

# CSG Xponent Ignite for Healthcare

We live in an age where patients demand exceptional experiences. Tech giants are moving into the healthcare space with technology that's far advanced beyond the systems and processes in place at traditional healthcare organizations. With this disruption, patients expect your organization to be as seamless as Uber, as personalized as Netflix, as intuitive as Apple, and as instant as Amazon. But unlike other industries, great experiences in healthcare don't start and stop with a TV series, Sunday drive or weekly trip to the grocery store.

The very basis of patient experience is to support the welfare of an individual in the form of improved clinical care, chronic disease management, medication adherence and preventative care. In healthcare, patient experience fosters trust, provides empathy and lasts a lifetime.

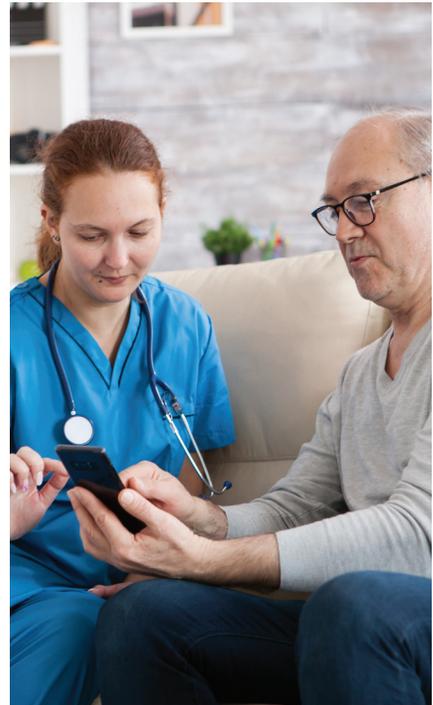
## Put Patient Engagement at the Heart of Your Organization

Today's healthcare organizations face several challenges in providing extraordinary patient experiences. Patients:

- Struggle with lackluster digital front doors to access appropriate care (e.g., schedule appointments online).
- Need to self-navigate care across a variety of settings and care teams.
- Receive confusing medical bills and collection notices as well as disjointed communications across different channels from a variety of departments.
- Encounter insufficient focus on proactive measures to prevent poor health outcomes.

These complexities require organizations to take a different approach—a journey-centric approach to patient engagement—a holistic view of care, driven by real-time and right-time patient journeys to guide patients towards ideal outcomes.

## Where do you even start?



73%

OF ORGANIZATIONS FIND IT CHALLENGING TO KEEP CUSTOMER EXPERIENCES CONSISTENT ACROSS MULTIPLE CHANNELS

51%

LACK INTERNAL EXPERTISE TO IMPLEMENT AND MANAGE A TOOL

53%

SAY COLLECTING REAL-TIME DATA TO DELIVER PATIENT INSIGHTS IS A TOP CHALLENGE

A commissioned study of 480+ CX leaders conducted by Forrester Consulting on behalf of CSG.

## CSG Xponent Ignite for Healthcare

CSG Xponent Ignite for Healthcare is a patient engagement solution built for the healthcare industry. Based on our successes working with healthcare organizations, we've synthesized best practices and created a solution to accelerate your success—one that's tied to your business goals and pre-built to quickly deploy, measure and optimize meaningful patient experiences. The next generation of patient engagement is here with the promise of shortened time to value and better business and patient outcomes—all at a low risk to your organization.

TOGETHER WE WILL:

### 1. Prove the Business Case

We'll conduct an interactive workshop with your team at no cost to understand your organization's level of patient experience. We'll also identify opportunities to drive desired business and patient outcomes.

### 2. Implement Healthcare-Specific, Pre-Built Journeys

Start orchestrating meaningful patient experiences by initiating the most important patient journeys with minimal IT effort.

### 3. Connect Siloed Data with Pre-Configured Integrations Built for Healthcare

With relevant business metrics and patient journeys in focus, you'll leverage our API library with hundreds of technology connectors (e.g., EPIC) to streamline and seamlessly connect to your tech stack without ripping and replacing.

#### Quickly Understand Areas of Immediate Opportunity

- CX Maturity Model
- ROI Calculator

#### Quickly Go Live with These Journeys

- Preventative Care
- Appointment Reminders
- Test Result Delivery
- Chronic Disease Management

Use first-party data to achieve up to a 2.9X revenue lift and a 1.5X increase in cost savings.

At the core of Xponent Ignite for Healthcare is CSG Xponent, our award-winning, industry-leading engagement solution that combines best-in-class customer journey orchestration, journey analytics, communication management, and a customer data platform. Xponent unlocks a new reality—transforming your vision of better patient experience into tomorrow's extraordinary care, orchestrated in real time.

**Get started with our free Maturity Model to uncover how you can take your healthcare organization to the next level.**

