

Whitepaper

# Contact Center Capabilities

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## Overview

**The core of the 83bar approach to “patient activation” is empowering health seekers to be educated and prepared to act.**

One of the key differences in the 83bar process is the one-on-one engagement with a Patient Education Specialist through our Clinical Contact Center.

This article will share an overview of the Patient Education Specialists role, how we manage the staff and process, and relevant metrics of our performance. We are confident not only in our exclusive features and structure of our contact center, but also in our exceptionally talented people that execute it in real-world operations.

## The role of our Patient Education Specialists in Patient Activation

Our Patient Education Specialists help educate, screen, and qualify candidates. They share relevant information to patients and offer meaningful solutions that help them make informed decisions. Our process is structured around building relationships and discovering patients' barriers to getting the treatment they need.

## Our 4-part Patient Activation System

Our fully integrated, 4-part system is designed to transform people from passive patients to active healthcare consumers of healthcare. To achieve this, we incorporate a structured set of tools and communication methods.

This differs from traditional DTC campaigns because the Patient Education Specialists' interaction moves patients from simple awareness to call-to-action. The educated patient is more prepared and motivated to act.



## Management of the Clinical Contact Center

Our campaigns are led by experienced call center managers, sales leaders and clinicians - strategic team players who are developing and deploying our customized, client-specific programs. This includes training, scripting, and optimization.

Our strategy for developing campaign tools is very collaborative, with a focus on continual innovation and process improvement. The management team has a broad range of experience in healthcare, sales and business development which allows us to sales-enable the Patient Education Specialist and maintain a high standard of quality.

Our management team hires, trains, and supports Patient Education Specialist through interactive tools that guide their conversations and ensure accurate patient qualification. They work with 83bar strategists to help them understand the patterns of questions and objections we are hearing, and they work with the development team to ensure that our product is meeting the unique needs of both our clients and our contact team.

## Profiling the 83bar Patient Education Specialist

Our Patient Education Specialists come from a variety of clinical settings – all are RNs, LPNs, or LVNs. They have a minimum 10 years of combined nursing practice and other work history.

Patient Education Specialists build trust and confidence with patients and have the clinical knowledge to quickly identify barriers to moving forward.

Our standards are stringent throughout the recruiting and training process. Applicants are screened through three distinct levels of pre-hire testing. We are evaluating candidates for technical skills, clinical knowledge and problem-solving abilities

With these requirements, it's no wonder that fewer than 3% of applicants are accepted.

## Our training approach

Before our specialists are assigned to their first client, they participate in an intensive training program. Each training module combines independent study, small group sessions and 1:1 role play with one of our expert trainers.

## Patient Education Specialist Skills & Capability

- HIPAA training
- Objective tests on personalization, overcoming objections and activating leads to not only schedule, but to keep their appointments.
- Over 15 hours of 1:1 role play with a trainer and critiqued the performance of other trainees during group learning sessions.

Benchmarks include: Identifying strengths and weaknesses, looking for missed opportunities, rating the effectiveness of the agent's conversations, and developing suggestions for overcoming barriers.

## Training begins with understanding the clinical offering

A fundamental first step in our Patient Education Specialists training is to establish knowledge of the product, service, or procedure being offered.

We expect Patient Education Specialists to fully understand and be able to communicate what the treatment is, what it does, and how it is used. They should appreciate how it is different from other treatments, what the prospective patient may have already experienced with previous therapies, and why the client's solution may offer a new alternative to what the patient has had access to in the past.

Patient Education Specialists conduct extensive conversation training which focuses on how to maximize effective communication with the prospective patients by personalizing each of their interactions. We provide guidelines for answering common questions, as well as approved language to ensure all product discussions are fair, balanced, and compliant. Boundaries are clearly delineated so our Patient Education Specialists know what kinds of questions they can answer, and what kinds of questions they should direct the prospect to ask their doctor.

## Designing a script for Patient Activation

Our scripts are formatted as decision trees to help our Patient Education Specialists stay focused on the prospect while also aligning with our clients' expectations. Each section advances the conversation to approved language that is personalized to the patient's interest and motivation to foster engagement.

Scripts highlight mandatory copy, and we confirm adherence in our quality assurance program.

A typical script for an 83bar program contains these sections:

- Introduction (sets the tone): Instill confidence. Patient Education Specialists are authoritative and establish themselves as experts rather than telemarketers.
- Build Rapport (emotional): Focus on discovering the lead's "Why". What is the lead's individually personal motivation for seeking help? What is happening now that will make them receptive to our solution? Empathize.
- Education (logical): Explain why our solution is different than what they are doing or have done in the past. This must be tailored to the lead's "Why" in order to be effective.
- Activation (close): Set appointment/Reinforce Confidence in a choice well made to foster follow through. This part of the script is read verbatim. Agents are not allowed to deviate from the approved referral process, e.g. offering a choice of 3 doctors is required.

