

Tipping Point Reached:

Transformative Changes in Australia's Healthcare Communications



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1. Introduction and purpose

This document explores the challenges and opportunities facing Australian healthcare organisations, and the critical role that staff and patient communications plays as the industry undergoes significant technological transformation.



Healthcare communications is at a tipping point. Over the past 12 months, we have seen rapid developments in technology, particularly in the area of AI, but the majority of Australian healthcare organisations are struggling to take full advantage of these innovations within their communications environment and apply them to improving the patient and employee experience.

RingCentral creates the ideal patient and employee experience with a fully integrated modern cloud business phone and contact centre platform, alongside advanced AI, automation and unified communications (UC) features including messaging, video meetings, and phone in one reliable, easy-to-use solution.

RingCentral is a global leader in cloud telephony and contact centre solutions, with almost 20 years' experience in delivering carrier-grade telephony, advanced features, collaboration tools, and innovative integrations to enhance business productivity. RingCentral MVP and Contact Centre cloud networks span the world with 28 geographically diverse, fully fault-tolerant datacentres to provide carrier-grade voice quality and uptime to improve patient experience, increase operational efficiency and reduce total cost of ownership.



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2. Healthcare industry overview

The Australian healthcare industry is facing numerous challenges over the next decade.

There is expected to be a shortage of **110,000 healthcare workers** affecting access to care, inequities and treatment of mental health.

(Committee for Economic Development of Australia – CEDA)

Australian healthcare expenditure in Australia is expected to increase by 9.9% between 2022–23 and 2025–26 and increase from around 8% of GDP currently to **15% of GDP** in 2062–63.

(Australian Government: 2023 Intergenerational Report)

Rapid technological advances are revolutionising how healthcare organisations are delivering services. This year, IDC predicts that **35%** of healthcare organisations will have hybrid work models with more virtualised, automated, and intelligent workplaces leading to increased patient and workforce satisfaction. Taking that to the next stage, IDC believes that by 2027, **70%** of healthcare organisations will rely on digital-first strategies, interoperable workflows, and consumer data platforms to empower patients, elevate experiences, and champion trust.

This year, Forrester expects healthcare providers will expand their AI capabilities and create new experiences for patients and efficiencies for staff. By 2026, Gartner predicts that **15%** of first-contact care delivery will shift from emergency departments to patient homes.

However, it will be impossible for healthcare organisations to realise any benefits from these technological advances without having the right communications platform in place. Why is that? Voice and other communications channels remain the critical interface between patients and their healthcare providers.

In this paper, RingCentral explores the role of communications in healthcare, and why having the right communications platform will make all the difference.

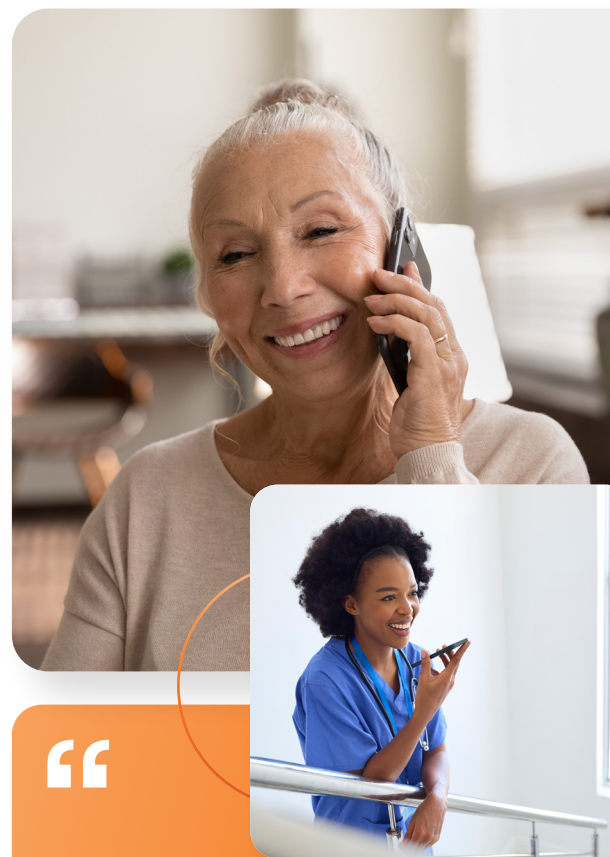
3. Importance of voice in health communications

With the rise in new communication channels, it may seem that voice calls are a thing of the past. While that might be true in some industries, nothing could be further from the truth in healthcare. Voice communication is alive and well, and if anything, now is the time for healthcare organisations with legacy on-premise or disparate phone systems to rethink their platform.

