming our global crisis, easing burdens on our at-capacity healthcare infrastructure, delivering better relationship and patient-centered care, improving outcomes, and streamlining operations. Not surprisingly, 80% of people would like to use their mobile phones to interact with healthcare providers.

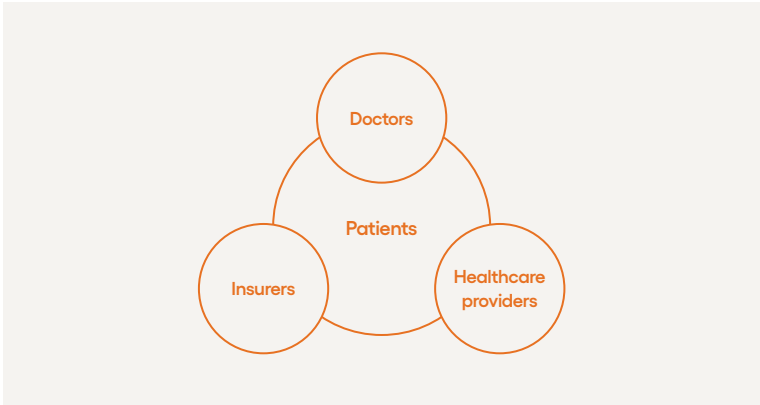
[\(Source: FICO\)](#)

Better patient outcomes start with better communication

As the healthcare industry ecosystem becomes increasingly complex, digital and mobile health services are on the rise. But most healthcare companies are still interacting with patients the same way they always have: via phone and email. And that's a problem for today's savvy population that wants to communicate the easy way — with in-app messaging.

Balancing costs and care

Value-based, patient-centered healthcare is prevalent today as both a philosophy and an economic driver. Patients want to connect with doctors, insurers, and other healthcare providers the same way they connect with family and friends. Personally. Instantly. On their time. On their mobile phone or other device.



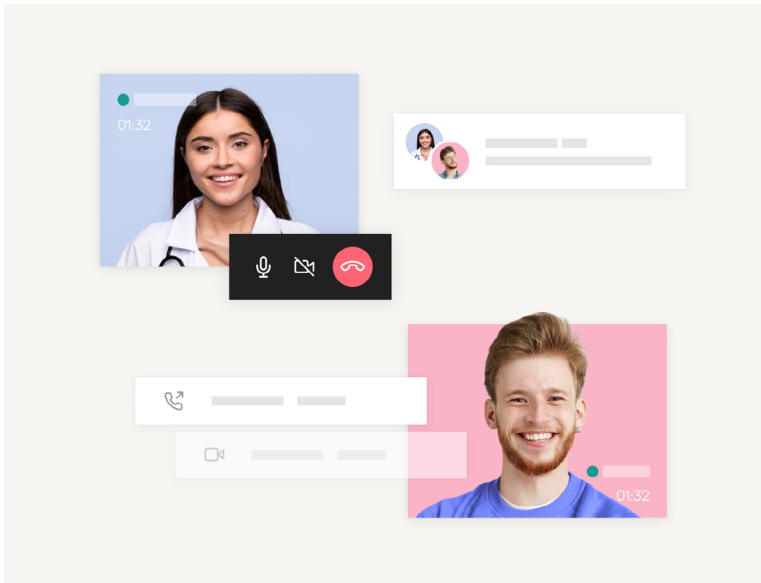
For healthcare providers, a good in-app interaction solution gives doctors, nurses, and agents the tools they need to elevate care, especially when connected to the CRM system. Care teams can see a patient’s history while they chat so they don’t have to ask a lot of questions or search through a file. And of course, it must be HIPAA compliant. Real-time, in-app interaction solutions like chat, voice, and video give patients an immediate, easier, and more intuitive way to understand things like options, risks, and coverage. It also puts them in control by cutting out the back and forth involved in playing phone or email tag with clinicians or administrators. Patients can use chat/messaging to provide basic information about their issue and get a call back from a practitioner, saving time on both sides. And with chat, voice, and video, our in-app interaction solutions can be used for consultations, follow-ups, nurse-to-patient interactions, admin-to-patient interactions, bot-to-patient interactions, employee-to-care team interactions, patient-to-healthcare coach interactions, consumer-to-

