

Empowering Patient-Centric Experiences in Healthcare



Insights from the Frontline



As the healthcare landscape evolves, patients increasingly demand personalised, accessible, and seamless care experiences. For contact centres, meeting these expectations means shifting from traditional service models to dynamic, patient-first approaches.

At the forefront of this transformation is Doctor Care Anywhere (DCA), a leading digital healthcare provider committed to “seeing people, not symptoms.” This mantra embodies DCA’s patient-first approach, combining compassionate care with cutting-edge technology to create a more accessible and efficient healthcare experience. Specialising in video consultations, online prescriptions, and seamless referrals, DCA empowers patients through multi-channel communication, ensuring high-quality interactions while enhancing operational efficiency.

In partnership with Onecom and powered by Five9’s Intelligent CCaaS platform, Doctor Care Anywhere is revolutionising patient experience, by integrating intelligent Interactive Voice Response (IVR) systems and multi-channel communication tools. With approximately 2,500 consultations handled daily, DCA continues to scale its operations while delivering personalised care at a high standard.

This guide examines the current state of the healthcare market, showcasing Doctor Care Anywhere’s strategies in addressing patient and agent needs, and highlights the critical role of technology in shaping modern healthcare experiences.



Forces Redefining Healthcare Contact Centres



The COVID-19 pandemic had a profound impact on the healthcare industry, reshaping patient expectations and accelerating the adoption of digital-first solutions. For many contact centres, the surge in demand for telehealth services—driven by lockdowns and social distancing—created significant operational challenges. DCA was no exception, experiencing a rapid expansion in both its customer base and the volume of patient interactions. Like many organizations, DCA had to quickly scale operations to meet this demand, growing its contact centre team from 10 to 60 Patient Experience Coordinators almost overnight.

Even years on, the ripple effects of the pandemic continue to drive change. Patients now demand seamless, integrated healthcare experiences, from video consultations to digital communication channels and robust support systems. These expectations are redefining the future of care, challenging the industry to deliver innovation that matches the pace of change.

Remote Services and Patient Choice

Doctor Care Anywhere has seen a marked rise in the adoption of remote healthcare services, reflecting patients' growing expectations for flexibility and choice.

Beyond traditional telephony, patients now look for options such as email, video consultations, and web chats—tools that enable them to access care on their terms, at their convenience. This shift underscores the need for healthcare providers to offer diverse, seamless communication channels that meet the demands of the modern patient.



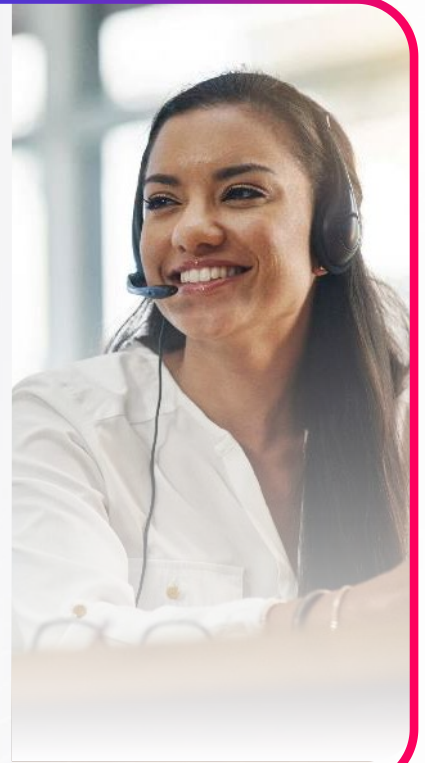
Forces Redefining Healthcare Contact Centres

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Greg Rixon, Head of Operations at Doctor Care Anywhere, highlights the importance of extending these platforms in light of the wider healthcare landscape:

“We’d like to see more accessible remote services and greater patient choice in how they access care, whether across platforms or providers. Currently, patients are often restricted by availability, especially within NHS services, rather than having the flexibility to choose convenient times. A two-way secure channel for sharing information would also improve communication and create a more seamless patient journey.”

