

ANY CALL CENTER DEALING WITH REFERRALS

Improving Transparency for patients seeking information about their specialty care referral

Goals	Solution	Benefits
<ul style="list-style-type: none">• Provide user with an omnichannel experience• Provide user with insight where they are at in referral journey• Provide user with text messages about their referral journey• Allow user ability to inquire in a natural language about their referral status• Track the state of a referral	<ul style="list-style-type: none">• A system that utilizes Amazon Connect and messaging services to provide patients transparency into where they are at in their referral journey.	<ul style="list-style-type: none">• Increased transparency for patients• Decreased frustration and confusion during the referral process for patients• Decrease lost business to medical center due to patient seeking care elsewhere

Industry: Healthcare

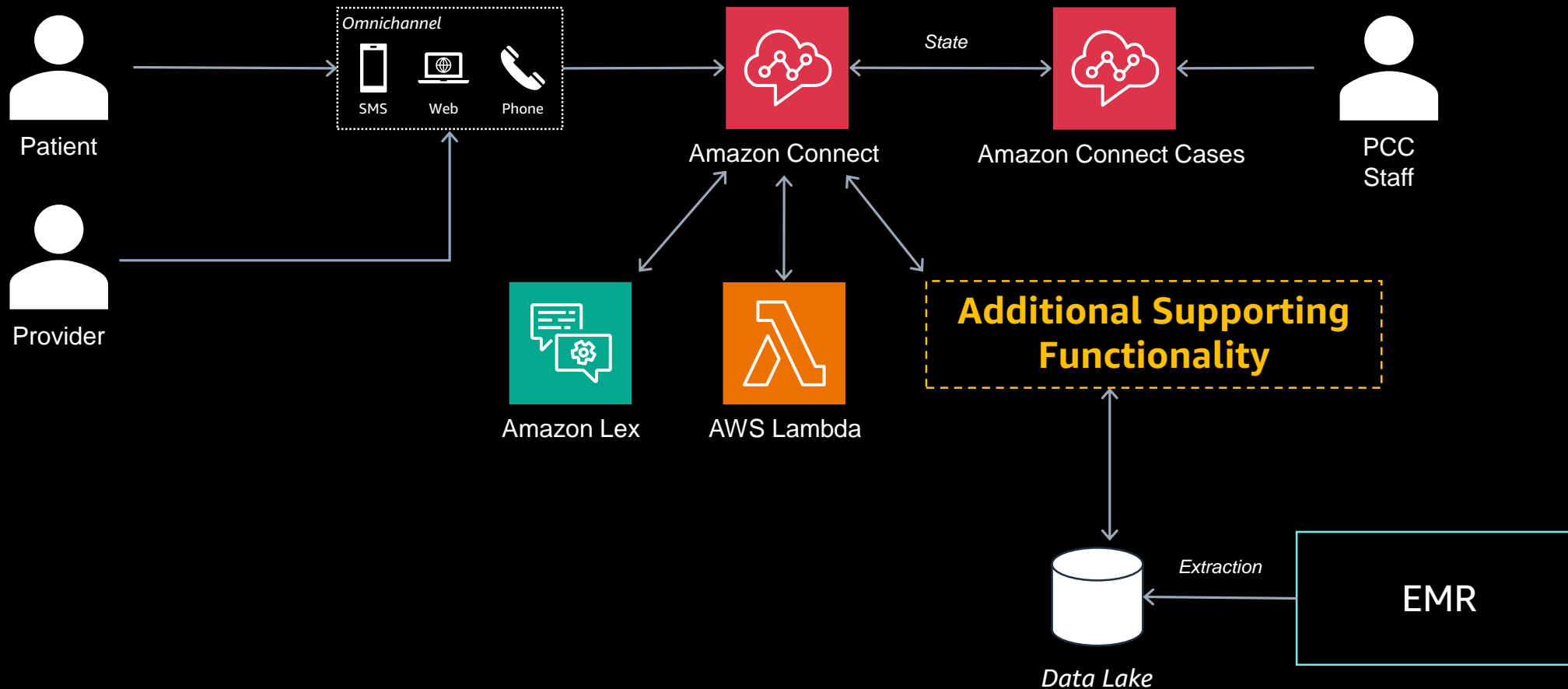
Process: Referrals

About the Vision

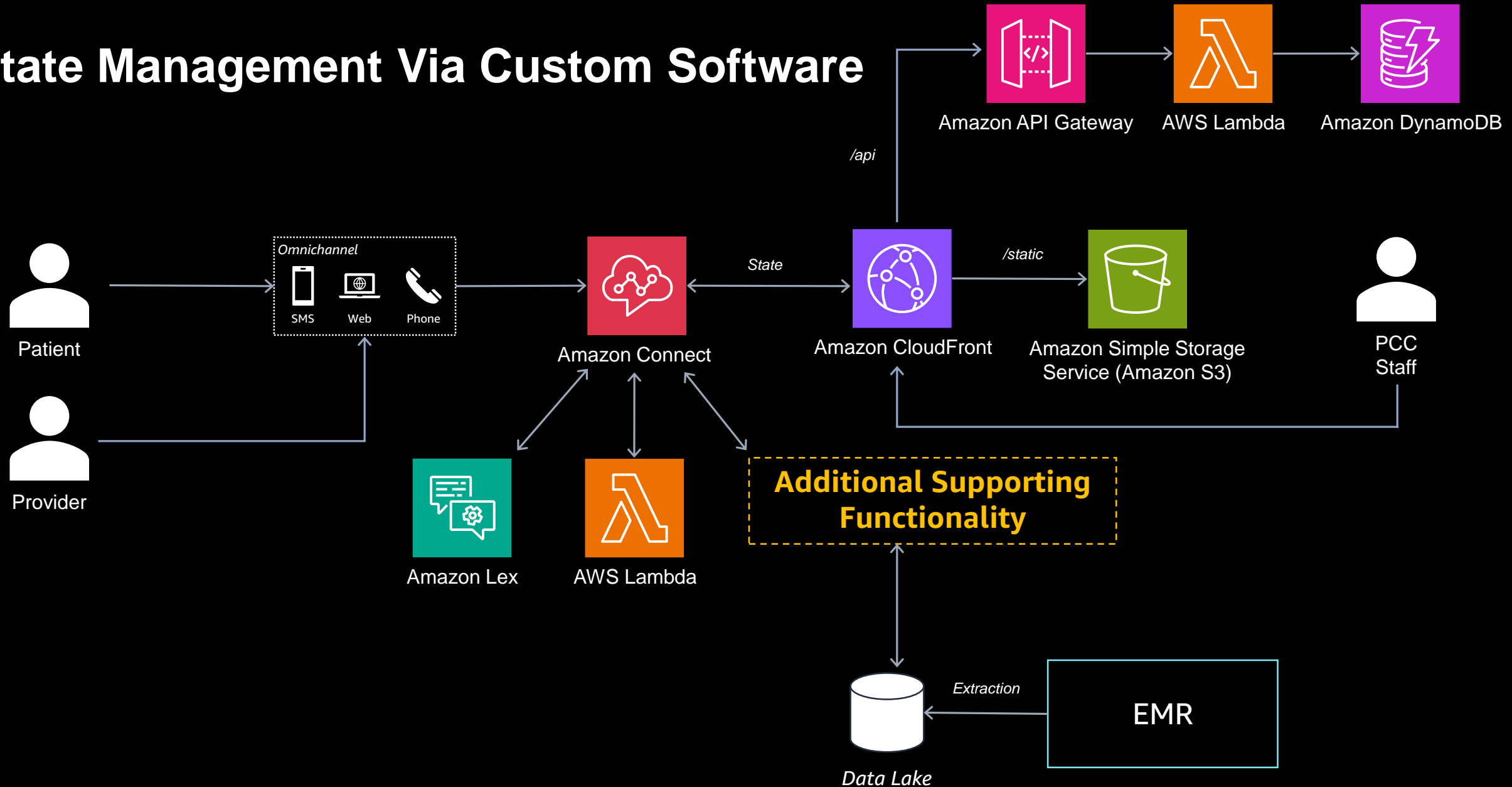
“A brand-new tool that will increase transparency in the referral process. Fully integrated with the widely used healthcare applications, MyReferral Navigator provides patients with real-time, descriptive updates on their referral and appointment statuses.”



State Management Via Connect



State Management Via Custom Software



Technical FAQ

Q: How was EMR data extracted?

A: EMR data extraction was not in direct scope of this prototype. We simulated extracted fields denoting a patient's referral journey.

Q: What type of additional supporting functionality may be necessary?

A: Depending on the production environment this concept is deployed to, this could span from integrations with third party systems to other processes to manage referral state.

Q: Why are SMS messages for each referral hardcoded?

A: This is purely for prototyping and demoing of the concept. A production system should employ a more robust approach during the software development lifecycle.

Q: Should we use Amazon Connect Cases or a custom system to track state?

A: Both will work; this will be purely dependent on how the customer organization would like to implement this concept.

Business FAQ

Q: What other industries might this be applicable to?

A: This concept could be applied to any vertical where a customer task is being worked on by an enterprise and the enterprise wishes to provide greater transparency to the user.

Q: What is a one sentence tag line I can use to describe this POC?

A: "Increase transparency to patients through providing direct insight into backend clinical processes."

Q: What is the biggest business benefit of this POC?

A: Increased patient happiness and retention of referrals.

Q: What type of technology use cases can this be used for?

A: This can be used to help open Amazon Connect workloads as well as open a pathway to discuss how Generative AI could possibly be utilized.