

HOSPITAL  
**CALL CENTER**  
PARTNERSHIP  
PROGRAM



 **AccessNurse<sup>TM</sup>**  
A TeamHealth Company

# Partnering With You to Support Your Call Center's Success

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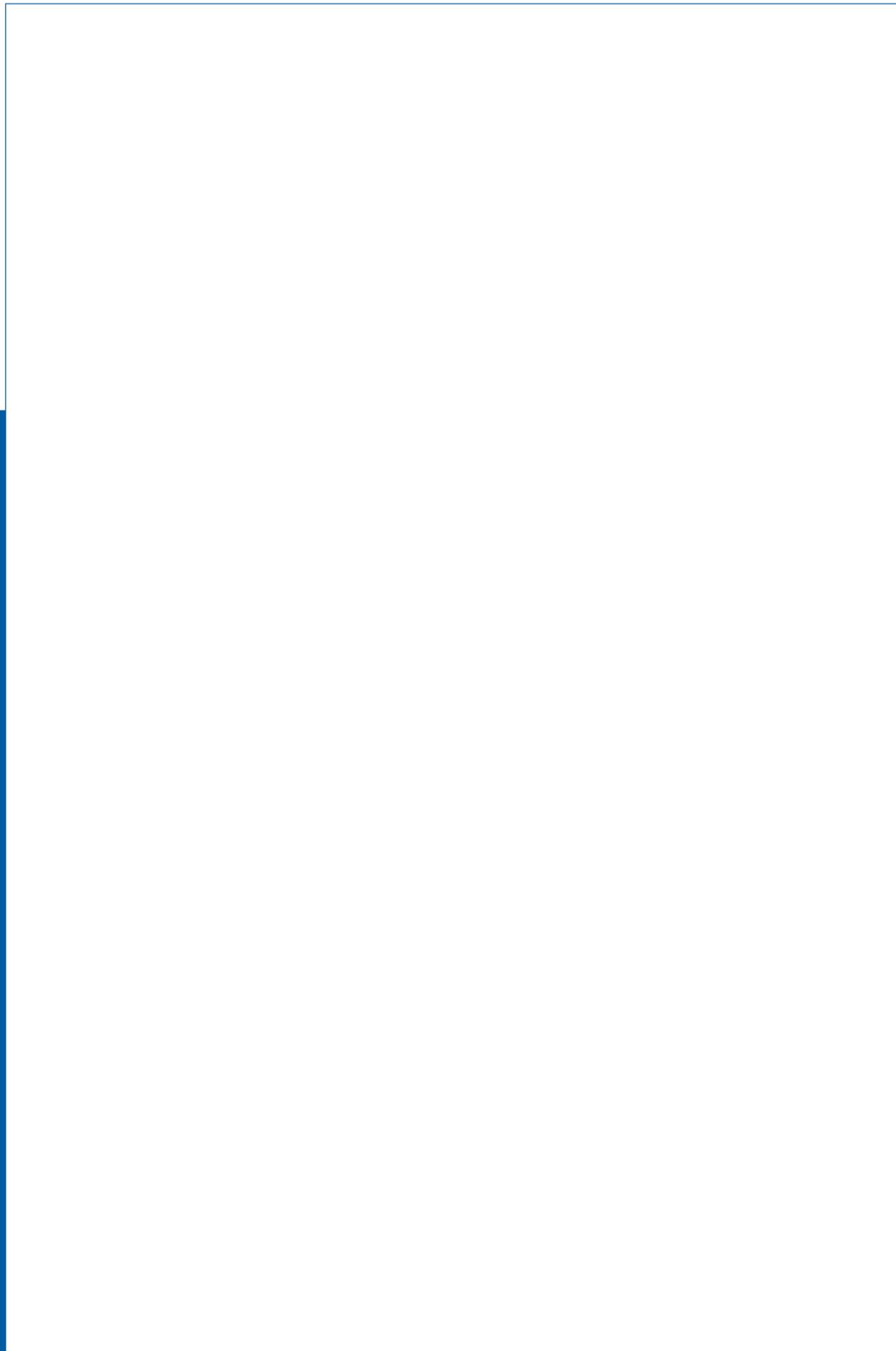
### SECTION III

*Frequently Asked Questions*



*AccessNurse partners with in-house hospital call centers through its Hospital Call Center Partnership Program. The main objective of our program is to provide service and support, either on a temporary or indefinite basis, where your in-house call center needs it the most.*