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Proactive Healthcare Demand

Patients are no longer waiting to see their doctor only when they’re unwell. Doctor Care Anywhere has identified a shift toward proactive healthcare, where patients seek advice on lifestyle changes and preventive care. This requires healthcare providers to adapt their services to offer comprehensive solutions that cater to both urgent needs and long-term well-being goals.

Shifting Expectations for Seamless Communication

Doctor Care Anywhere has also witnessed a rise in patients preferring digital communication over traditional methods. Email and web chat are becoming primary channels for inquiries, pushing contact centres to adapt their resources and educate patients about the available options. Ensuring these channels are intuitive and effective is critical to meeting modern healthcare demands.

Shaping the Future of Patient Experience



Doctor Care Anywhere's (DCA) frontline team has recognised a growing need for intuitive, empathetic communication tools to meet evolving patient demands. To address this, DCA is focusing on:

Streamlining Routine Queries

By leveraging digital tools like email, web chat, and Interactive Voice Response (IVR) systems, DCA handles routine tasks such as appointment confirmations and follow-ups. IVR allows patients to interact with an automated system that provides basic information or resolves common queries without needing to speak with an agent. This frees up agents to focus on more complex or emotionally charged patient interactions.

- [Stat to accompany the above] IVR (Interactive Voice Response) systems can achieve an 11% reduction in average handle time within a year.

Empowering Agents with Real-Time Information

DCA ensures that agents have access to real-time patient information during interactions, helping them provide tailored care with less administrative burden. With email becoming a primary preferred contact route, DCA invested development in its ID verification process, which had previously caused delays and frustration with back-and-forth communication via email.

By introducing new security protocols and encouraging agents to directly call patients when needed, DCA is now able to resolve queries more efficiently while maintaining security and patient privacy. This shift not only enhanced the patient experience but also helped agents deliver faster resolutions.

Shaping the Future of Patient Experience

Proactive Patient Care

To enhance the overall patient experience, DCA has made significant strides in improving First Point Resolution (FPR). One key initiative was the introduction of after-call surveys to assess whether agents were able to resolve patient issues during their first interaction.



“A couple of months ago, we launched after-call surveys for patients to measure whether we were able to resolve their queries on the first point of contact. We also aim for the same resolution through email, but we faced challenges with back-and-forth communication, especially due to ID and verification (ID&V) processes. To reduce delays, we’ve encouraged our agents to pick up the phone and resolve these issues directly with the patient.”



Greg Rixon

Head of Operations at Doctor Care Anywhere



Shaping the Future of Patient Experience



This proactive approach not only streamlines patient communication but also ensures that issues are addressed more efficiently, offering quicker resolutions and a better experience for patients. By prioritising direct and timely communication, DCA has been able to overcome common bottlenecks like excessive email back-and-forth, ultimately driving higher satisfaction.

Prioritising Empathy in Every Interaction

By prioritising proactive communication, streamlined processes, and real-time access to patient information, DCA is shaping the future of patient care. This approach not only reduces wait times and minimises frustration but also ensures that patients receive faster, more personalised resolutions. As healthcare continues to evolve, the combination of technology and human empathy will be essential in delivering the high-quality, patient-centered care that meets the demands of today's healthcare landscape, ultimately driving better patient outcomes and satisfaction.

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Greg Rixon
Head of Operations
at Doctor Care Anywhere

Improving Resilience in Healthcare Contact Centres

Building on their successes, Doctor Care Anywhere continues to embrace opportunities to innovate and address evolving needs within the wider healthcare industry:

High Service Expectations

Patients expect seamless, high-quality care experiences, especially given the deeply personal nature of healthcare. Contact centres can meet these expectations by prioritising empathy-driven agent training, adopting tools that enhance first-contact resolution, and integrating AI-powered systems to handle routine queries—allowing agents to focus on complex, sensitive cases with the care they deserve.

Balancing Resources

Seasonal peaks, like the winter flu season, can place significant pressure on contact centre operations. To mitigate this, advanced forecasting tools and workforce management systems can be deployed to help predict demand and optimise resources. Meanwhile, cross-trained teams and scalable cloud-based solutions ensure consistent, high-quality service even during busy periods.