During the Activation step, the Patient Education Specialist typically does a check in and asks the patient, "Do you feel like this is going in the right direction? Is there something I'm missing? Is there anything else I can help you with?" The patient will typically try to reorient the conversation if they feel like it's not going in the correct direction.

Now, once that is done, the patient has a sense of what they're dealing with and what the possible options are. The next questions relate to the navigation phase: "What would you like to do?" and "How can I help you take the next step?"

The education phase takes anywhere from three to ten minutes, depending on the starting point of the patient's knowledge and the applicable questions.



Depending on the situation, our education steps may include extended connections with patients. These might include messages to ensure attendance and encourage sustained interest with texts and reminders. Pre-appointment guides can be mailed, emailed, or texted to patients to maintain engagement and set expectations.

It doesn't have to take long because it's a structured, proven patient-centric communication process. The goal of this education discussion is for the patient to feel fully informed, comfortable, and prepared to make a decision.

## Real-time support, confirmation, and documentation

Our Patient Education Specialists are supported by a team of supervisors who guide and coach – plus, confirm and correct. The QA team listens to EVERY call our Patient Education Specialist make. They score the calls according to our rigorous set of standards, which incorporate more than 200 evaluation points. Our supervisors use those scores, plus the call outcomes, to guide their ongoing coaching sessions.

In order to make continuous improvement and optimize results, our managers use data from each stage to refine the conversation and better address objections.

## Clients and patients agree this approach is successful

Since our system is designed around creating a positive patient experience, the most gratifying feedback we get is from prospects:

### Patient Comments



*Thank you for caring so much about a stranger. You don't find people like you.*

**Kyphoplasty patient**



*Dr. S. was fabulous. Thanks for explaining everything really well to me.*

**Genetics test recipient**



*You called me at the perfect time, when I was struggling with lifestyle changes and decision making. Thank you for giving me continuing support and information! Grateful to you for your role in the procedure.*

**Bladder Control patient**



*I had the hiatal hernia repair and TIF procedure with Dr. P. Dr. P. is a wonderful doctor.*

**GERD patient**

## Client Endorsements



*83bar Call Center, the work you do to ensure our leads are educated and prepped for us is outstanding.*



*The site is IMPRESSED to say the least. I also had a new user on the line today that I was training and onboarding and he mentioned that even the FCRS said that 83bar is a great partner and does everything they can to ensure campaign success for not only the client, but for the site, too.*

## Clinical Trial Site Coordinators



*No other client or campaign that has worked with or is currently working with this site has made it so easy for them! From sending them incredibly knowledgeable and qualified leads, to being able to easily educate, locate and update them in the dashboard one-pager!*



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## Summary

In this article we have shared an overview of our Patient Education Specialists' role, how we manage the staff and process, and relevant metrics of our performance. Now, you can understand why we are confident in the features and structure of our contact center, as well as the talented people that execute it day-to-day.

The fully integrated, 4-part system of 83bar transforms passive patients into active healthcare consumers. You have read about our structured set of tools and communication methods that engage patients and encourage them to become more active managing their health.

Let us show you how the 83bar approach to "patient activation" can help empower health seekers for your product or service.

## Your 83bar Representative



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President & CEO

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Bob is the founder and CEO of 83bar with more than 30 years of consumer-focused healthcare experience and involvement in more than \$1 billion dollars in direct to consumer health care transactions. Has a strong belief that educated and enabled health care consumers will permanently change the USA healthcare market for the better. Bob also serves as an advisor, investor and fundraiser with a particular focus on health care, technology and service sectors.

## About Patient Activation

83bar has developed a 4-part patient activation system integrated to:

- **LOCATE** prospective patients through risk assessment and health surveys;
- **EDUCATE** them to offer solutions and help them make informed decisions;
- **NAVIGATE** patients to action by appointment scheduling or service fulfillment; and through comprehensive follow-up; and
- **ADVOCATE** on behalf of improved treatment and health care.

Our expertise includes a wide range of medical categories:

- Aesthetics
- Cardiology
- Diabetes
- Endocrinology
- Gastroenterology
- IV therapy
- Men's health
- Molecular diagnostics
- Nutrition
- Oncology
- Ophthalmology
- Orthopedics
- Rare disease
- Surgery
- Urology / Urogynecology
- Women's health

## Our Shared Success

-  \$1 billion+ in DTP acquisition
-  1,000,000+ patient prospects
-  25+ partner companies
-  18% average Facebook conversion
-  >7:1 average ROI for partner companies



## More information

Visit our website for more information

[www.go83bar.com](http://www.go83bar.com)