*Hospital call centers can participate in the program when they are adding new service lines or when they need support for existing programs. Some of the specific services provided in our program are listed below.*



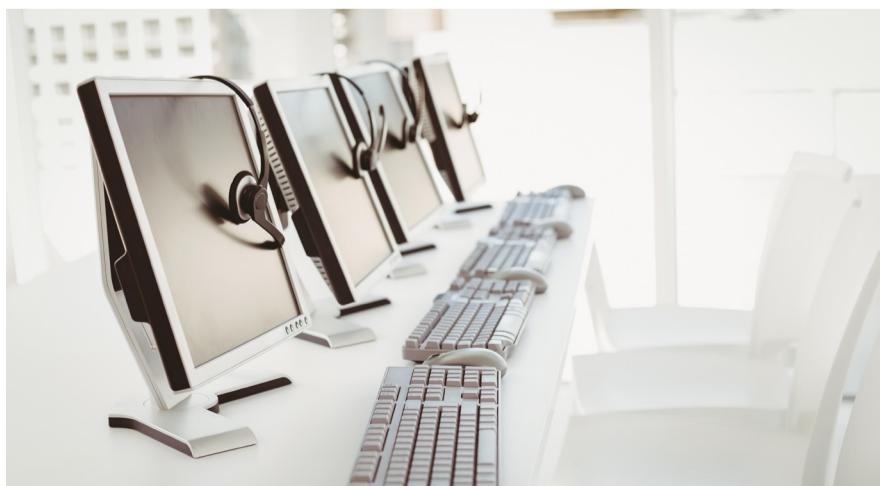
# Risk 1

## SECTION I:

### How to Reduce the Financial Risk of Adding a New Call Center Service

*To reduce the financial risk of adding a new call center, take advantage of the outsource trial option of AccessNurse's Hospital Call Center Partnership Program.*

If you are considering adding a new service line, such as nurse triage, to your in-house call center services, the AccessNurse Hospital Call Center Partnership Program can deliver definitive answers and qualitative information related to start-up and operational costs and requirements. Nurse triage is one of the single most complex service lines to support at any call center, and many of our hospital call center partners utilize the AccessNurse Partnership Program for this service.



Much of the information contained in this section of the guide focuses on nurse triage because that is the most common and comprehensive service our partners want.

Before adding nurse triage, you may have many unanswered questions. Some of the most common questions asked during this preliminary phase are listed in the following page.

# COMMONLY ASKED QUESTIONS

- How many nurses must be hired and trained to cover first, second and third shifts?
- If our goal is to reduce non-urgent visits to the ED, how can we discover, before making a major investment in resources, the impact a nurse line can have on these numbers for our specific market?
- What software technology is needed to support nurse triage? Where do I begin looking for this technology?
- Before we hire and train RNs, how can we estimate call volume and determine peak hours for calls?
- Will having a nurse line increase patient acquisition for our healthcare network?
- How many calls will a nurse line deflect from our providers?

***Call AccessNurse for answers to these questions.***

The AccessNurse Partnership Program is designed to provide answers to your questions.

***Here's how it works:***

Our partnership program consists of an outsourced trial option where the outsource partner (us) provides nurse triage services for the hospital call center (you) for a specified period of time. The goal is to give your hospital call center an opportunity to analyze processes and data related to costs, staffing requirements, call volume trends, etc. This also enables your call center to monitor and collect data related to your market and your callers.



During the outsource trial period, AccessNurse shares its 23 years of experience with you to help develop processes and technologies specific to your hospital call center requirements. As an AccessNurse partner, your call center also can measure the new service line's impact on the facilities within the healthcare network. The key is that all of this data and information can be captured and measured prior to investing in any startup costs for your in-house call center. For example, does the nurse advice service reduce the number of non-urgent visits to the ED? If so, how much? Or, is there an increase in patient acquisition due to post-triage RN inquiries about whether the caller has a primary care physician? Does the nurse line improve patient experience and quality of care?

During the outsourced trial, your hospital call center gains opportunities to learn processes, evaluate the impact of adding a new service line, and develop a transition plan appropriate to your timeline for moving services in-house.

# OUR PROCESS

## How the AccessNurse Hospital Partnership Works

### LEARN

*Learn triage operations as we deliver and provide your services.*

Throughout the partnership term, AccessNurse shares our extensive experience in staffing, reporting, triage processes, etc. The hospital call center partner has the opportunity to learn from experience and duplicate best practices instead of reinventing the wheel, which could possibly take several years for the hospital call center to develop on its own.