Adapting to Technological Diversity

With patients varying in tech-savviness, contact centres must take an inclusive approach. Providing a range of communication options – from telephony to digital self-service – ensures every patient can engage comfortably and conveniently. HIPAA-compliant technologies that integrate with legacy systems further bridge the gap between traditional methods and digital advancements, delivering a seamless and secure experience.

Building the Future of Patient Care

Invest in Workforce Development

A skilled and adaptable workforce is at the heart of any successful healthcare contact centre. Comprehensive training programs are essential to empower staff to navigate the complexities of modern communication channels while maintaining the empathy and personal touch that patients expect.

Why?

Investing in workforce development not only improves operational outcomes – such as faster resolutions and higher patient satisfaction – but also strengthens employee retention. A well-trained, engaged team is better equipped to adapt to the evolving demands of healthcare, ensuring patients receive exceptional care at every touchpoint.

Optimise Resource Allocation

As demand for telehealth services continues to rise, particularly during seasonal peaks, effective resource allocation becomes essential to maintain high-quality patient care. DCA has embraced advanced forecasting tools to predict demand surges, such as those seen during flu seasons, enabling proactive adjustments to staffing levels and service offerings. These tools allow DCA to ensure that resources are aligned with patient needs, ensuring that both high-demand periods and quieter times are handled effectively.

Why?

By leveraging predictive tools and cross-training staff, DCA has been able to scale its workforce efficiently, ensuring that patients receive timely, empathetic care no matter the volume of interactions. This approach not only reduces the pressure on agents but also guarantees that patients experience consistent, high-quality care, even during the busiest times.

Building the Future of Patient Care

Champion Collaboration for Integrated Care

Delivering consistent, patient-centred care requires more than technology—it demands a collaborative approach to bridge gaps across healthcare systems. While full interoperability is a challenge driven by industry-wide policies and infrastructure, organisations like Doctor Care Anywhere (DCA) can take proactive steps to create smoother transitions within their sphere of influence.

The Outcome

By focusing on what can be controlled – strengthening internal systems, fostering partnerships, and empowering patients – DCA delivers seamless, high-quality experiences despite broader industry limitations. This pragmatic approach reinforces patient trust and positions DCA as a leader in collaborative, integrated care.



Transforming Vision into Reality: Realising Impact Through Strategic Partnership

The journey to a patient-centric, innovative healthcare contact centre is complex, requiring a sustained approach to address high service expectations, adapt to diverse technologies, and optimise resource allocation.

For Doctor Care Anywhere (DCA), these challenges are met through its strategic partnership with Onecom and Five9, driving measurable improvements. DCA's commitment to enhancing patient experience is supported by tailored solutions that empower frontline agents and ensure patient needs are efficiently met. Together, we've already achieved:

- **Multi-channel Communication Excellence:** By expanding beyond telephony to email and soon-to-launch web chat, DCA provides patients with the flexibility they demand. This reflects the growing shift toward seamless digital interactions that prioritise convenience and maintain a high level of care.
- **Proactive Workforce Development:** Investing over 250 hours in workforce training has enabled DCA to forecast and adapt to patient demands effectively, ensuring that staffing is aligned with fluctuating seasonal trends.
- **Shifting Metrics to Quality and Empathy:** Moving away from focusing solely on operational metrics like handle times, DCA emphasises care quality. This shift has improved agent satisfaction, reduced attrition, and ultimately delivered better patient outcomes.

The Strength of Collaborative Innovation

Through this partnership, Doctor Care Anywhere has embraced a vision that balances technological innovation with the human touch. With Onecom and Five9's solutions, AI and operational best practices have seamlessly integrated into daily workflows, enabling DCA to adopt patient-centric models while maintaining operational excellence.

Transforming Vision into Reality: Realising Impact Through Strategic Partnership

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“We made a decision over a year ago to move away from focusing solely on numbers and instead prioritise our people and the quality of care we offer. Our belief has always been that if we get the quality right—by developing, motivating, and engaging our team—the numbers will take care of themselves. For us, quality is everything.”

Greg Rixon

Head of Operations at Doctor Care Anywhere

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solutions for your contact centre.**

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