Voice is here to stay. A study published in the Journal of Experimental Psychology found that voice communication produces much stronger social bonds than other forms of interaction. That's a powerful factor in patient engagement. Also, Australia has an ageing population, with the number of people over the age of 85 predicted to triple over coming decades, while the over-65 population is set to double. This older demographic is more frequently engaged in the healthcare system than younger generations, and also more likely to rely on the traditional communication channels. At the same time, omnichannel capabilities are essential. Younger generations are expecting to engage with their healthcare providers via their channel of choice, and on their preferred device.

With expected worker shortages over the next decade and increasing healthcare costs, it will be critical that our healthcare organisations continue to offer patients a voice alternative, but also to take advantage of omnichannel features as well as augmenting voice with digital (AI) to increase operational efficiency through greater automation and self-service capabilities.

Not all digital or cloud-based voice or unified communications solutions are created equal; in clinical environments communications is a critical service, so it's important for healthcare organisations transforming their platforms to ensure they are maintaining core, enterprise grade voice services. It's also important to look for solutions that reduce total cost of ownership through simplified management and operations.



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4.

The role of AI in healthcare

AI is already being used in healthcare to predict ICU transfers, diagnostics, improve clinical workflows and even pinpoint a patient's risk of hospital-acquired infection. These innovations are helping to reduce the cost of healthcare in some areas – but how is AI being used to assist in improving patient engagement and the overall patient experience?

By integrating their communications platform with other internal systems and applications - including patient management systems, CRM, EHR - and taking advantage of new and emerging AI capabilities built into that platform, healthcare organisations have the opportunity to automate routine aspects of the patient journey, such as making, confirming or rescheduling appointments, and drawing on advanced insights to improve the patient experience and the standard of care provided.

AI-augmented communications will be driving improvements at all stages of the patient experience.



- In the lead up to a patient engagement, conversational AI will both guide the digital experience across multiple communications channels, and also contextualise that engagement, as the technology understands the patient history from the electronic medical records and any other internal patient management systems.

- During the conversation with the patient services team or a care professional RingCentral's AI can monitor the conversation for sentiment analysis and augment the interaction through transcription services, script prompts and other actions to enhance the patient experience.

- Post interactions, AI can provide an analysis of the call and the key words between the patient and agent or care provider to assist in patient follow-up, staff training and enhanced record keeping (with data potentially shared and integrated with the patient's formal EMR).

While AI capabilities and features to support communications in healthcare are still evolving, many are just on the horizon. To take advantage of these innovations, healthcare organisations need to have the right communications platform in place now to be ready for the AI capabilities coming.



By 2025, 65% of healthcare organisations will have data governance frameworks in place, prioritising the ethical and explainable use of AI for predictive, preventive, and personalised care.

(IDC)



By the end of 2027, 1 out of 5 large hospitals will have established AI-driven command centres to improve care coordination, reduce costs, optimise operations, and enable care anywhere initiatives.

(Gartner)

5. RingCentral for Healthcare

RingCentral creates the ideal customer and employee experience by bringing staff and patients together with team messaging, video conferencing, phone calls, and a modern contact centre – on any device.

By creating secure, connected experiences across the organisation, RingCentral solves some of the key challenges facing the Australia healthcare industry, including:

- Virtual care delivery
- Agile patient and care coordination
- Flexible, multi-modal team access to communications
- Multichannel patient engagement
- Efficient, personalised patient care
- Reducing operational costs with modern and secure cloud communications
- Introducing AI-driven innovations to automate and increase operational efficiency