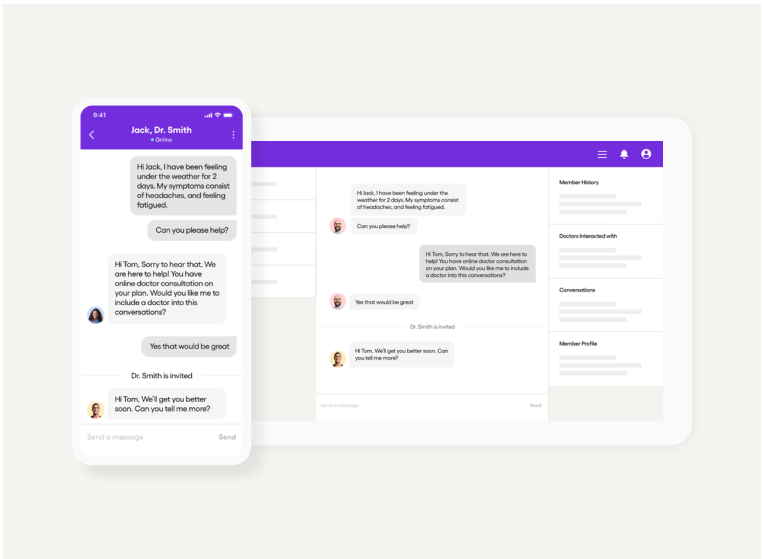
delivery person interactions for pharmaceutical supply chains and more.

Adopting more efficient modes of communication will help you mitigate errors, identify issues, trends, and patient categories faster, and tackle potential problems in both patient health and customer support head on.

How users interact within your app with the Sendbird interactions API

Our Interactions API makes it easy to embed chat, voice, and video calling into your app to easily drive meaningful interactions. Here's an example of how it works.





Benefits of adding in-app interactions

Healthcare was already becoming an on-demand industry, but fast-tracking digital transformation has become even more urgent. To keep pace, providers need to incorporate in-app messaging into patient communication — and they need to do it now. Sendbird gives you the roadmap to usher your patient experience into the modern era, so you can improve outcomes, drive satisfaction, streamline operations, and control costs.

But when implementing any new engagement strategy, it's important to set a benchmark to measure your success. Healthcare providers should focus on driving change in two key areas: customer experience and operational efficiency.

Customer experience

The details will depend on your specific use case, internal needs, and business goals. We're happy to help you identify the challenges you're hoping to overcome or what you want to achieve. Here are some metrics to consider. Be sure to measure your “before” metrics so you can determine the impact of adding in-app messaging.

- **How often are patients/members engaging on various channels (email, phone, SMS)?**
- **After adding in-app messaging/chat, do those numbers go up or down?**
- **How much of your engagement goes through the chat channel?**
- **Have response times improved?**
- **Do you have higher app usage/adoption?**

- customer satisfaction (CSAT) and net promoter scores (NPS) improve?
- Do your office visits decline?

Operational efficiency

This also depends on your unique situation and needs. Here are a few examples of metrics you can look at:

- Are doctors/clinicians able to serve more patients using chat?
- Are skilled agents/nurses able to handle more inquiries, deflecting them from higher cost doctors/providers?
- Have customer support costs decreased?
- Have response times improved?
- Are you driving additional revenue through the chat channel?
- For software services providers, have you improved your service level agreement (SLA)?

Who's already using in-app interactions



Many market segments within the larger healthcare infrastructure are ahead of the digital transformation game and are already using in-app interactions to drive value in two ways: to elevate the patient experience and increase operational efficiency.

Telehealth

Patients can easily connect virtually with their telemedicine and tele-mental wellness healthcare providers online in a mobile app, web experience, or mobile web experience through voice, video, and chat. The easy and intuitive access to communication with primary care and specialty care physicians, therapists, psychologists, psychiatrists — and their staff — can help streamline operations and ease the burdens on an at-capacity healthcare system, while improving outcomes, empowering patients to take control of their own healthcare, and minimizing misinformation errors through the easy and more accurate exchange of information.

Chat, voice, and video for telehealth enables:

- **One-on-one or one-on-many doctor-to-patient interaction regarding patients' healthcare needs, treatment plans, and test results in an online consultation**

- Nurse-to-patient interaction
- Admin-to-patient interaction to book an appointment, send reminders, and answer queries regarding payment
- Bot-to-patient synchronous and asynchronous interaction to capture patient symptoms, send automated reminders, and more

Employer healthcare benefits (EHB)

In-app messaging allows members to get fast, personalized service and information in a frictionless way that fits their lifestyle. Chat also gives members an easy way to ask questions about benefits or claims processing for quick answers. The EHB's health advisors can either answer questions, take action, or connect members to a nurse, doctor, or clinician for individual support.

