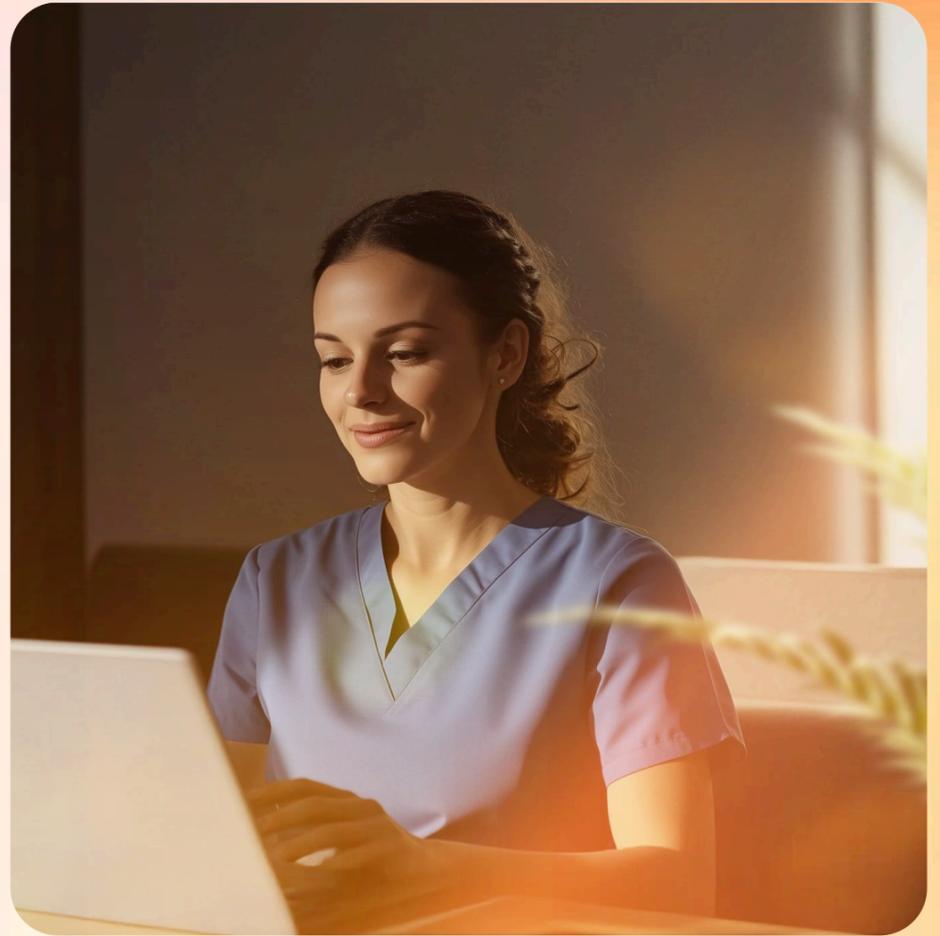


RingCX for Hospitals

The comprehensive contact center solution for acute care environments



It is clear that hospitals face unique communication challenges that directly impact patient outcomes, satisfaction, and operational efficiency. Every call—whether from patients, family members, referring physicians, or emergency services—requires swift, accurate handling with the highest levels of care and compliance. Communication delays, inefficient transfers, or information gaps don't just create frustration—they can compromise patient safety and care coordination. Meanwhile, when clinical staff are pulled away from direct patient care to manage communications, it diminishes both care quality and hospital productivity.

RingCentral's RingCX provides a comprehensive contact center solution specifically designed for hospital environments. Purpose-built to meet the demands of 24/7 acute care settings, RingCX ensures every interaction is handled with clinical relevance, regulatory compliance, and operational efficiency. By intelligently routing calls, providing AI-powered assistance, and delivering actionable analytics, RingCX allows your hospital staff to focus on what matters most—delivering exceptional patient care and improving health outcomes.

