

# Clarabridge for Healthcare Providers



Consumerism and the shift to integrated value-based care present an opportunity for providers and health systems to holistically evaluate the patient experience and use analytics to drive performance improvement and patient outcomes.

Since providers interact with individuals in all stages of life, they must be able to meet the needs of a demographically diverse group of patients with a wide range of health statuses. By fully leveraging the data that already exists across channels such as surveys, phone calls, hospital notes, emails and chats, providers can gain a deeper understanding of the patient experience, promote patient loyalty, improve HCAHPS ratings, reduce costs and retain personnel.

## Clarabridge Creates Value Across Business Initiatives

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**Improve Patient Satisfaction:** Identify pain points in the patient journey and target those areas to increase loyalty and create a more frictionless experience
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**Put the Patient First:** Become more transparent by offering self-service opportunities, providing answers to common questions, and supplying educational resources that empower patients.
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**Address the Issues that Matter Most:** Prioritize improvements based on impact on patient satisfaction.
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**Promote Contact Center Efficiency:** Automate elements of the contact center to free up agent time for handling complex interactions.
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**Maintain Compliance:** Monitor complaints and emerging issues to stay ahead of potential compliance violations.
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**Enhance the Digital Experience:** Reduce call volume by identifying primary call drivers, improving online resources, and offering self-service functions.
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**Encourage Value-Based Care:** Track health outcomes to quantify successful treatments and promote value-based care.
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**Understand Employee Experience:** Optimize the physician experience to recruit and retain top talent.
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**Improve HCAHPS Results:** Analyze interactions across all touchpoints to understand the reasons behind ratings, thereby putting results in context of broader patient experience feedback and informing initiatives to address dissatisfaction.

## The Clarabridge Difference

The world's leading healthcare providers have chosen Clarabridge because of its unmatched ability to provide value in the areas that matter most.

- 1. Integrated Data Hub:** Clarabridge analyzes a variety of structured and unstructured data sources to provide accurate, omnichannel insights. These insights are based on the comprehensive analysis of HCAHPS results, transactional and relationship surveys, NRC surveys, Press Ganey, discharge notes, rounding data, EMR data, portal feedback, MyChart data, ratings and reviews, complaints, grievances and appeals data, hospital data, social media, calls, live chat and secure messaging data. The platform then integrates all findings into a single view that provides a more accurate view of the patient experience, thereby enabling stakeholders to confidently act on information that reflects the entire picture.
- 2. Natural Language Understanding:** At the core of everything we do lies Clarabridge's exceptional Natural Language Understanding (NLU) engine, which has been tuned for over a decade to understand business experience conversations (customer, partner, and employee). The engine goes beyond basic text parsing to include topic modeling and enrichments. A combination of rules-based and machine learning algorithms derive additional meaning to enrich patient and employee experience data, providing users with nuanced insights.
- 3. Industry-Specific Topic Models:** Clarabridge uses its NLU engine to categorize topics of conversation at scale. Using industry-tuned hierarchical models, it offers deep granularity and surfaces unexpected topics of conversation through theme detection. Out-of-the-box, Clarabridge provides topic models related to patient satisfaction, patient engagement, contact drivers, deep dives and more. Some examples include hospital and patient experience, anesthesiologist experience, clinical communication, coverage locations/types, discharge experience, doctor communication (answering questions, professionalism, knowledge, helpfulness, greeting, trust, etc.).

- 4. Business Intelligence and Data Visualization:** The Clarabridge Platform includes a business intelligence environment with a vast array of features to quickly and easily configure visually-appealing dashboards to analyze and share insights. Business users point and click to add report widgets, metrics, filters, alerts and multimedia. Using a variety of metrics (constant, custom math, and filtered) applied to structured and unstructured data and attributes, dashboards can contain custom groupings, advanced filtering conditions, composite scores/metrics, and ad-hoc calculations and indices.
- 5. Interaction Analytics for Call and Chat Data:** Clarabridge analyzes dialogues on calls, chat and private messages, enabling organizations to evaluate and score performance attributes across all service channels and determine the root cause of outcomes. Clarabridge visually displays dialogues in an easy-to-navigate "spine", with color coding and tagging of call metadata and NLP-derived attributes such as topic, intent, silence, empathy, overtalk, hold times, emotion, sentiment, call reason, issue resolution and more. The platform also supports audio play-back, filtering, searching, and alerts.

## Actionable Insights from Every Customer Interaction, in One Platform

Request a demo or Talk to Your Account Team Today.

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