Members can use chat for things like:

- Finding the right doctor
- Scheduling or managing appointments
- Asking questions about their symptoms or treatment options.
- Snapping an image of the claim they're asking about and uploading it into the chat window
- Receiving a direct link to benefits information
- Receiving effective group communications from physicians
- And more

Digital therapeutics

Digital therapeutics companies can connect patients, quickly, online with

a care team solely focused on one targeted therapy (like diabetes, obesity, or smoking cessation) in a mobile app, web experience, or a mobile web experience. Patients can more easily enroll into a treatment program where they're coached virtually on building better habits. These apps enable doctors and providers to deliver ongoing advice more efficiently, checking in when needed and keeping the conversation contained to one single thread.

Health coaches, patients, and staff can use video, voice, and chat to:

- **Enable patient-to-care team representative interactions for capturing patient information, help with navigating the site, triaging low-severity patient requests, booking appointments, reminders, as well as triaging requests about insurance plan and claims**
- **Share information, manage the progress of treatment plans, and address questions in one-on-one or group setting interactions**

Pharmaceutical supply chains and on-demand diagnostics

Integrating chat, voice, and video into the patient pharmaceutical and diagnostic experience can help ease burdens on the overall healthcare infrastructure, boost organizational efficiency (and your bottom line), and increase patient engagement, satisfaction, and revenue. Patients can order their pharmaceuticals online, after which the delivery is fulfilled at a pre-agreed upon time, or on demand, as well as order diagnostic tests online.

Chat, voice, and video allows for:

- **Consumer-to-delivery person interactions to facilitate communication**

for last-mile delivery and share information about timing or location

- Consumer-to-pharmacist interactions to share prescriptions or modify orders before they're dispatched
- Consumer-to-customer support interactions to interact about issues with an order (like a missing item), payment issues, or service experience issues
- Lab tester-to-patient interaction to exchange information on patient's testing procedure, patient's test results, and the like
- Admin-to-patient interaction to book an appointment, send reminders, or answer queries regarding payment

Success story: Accolade

For healthcare concierge Accolade, getting messaging right was vital to improving engagement and providing continual care. Sendbird helped the organization meet its members where they are, increase engagement, and make the most of its best asset — its health assistants.

- 4 weeks to migration
- 215% increase in daily sent message count per user
- Consumer-to-pharmacist
- 1.3x daily message count
- 2.6x increase in number of people using chat
- 42% of engagement now done via messaging
- 2x more members health assistants can support per hour
- 4-5 members now supported at a time by digital-only teams
- Conversations or inquiries per successful transaction

“Getting in-app messaging right is key for us to provide better engagement and personalized care. With Sendbird's developer-friendly chat API and SDKs, we were quickly able to build a responsive and reliable messaging experience that our users love.”

Hiren Bhavsar,
Director of Product Management, Accolade

Sendbird for healthcare

To meet your member or patient expectations, you need to provide a reliable, responsive, and intuitive messaging service they can use wherever and however they like. It should mirror the messaging apps they use with family and friends or to connect with other businesses. For seamless communication, the following basic messaging/chat features are must haves: and crucial capabilities for agile teams and teams who think chat might be right for their business, but need more validation before they invest too much:

Sendbird Chat

- **Single persistent chat thread**
- **Presence indicator**
- **Typing indicators**
- **Read receipts**
- **Media sharing**
- **Push notifications**
- **User lists**
- **Indefinite channel life**

Sendbird Calls

- **Clear faces, no lags, great end-user experience**
- **Integration with chat**
- **Custom metadata**

Healthcare providers also have a unique set of needs, including compliance with strict industry-specific regulations. To meet these requirements, we recommend the following features:

- **HIPAA compliance, signed business associate agreement (BAA)**
- **Dedicated instances**
- **Secure user authentication through access tokens**
- **Ability to connect to CRM for context awareness**
- **Ability to support group conversations and invite others to join**
- **Images and file sharing**
- **Image thumbnailing**
- **Webhooks to track of specific events/data**
- **Migration services from legacy chat solution**
- **Flexibility to integrate with other products (CRM systems, chatbots)**

Why modern APIs give you the best of both worlds

With so many in-app messaging solutions available, why choose Sendbird?

- **Exceptional experiences**
Faster resolution, happier members, better care
- **Secure user authentication**
Keep every conversation secure and private
- **HIPAA compliant**
We'll sign a BAA to prove our commitment
- **Dedicated instances**
An added layer of security for extra peace of mind
- **Trusted by leading healthcare innovators**
Don't take our word for it
- **Easy migration**
We're with you at every step for fast, secure migration
- **Faster time to market**
Ship in days with Sendbird UIKit and easy-to-follow documentation





**Ready to transform your patient
communication? Let's talk.**

[Contact us](#)