We encourage members of the hospital call center staff to schedule time at the AccessNurse offices to work directly with the call center team and to learn processes through observation.

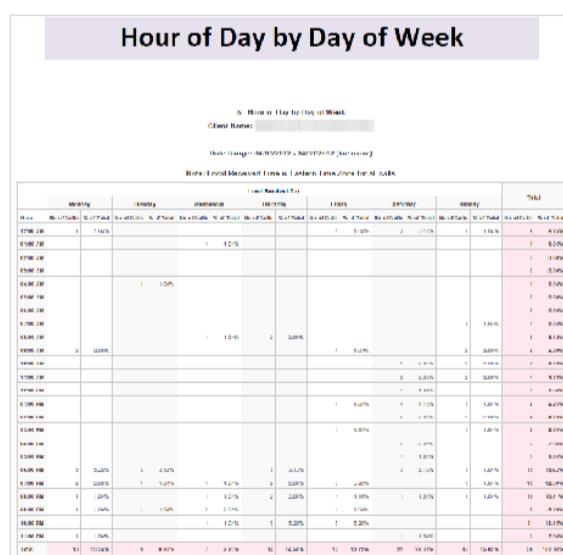
Scheduling time at AccessNurse gives our hospital call center partner opportunities to observe triage and training processes, technology, as well as work with AccessNurse Client Services to review standard reports and develop any customized reporting that may be required.

### EVALUATE

*Evaluate the impact that adding the service line has on your organization.*

As part of the Hospital Partnership Program, AccessNurse provides reporting to evaluate future costs, staffing requirements and call volume trends. The reporting also provides data to measure patient acquisition, reduction of non-urgent use of emergency services, patient experience improvements and readmission reduction. Some of the reports we offer include:

- Predisposition/Triage Outcome Summary:** *Impact that the nurse advice line has on non-urgent ED visits*
- Hour of Day by Day of Week:** *Measure call volume for staffing purposes (see example below)*



- Triage Outcome Summary:** *Determine patient acquisition opportunities that can be integrated with your current service lines.*

### TRANSITION

*Transition from AccessNurse service delivery to yours.*

AccessNurse works with each of our client hospital call centers to develop a site-specific transition plan so when services are implemented in-house, everyone is clear about their role, tenure and type of support needed. This ensures that both parties have sufficient time to make necessary staffing adjustments to accommodate service fluctuations.

Transitional plans often include a phased approach. For example, AccessNurse may begin by providing 24/7/365 service move to only provide 3rd shift services during the final phase.

After partnering with hospital call centers for 23 years, AccessNurse provides three levels of service and develops the technology and processes needed to ensure that all services are seamless and error-free.

All calls to AccessNurse are branded to your hospital call center, and we have a training program in place to train our staff on your culture. We invite and fully support your staff to provide culture/other training in person and/or via webinars for our staff.

Call 844.277.6312 for an in-house call center partnership reference for this program.

## SECTION II:

### Three Benefits of a Hospital Call Center Partnership



***The AccessNurse Hospital Call Center Partnership Program fully supports the hybrid call center model.***

Utilizing a hybrid call center model—a combination of in-house and outsourced call center services—is one of the most viable options available to in-house call centers. U.S. hospitals nationwide are adopting and applying this methodology to their in-house call centers for three primary reasons: cost containment, emergency backup, and an interim solution for future growth.

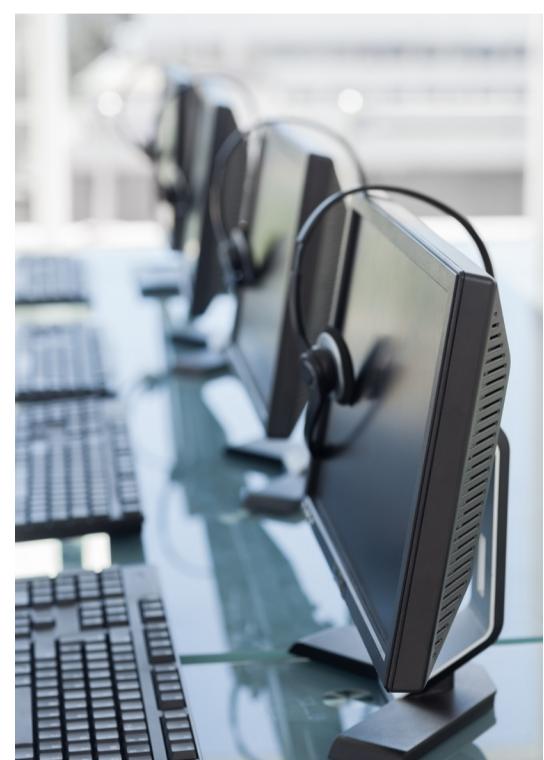
Cost containment is one of the most practical reasons why healthcare systems are outsourcing call center services within the hybrid model. While volume is high, in-house nurse triage is financially sustainable as long as the cost per call is lower than staffing costs. However, as call volume decreases, the cost per call increases. Outsourcing telephone nurse triage call center services during traditionally low call volume hours, such as 11pm to 7am, can help manage operational costs.

