



AWS FOR PATIENT
CARE TRANSFORMATION

Modernizing the healthcare contact center

Embracing efficiency and innovation
with Amazon Connect and CTG

In collaboration with



Table of contents

The evolving state of the healthcare contact center.....3

Unlock new potential for agent and patient communication.....4

Amazon Connect powers the contact center of the future5

CTG delivers contact center innovation with Amazon Connect.....7

Chart the future with CTG and Amazon Connect8



The evolving state of the healthcare contact center

The healthcare technology landscape is constantly changing, but for many healthcare and payor organizations, the contact center remains the same. IT and business leaders recognize the need to modernize and evolve in an industry where fast, reliable patient communication is key. Automating and simplifying contact center operations are top-of-mind, but where to begin? What solutions offer the security, analytics, and ease-of-use agents need to provide the best possible service and care?

Reliance on legacy on-premises technologies like Avaya or Cisco, which were once industry standards, is now a significant barrier to agility, innovation, cost savings, and efficiency. And the healthcare industry's journey toward modernization isn't just about upgrading technology; it's about giving agents tools to provide the fast and compassionate assistance that patients need to navigate a fragmented healthcare system, find resources, and feel supported. Transformation is imperative for enhancing both patient and agent experiences, ensuring operational efficiency, and adapting to the rapidly changing healthcare landscape.

Embracing patient experience transformation with Amazon Connect and CTG

Moving toward cloud-based solutions can deliver significant time and cost savings and improve agent and patient experience. Yet, organizations delay modernization over concerns about complexity, compliance, security, and impacts on current workflows. This resistance marks a halt in innovation that is essential to customer and patient retention.

Get started today on a path forward to address these concerns and pave the way for modernization with [CTG](#) and [Amazon Connect](#). Together, they are redefining healthcare contact centers with tailor-made, cloud-based solutions. Leveraging Amazon Connect's innovative contact center technology, AWS Partner CTG deploys solutions and offers managed services that empower healthcare contact centers to overcome the limitations of legacy systems, ushering in a new era of efficient, patient-centric service.



Common healthcare contact center challenges



Complex, upfront licensing costs



Difficulty integrating with third-party Customer Relationship Management (CRM) and Electronic Health Record (EHR) systems



Inability to handle high call volumes efficiently



Limited ability to scale up or down



Lack of access to powerful AI technologies



Frequent costly outages

Unlock new potential for agent and patient communication

The adoption of Amazon Connect, Amazon's native cloud contact center service, offers healthcare organizations an unprecedented level of customer experience (CX) creativity, operational agility, and cost efficiency. There's a significant reduction in the need for extensive physical infrastructure and the associated maintenance costs. Contact centers can now leverage the power of virtual systems that are not only more secure and reliable, but also inherently more adaptable to the ever-changing healthcare landscape.

Empowering agent efficiency

Imagine a healthcare contact center that makes it easy for agents to access and manage patient information seamlessly. In this cloud-based environment, agents have a unified dashboard at their fingertips that integrates EHR systems and other critical data sources. It fosters a more collaborative and interconnected provider experience, because information can be shared and accessed in real-time across various teams, breaking down silos.

They can efficiently validate patient identities, review medical histories, and schedule appointments—all within a single interface. Integrations with artificial intelligence (AI) can help predict caller needs, offering agents real-time suggestions and automated responses, ultimately reducing call times and increasing first contact resolution rates.

Improving patient support

Amazon Connect not only streamlines the workflow but also empowers agents to provide more personalized support to patients who might be going through challenging times. Scalability is effortless, enabling the contact center to adapt quickly during peak times, such as open enrollment periods, without compromising service quality. Every interaction is informed and efficient, leading to improved satisfaction and trust.

Patients get the quick answers they need in a flash, while agents can spend more time engaging on high-value issues and concerns. Overall, the move to a cloud-based system lays the foundation for a more responsive, patient-centered approach in healthcare contact centers.

Real Amazon Connect customer results¹

241%

ROI compared to other contact center as a service (CCaaS) providers

24%

reduction in call volume

60%

less effort required by system admins

15%

shorter average hold time (AHT)

20%

less effort required by supervisors

1 week

reduction in training time

31%

reduction in license and usage costs



Amazon Connect powers the contact center of the future

Amazon Connect represents a significant leap forward in cloud-based contact center solutions, particularly for the healthcare sector. This omnichannel cloud contact center platform offers a comprehensive suite of features that address many of the traditional challenges faced by healthcare contact centers. Amazon Connect can be set up in minutes and scale to support millions of customers and patients.

With AI as its backbone, Amazon Connect allows for better experiences while empowering agents to do more with less. AI-powered capabilities include automated identity resolution, real-time agent assistance, conversational analytics, workforce forecasting, capacity planning, and scheduling. This enhances agent efficiency, giving them time to focus on more effective and empathetic patient interactions.

Amazon Connect's ability to seamlessly integrate with EHR and CRM systems ensures agents have immediate access to vital patient information, streamlining the workflow and improving the overall efficiency of the contact center. The platform's scalability and flexibility are particularly advantageous in periods of fluctuating call volumes. With Amazon Connect pay-as-you-go pricing, you can scale up (and down) as needed during these periods, reducing unnecessary costs.

¹ [The Total Economic Impact of Amazon Connect](#), Forrester Research, June 2020

One application. One seamless experience.



app built by



CTG delivers contact center innovation with Amazon Connect

CTG is an implementation and managed service provider with expertise in integrating Amazon Connect into healthcare settings. Understanding the unique needs of healthcare contact centers, CTG customizes Amazon Connect to improve both operational efficiency and patient engagement. Its expertise in integrating Amazon Connect with major EHR systems, like Epic, ensures seamless data management and enhanced agent workflows.

Customer story: CTG improves Gundersen's patient portal support with Amazon Connect

CTG was engaged by Gundersen Health System (Gundersen), a top U.S. healthcare system serving over 600,000 patients in more than 20 counties in the Midwest, to streamline its patient portal support system. CTG implemented an optimized management solution using Amazon Connect to connect patients with CTG agents who are specifically trained to handle Epic MyChart concerns, providing a single point of contact for patients to call for assistance at any time. A new, streamlined process for addressing portal issues over the phone provides patients with access to high-quality support and an improved user experience.

[Read more >](#)



Better together



- True omnichannel contact center system with native AI and Machine Learning (ML)
- Hard cost savings from software maintenance, capital costs, and agent licensing
- Pay only for what you use
- Leading-edge technology and service with no capital investments
- Highly redundant managed service phone system



- Quick migration of legacy call center systems to Amazon Connect
- Optimize and enhance existing Amazon Connect deployments
- Integrations with EHRs and CRMs to provide agents with a single pane of glass
- Turnkey solution: Deploy Amazon Connect and run the Service Desk as a Managed Service (using CTG agents)

Chart the future with CTG and Amazon Connect

Engage with CTG for your future-ready contact center. CTG offers a free discovery call and whiteboarding session to help you determine contact center gaps, future goals, and next steps.

[Learn more about CTG's implementation and managed service offering for Amazon Connect.](#)

Reach out to info@ctg.com to schedule your discovery call.

In collaboration with



© 2024, Amazon Web Services, Inc. or its affiliates. All rights reserved.