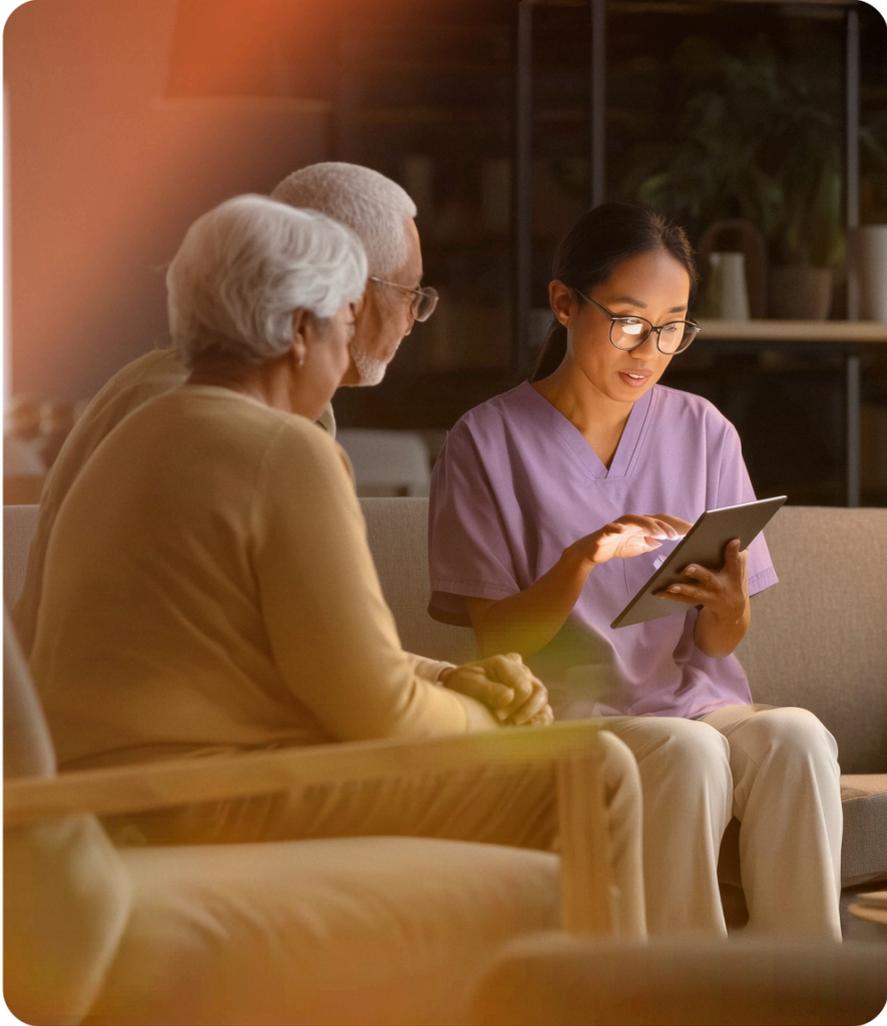
Key capabilities of RingCX for hospitals

RingCX is designed to address the unique communication needs of inpatient and emergency care settings. Through native capabilities and a diverse ecosystem of integrations, RingCX can uplevel your patient experience.

Intelligent clinical communication management

Hospital communications require specialized handling. RingCX provides sophisticated tools to manage diverse clinical needs.

- **Clinical team routing:** Automatically direct calls to the appropriate department, unit, or clinical team—whether that's the emergency department, specific inpatient floors, surgical teams, or specialty services.
- **Physician access management:** Provide secure, streamlined communication paths for referring physicians, ensuring efficient patient transfers and consultations with appropriate specialists.
- **Critical alert prioritization:** Identify and prioritize urgent clinical communications, ensuring life-critical information reaches the right clinician immediately.



- **Multi-campus coordination:** Manage communications across multiple hospital locations with location-specific routing rules, staffing configurations, and clinical protocols while maintaining a unified health system experience.

AI-assisted hospital agent support

Empower your hospital staff with real-time guidance for informed, compliant interactions.