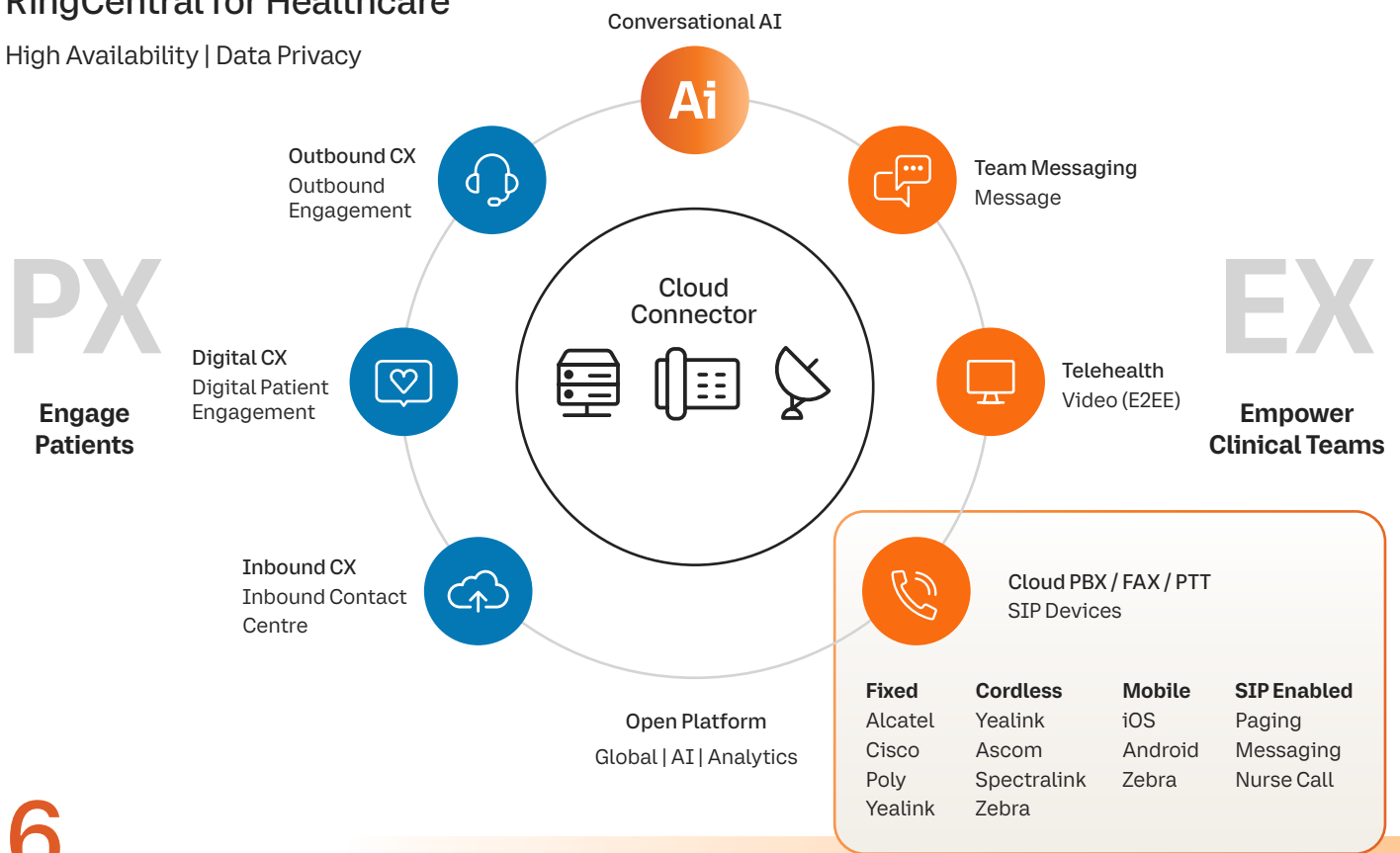


Hello, your patient benefit coverage has been confirmed. Here is a list of all the privileges!

 Benefit coverage.docx

RingCentral for Healthcare

High Availability | Data Privacy



6. Why RingCentral?

Security & Privacy

RingCentral is ISO 27001, ISO 27017, ISO 27018 and SOC 2+ certified, and maintains a high-level security posture, complying with the Australian Data Privacy Act, GDPR, California Consumer Privacy Act (CCPA) and HIPAA. All customer data can be stored and retained in Australia.

Reliability and Availability

RingCentral provides an industry-leading 99.999% SLA, which equates to an average of less than 6 minutes downtime per year, and has multiple layers of redundancy and survivability built into the platform.