When creating an internal service program, such as a readmission reduction program or expanded hours, costs can significantly rise due to increases in staffing, training, equipment and space. Operating costs associated with new programs can be reduced by outsourcing services to be managed and performed remotely by a professional call center.

Another benefit of a hybrid call center model is emergency backup coverage, which is vital in the 24/7 world of healthcare. An outsourced call center seamlessly handles call overflows during periods of high volume or unplanned staff shortages. Call center backup capability delivers improved care quality by delivering uninterrupted service during temporary downtimes as well as unexpected high service needs such as during local or regional disasters.

An outsourced call center partnership can also be integral to a healthcare system's future growth strategy. Utilizing a hybrid model to test service lines during the early stages can deliver valuable data and insight. The outsourced call center may also provide programs that the organization cannot yet handle in-house. Many professional call centers offer a range of services and programs to fill service gaps as a healthcare organization builds its in-house system.

With access to a full-service medical call center, any healthcare system can provide comprehensive call center services today regardless of limited in-house capabilities. Partnering with an experienced medical call center supports organizations during periods of low call volume and as they plan for future growth—all while helping keep expenses under control.



# SECTION III:

## Frequently Asked Questions



### **About the AccessNurse Hospital Call Center Partnership Program**

#### **Does AccessNurse currently support other call centers?**

Yes, and references are available upon request.

#### **How many years has AccessNurse partnered with and supported other call centers?**

We have successfully provided call center services to our partner hospitals for 23 years.

#### **Can we visit AcessNurse and meet the team prior to partnering?**

Yes. AccessNurse encourages potential partners to schedule time at our call center to meet with our team and observe operations.ds.

#### **Will you enter into a short-term agreement for nurse triage while we evaluate the benefit?**

Yes. The Hospital Call Center Partnership program provides a short-term contract option so our call center can learn our processes and evaluate the impact that adding a new service line can have on the organization's objectives. For example, do medical call centers increase facility referrals and patient acquisition, and do they reduce non-urgent visits to the ED? How does adding post discharge services impact HCHAPP scores and/or increase patient satisfaction?

#### **Would you provide services for weekends only?**

Although AccessNurse is staffed 24/7 365 days a year, we work to deliver services based on our partners' needs.

#### **Can you accommodate the needs of our specialists and subspecialists?**

Yes. We work with a number of prestigious teaching medical centers, and we understand the health system culture and community. Our first large outsource client was a prestigious teaching medical center and taught us the importance of understanding the culture of the health system and community. Their callers are accustomed to very high-level technical information and often inquired about the etiology or physiology of conditions. To ensure our RNs deliver the level of service the patients expect, many of our clients provide training to our staff that is specific to their systems so we can deliver the additional in-depth clinical resource information their callers want. Our RNs enjoy taking calls from such educated callers because it helps them expand their knowledge.

#### **In the case of an existing in-house service that is outsourced, how is the service transitioned?**

There are two main transition components—understanding the culture and duplicating the service. We work closely with the in-house call center to understand the culture and develop training programs to ensure that the culture is conveyed to our clinical and non-clinical staff. We also make every effort to duplicate the service in the existing call center. This requires very detailed discovery about the client's perspective, call flow, reports, and desired patient experience. AccessNurse's experience and technology enable us to share best practices and a multitude of enhancements. We are very proud of our ability to duplicate, customize and upgrade a client's service! However, before suggesting any changes, we invest in detailed discovery to ensure that the existing service or call branding is not lost. After we have transitioned to a seamless service, enhancements are welcomed.



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