- **EHR integration:** Provide agents with real-time access to relevant patient information from your electronic health record system, including admission status, treating physician, and care team details.
- **Clinical protocol guidance:** Offer real-time prompts based on hospital protocols for common scenarios like visitor inquiries, patient status updates, or discharge coordination.
- **HIPAA compliance monitoring:** Automatically detect potential privacy issues during conversations and provide real-time alerts to maintain patient confidentiality and regulatory compliance.
- **Language support:** Identify non-English speaking callers and seamlessly incorporate interpreter services to ensure equitable access to hospital services for all patients and families.

Comprehensive AI workforce engagement management

Transform every patient interaction into an opportunity for better care delivery with AI-powered insights that connect staff performance, patient sentiment, and operational efficiency.

- **Staff performance excellence:** Leverage AI Quality Management with synchronized screen and voice recordings to ensure healthcare teams deliver consistent, compassionate care. Customize scoring models and AI-generated summaries to align with HCAHPS standards, clinical protocols, and patient communication best practices.
- **Patient sentiment intelligence:** Deploy AI Interaction Analytics across voice and digital channels to understand patient emotions, predict satisfaction scores, and identify care concerns. Proactively address issues before they impact patient experience scores or lead to formal grievances.
- **Operational efficiency optimization:** Use AI Workforce Management to forecast call volumes, optimize scheduling across departments, and make real-time staffing adjustments during peak periods like shift changes, visiting hours, or emergency surges. Reduce costs while maintaining critical response times for patient needs.
- **Unified performance insights:** Connect staff behaviors, patient experiences, and clinical outcomes through integrated dashboards that track everything from first-call resolution in scheduling to discharge communication effectiveness—ensuring your teams have the AI-powered tools needed to deliver exceptional patient care while improving throughput and reducing readmissions.

The RingCX advantage: a real-world hospital scenario

The caller: A community physician needs to arrange an urgent transfer of a patient with acute cardiac symptoms to your hospital's specialized cardiac care unit.

Without RingCX: The physician calls the hospital's main number and navigates a complex transfer process with multiple handoffs and repeated explanations of the patient's condition. Critical time is lost as the call bounces between departments, potentially delaying life-saving care.

With RingCX:

- 1. Priority identification:** RingCX immediately recognizes the call is coming from a physician's office and offers direct routing to the transfer center.
- 2. Contextual information gathering:** The system quickly captures essential patient information and the nature of the transfer request.
- 3. Clinical team coordination:** The transfer coordinator receives a screen pop with the incoming patient information and has one-click access to the cardiac team's availability and bed status.
- 4. Positive outcome:** The transfer is arranged efficiently with minimal delays, appropriate clinical resources are mobilized, and the patient receives timely, specialized care. The referring physician experiences a smooth, professional process that reinforces their confidence in your hospital.

Why hospitals choose RingCX



- **Enhance care coordination:** Streamline communication between departments, shifts, and care teams to ensure seamless patient care and reduce adverse events.
- **Optimize clinical resource utilization:** Free clinical staff from routine call handling, allowing them to focus on direct patient care while ensuring administrative staff have the tools to manage communications effectively.
- **Improve physician relationships:** Provide referring physicians with efficient access to specialists and services, strengthening your referral network and admission patterns.
- **HIPAA and regulatory compliance:** Ensure all communications meet healthcare privacy standards with secure messaging, comprehensive audit trails, and built-in compliance features.
- **Emergency preparedness:** Maintain critical communications during disasters or surge events with RingCentral's enterprise-grade platform offering 99.999% uptime and flexible scalability.

Transform your customer communications today

Stop letting communication inefficiencies create barriers to exceptional patient care and operational excellence. Implement RingCX and build a communication infrastructure that supports your hospital's mission of clinical excellence and compassionate care.

Ready to see how RingCX can empower your hospital? Contact a RingCentral healthcare specialist to learn more or visit RingCentral for Hospitals.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.



RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.

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