Flexibility, Openness and Innovation

RingCentral is compatible with a wide range of hardware, including cordless devices, and an open developer platform provides hundreds of pre-built integrations with business and healthcare systems, and the opportunity for custom-built applications. RingCentral has introduced more than 250 new features to its platform in the past year without service impact or costly upgrades.

Our Healthcare Customers

In Australia, more than **300 Australian healthcare organisations** are benefiting from deploying RingCentral. Here are some recent examples.



Over 22,000 healthcare customers and more than **500 small, medium and large healthcare organisations** have implemented RingCentral globally over the past 18 months. These organisations are adopting the RingCentral for Healthcare solution for its trusted reputation in delivering consistent **99.999% reliability**, innovative products, and an industry-leading open platform with rich APIs, plus security and privacy by design standards, and various certifications such as HIPAA and HITRUST.

DPV Health

DPV Health is one of the largest and most comprehensive NDIS providers in Victoria, delivering a wide range of health and wellbeing services to people of all ages. It is an inclusive organisation that celebrates the diversity of all people within our communities. Passionate about helping to support people to lead happy healthy lives, DPV Health has over 600 staff and volunteers and services a catchment of over 500,000 people across Melbourne's Northern Growth Corridor.

The implementation of an integrated cloud-based RingCentral unified communications and contact centre solution as part of a broader digital transformation program has dramatically improved client engagement and experience for DPV Health. This in turn has resulted in significant improvements in organisational productivity and efficiency, which is ultimately delivering on DPV Health's vision for "a healthier and connected community, with excellent care for all."

The major benefit to date from DPV Health's digital transformation program and its implementation of RingCentral has been a reduction in its patient 'did not attend' rate from **25% to 14%** and an overall appointment attendance rate that is now over **75%**

"The improvement in our attendance rate means we're getting a lot more people in the door attending appointments and as a result, our wait times have dramatically reduced. Reducing wait times has a positive impact on health outcomes."

Noel Toal, CIO, DPV Health



Healium

Healium is one of Australia's leading healthcare companies, synonymous with quality, affordable and accessible healthcare for all Australians. It has an expansive network of pathology laboratories, collection centres and diagnostic imaging centres. Through this footprint and its 10,500+ people, Healium provides specialty diagnostic services to consumers and their referring practitioners.

RingCentral is deploying an integrated cloud-based unified communications and contact centre solution to replace Healium's range of disparate and end of life telephony and contact centre technologies. The new platform will be integrated with Microsoft Teams, Salesforce.com and other business applications, powering a more efficient customer service and employee experience.

Virtus Health

Virtus Health is one of the top five assisted reproductive services providers in the world with a market-leading position in Australia, Ireland and Denmark, and a growing presence in the UK and Singapore. Virtus provides a comprehensive range of services from low cost and full-service fertility treatment and IVF, through to reproductive genetics.

Once fully deployed over Virtus Health's global SD-WAN, RingCentral's integrated UCaaS and CCaaS environment will support approximately 1,700 employees and a centralised contact centre serving staff and patients across 62 sites globally. The RingCentral for Salesforce integration will ensure calls are routed to the appropriate clinics and teams, and for patient information to be readily accessible so that Virtus can personalise the patient experience.

RingCentral also complies with Healium's requirements to improve service availability and reliability with a guaranteed telephony service level of 99.999%; data sovereignty obligations; and the security and privacy of all customer content.

“RingCentral provides us with the ideal integration of communications infrastructure and applications into a single service. We are also looking forward to ongoing innovation and technology evolution from RingCentral as our long-term partner.”

Arjun Narang, General Manager - Operations Transformation, Healium Limited



“Reproductive healthcare, especially IVF, is a very personal journey and so patient experience is our most important outcome. RingCentral was the best fit to support our key patient care goals, providing the ideal solution for a seamless interconnection between our centralised contact centre and decentralised clinical environment.”

Shaun Thurling, Head of Information Technology, Virtus Health



RingCentral for Healthcare: A cutting-edge solution

RingCentral is an all-in-one, cloud-based communications platform optimised with seamless, cross-channel capabilities and the most advanced cloud-based security protocols available.

See how cloud communications can transform your healthcare organisation. [Request a demo.](#)

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RingCentral[®]

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