



**NUCLEUS**  
RESEARCH

# HOW RINGSENSE AI DRIVES PATIENT ENGAGEMENT

## ANALYST

Cameron Marsh, Rebecca Kennedy

## THE BOTTOM LINE

Nucleus expects RingSense to reduce call center volume by up to 20 percent and reduce no-show rates by 5 to 10 percent, leading to increased revenue capture for healthcare organizations. The suite is designed to refine interactions between healthcare providers and patients by providing live transcription and call summaries with HIPAA-compliant security. Such advancements are crucial for streamlining administrative tasks, improving patient care, and facilitating more efficient telehealth services. As healthcare organizations continue to feel pressured to improve care, increase efficiency, and reduce costs, RingSense assists organizations in delivering patient-centered communication and care.

## RINGSENSE

RingCentral recently launched RingSense, an AI-assisted addition to its cloud-based communication platform. Applying RingSense's capabilities in healthcare has the ability to address many challenges organizations face in delivering telehealth and virtual care. RingCentral's RingSense provides health systems with a centralized, HIPAA compliant communication platform that provides a variety of features including sentiment analysis, live transcription, and call summaries. The solution manages pre-care communication through contextual dialogue, proactive patient engagement, and informing interactions, while analytics provide insight for post-care. Nucleus expects the application of RingSense in healthcare to increase operational efficiency for virtual care, and improve telecommunication engagement for the aging population, accounting for a large portion of patients.

RingSense can reduce call center volume by up to 20 percent

- **Live Transcription and Closed Captioning:** RingSense utilizes AI to transcribe spoken words into text in real-time, enhancing accessibility and ensuring accuracy in patient information capture. This helps improve access related to language barriers and ensures the quality of patient interactions.
- **Call Summaries and Highlights:** RingSense delivers succinct summaries and key points from recorded calls, enabling efficient information retrieval. This aids care teams in efficiently reviewing critical conversation aspects and is especially helpful in longer patient calls as previously discussed information can be easily referenced.
- **Sentiment Analysis:** By analyzing the emotional tone of conversations, RingSense helps patient administrators and care teams proactively identify and address potential misunderstandings, improving customer interactions and aiding in agent training.
- **AI-Generated Action Items:** RingSense automatically identifies and organizes insights and follow-up steps to enhance productivity and ensure that crucial follow-up actions are taken.

## RINGCENTRAL

RingCentral offers a suite of services including voice, video, team messaging, and other contact center functionalities. Catering to a wide range of clients from SMBs to large enterprises, RingCentral's flagship product, RingEX, and its continuous innovation, such as RingSense for Phone, demonstrate the vendor's commitment to enhancing healthcare communication and patient care. By modernizing the management and utilization of voice communication data, RingEX streamlines administrative and clinical workflows.

## ANTICIPATED BENEFITS

The integration of RingSense into the RingCentral ecosystem is expected to deliver substantial benefits, including enhanced engagement and accessibility, improved operational efficiency, reduced operational costs, and reduced security and compliance risk.

- **Enhanced Engagement and Accessibility.** Nucleus expects that the introduction of patient portals and telehealth services, can reduce outpatient visit costs and decrease no-show rates by 5 to 10 percent. Features such as live transcription, call summaries, sentiment analysis, and closed captioning enhance communication between disabled or less technologically inclined individuals and healthcare providers. In addition, increased efficiency in managing call queues through AI-assisted action items can translate to a reduction in call abandonment rates, ensuring that more patients receive timely and effective care. This combination of features is poised to remove barriers to care and streamline communication processes, leading to more efficient and accessible healthcare systems.
- **Improved operational efficiency.** The ability to quickly access summarized information and action items from calls allows healthcare workers to focus on high-impact and patient-centered activities. RingSense also delivers concise summaries and highlights from recorded calls, streamlining information retrieval for patients and providers. By analyzing the tone of conversations, RingSense enables users to identify and proactively address potential misunderstandings and alleviate contention between patients and care teams. Nucleus expects this tool to provide substantial value in training new agents and improving customer interactions.
- **Reduced administrative costs.** Nucleus anticipates that healthcare organizations can reduce call center volume by up to 20 percent with the adoption of RingSense. With RingSense, healthcare organizations can achieve lower operational costs through automation features such as AI-assisted action items, leading to increased productivity by reducing required follow-up actions after each call. These actions include automated patient follow-ups, prioritization of urgent calls for immediate attention, personalized patient education materials based on call details, follow-ups on insurance and payment queries, and automating the referral process to specialists.
- **Reduced security and compliance risk.** The expansion of telehealth and direct phone consultations within healthcare has heightened legal implications, particularly the risk of security breaches involving patient data. In response, RingCentral has broadened its communication solutions to address the challenges in telehealth. RingSense is designed to minimize risks of unauthorized access, data breaches, and non-compliance penalties that can reach up to \$1.5 million annually for violations. By integrating strong encryption and secure communication channels, RingCentral effectively shields sensitive patient information during both transmission and storage, significantly reducing vulnerabilities associated with the use of personal devices by patients and providers. As HIPAA regulations continue to evolve, the importance of compliant software solutions becomes increasingly crucial within modern healthcare systems. RingCentral's commitment to HIPAA compliance ensures that healthcare organizations can leverage the benefits of both telehealth and direct patient communication without exposing themselves to severe compliance risks.

Organizations can reduce no-show rates by up to 10 percent with RingSense

## WHY IT MATTERS

Recent trends in healthcare include the digitization of care and modernization of health records. As the COVID-19 pandemic drove health policy to enhance telehealth and virtual care, technological innovations like AI tools became more prevalent. The introduction of RingSense signifies a transformative approach to managing voice data in healthcare. By converting raw voice communications into structured, actionable insights, RingCentral addresses a critical need for efficiency, cost reduction, and enhanced care in health systems.

With the transition many health systems are making to virtual care, healthcare organizations are facing a new set of challenges such as the need for advanced data, effective communication across several health systems, and significant technological infrastructure investments to ensure reliable and high-quality service delivery. The application of digital platforms also requires ongoing training for healthcare professionals to use these technologies effectively, which can strain already limited resources. The adaptation to these virtual care models emphasizes the importance of maintaining the human element in patient care, ensuring that technology enhances rather than replaces the patient-provider relationship. RingCentral's evolution of virtual solutions integrated within health systems enables improved patient engagement strategies, healthcare delivery models, and patient data protection.