

# Physician Referral Management

## Powered by Microsoft Cloud for Healthcare

### Achieve Clinical Goals While Driving Increased Revenue

Referrals are a critical moment in a patient's journey, with significant implications for both providers and patients. For a provider, referrals represent a unique opportunity to achieve clinical goals while driving additional revenue through a broader network of healthcare specialists. For patients, referrals allow access to specialty care, leading to improved quality of life and health outcomes.

The Avtex Physician Referral Management (PRM) program, built on Microsoft Cloud for Healthcare, enables health systems to drive new revenue through new physician acquisition, increased out of network referrals, and reduced patient leakage through improved engagement. The PRM program improves adoption, clarity, and transparency throughout the referral process and results in a better physician and patient experience.

**\$1.2M** The potential additional revenue per new referring physician.

### Attract Referring Physicians With Targeted, Personalized Omnichannel Campaigns



Acquire new referring physicians for your health network.



Improve visibility into the referral process.



Reduce "no shows" and patient leakage.



Enhance communication between referring physicians and specialists.



Improve utilization to track patient progress through the care continuum.



Analyze data to track referral trends and patterns.



Report on key metrics and insights.



Improve experience, loyalty and retention.



Increase revenue and improve patient health outcomes.

# Empower Exceptional Experiences While Driving Increased Revenue

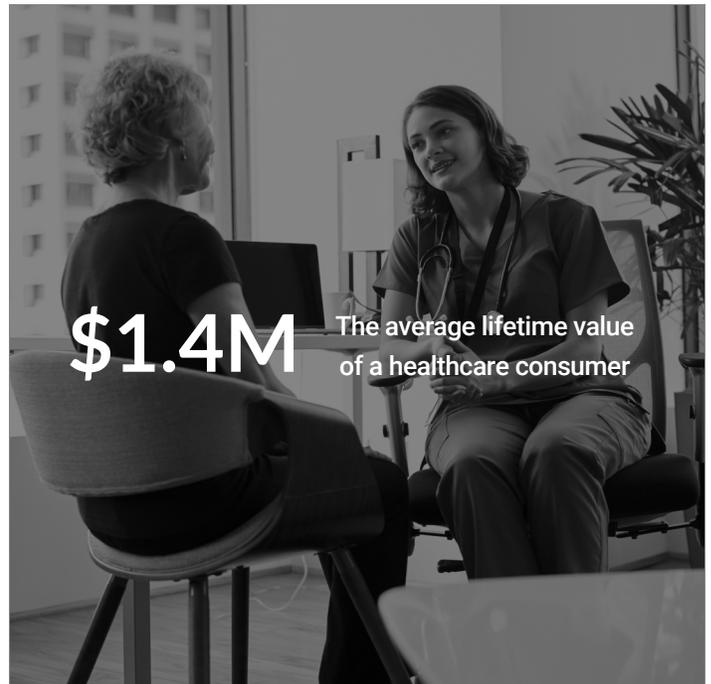
**Acquire Physicians:** Leverage your own custom data, and combine it with Avtex data sources to identify physicians not referring patients today, or physicians with low referral rates.

**Personalize Engagement:** Combine unified data with our Avtex healthcare expertise to deliver personalized messaging that drives increased adoption.

**Reduce Leakage:** Deploy digital outreach via multiple channels, making it easy for patients to interact with your health system and reduce “leakage” of patients seeking out of network care.

**Improve Segmentation:** Define micro-segments of your patient populations with powerful AI/ML capabilities and guidance from Avtex healthcare experts.

**Provide Frictionless Experiences:** Save time, automate referral workflows, and improve scheduling and other processes via integration to decrease bottlenecks within your health system.



**Consolidate Health Data:** Quickly and securely combine EHR data from multiple sources into a centralized view with the FHIR integration capabilities of Cloud for Healthcare.

**Track Your Success:** Detailed dashboards track and monitor KPIs and success metrics to ensure your investments are driving results.

## About Avtex

Avtex, A TTEC Digital company, is a full-service Customer Experience (CX) consulting and solution provider focused on helping organizations create better experiences for their customers. With an unparalleled breadth of knowledge and experience, and partnerships with leading technology vendors like Microsoft and Genesys, we are uniquely suited to address any CX challenge.

Our portfolio of solutions and services supports our unique approach to Customer Experience, which includes two key phases to achieving CX Transformation.

- Our **CX Design** solutions and services aid in the process of defining and improving CX. From journey mapping to CX design thinking, we provide the support you need to set the foundation for CX success.
- Our **CX Orchestration** solutions and services enable the realization of your CX strategy through people, processes and technology. From technology implementation to training, we ensure you have the capabilities to execute your CX strategy.