

Transforming patient engagement with AI-powered communications

How healthcare providers are using modern AI-powered communications platforms to improve care and meet patient expectations



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Communications are central to patient satisfaction and outcomes

Patients today want care that is convenient, efficient, and personalized. They want to be heard and valued by their healthcare providers, and won't hesitate to go elsewhere if their expectations aren't met. Patient expectations start at first contact, which is why healthcare providers can't afford any connection difficulties or delays. This makes a modern communications platform that can unify and simplify all patient interactions critical to a provider's ability to deliver optimal care.

80%

of patients who switched providers cited difficulties in doing business, bad experiences with staff, and inadequate digital solutions as their reason for leaving.¹

3x

patients who have just one negative experience with their healthcare providers are three times more likely to switch than patients who have excellent experiences.²

6x

younger generations are nearly six times more likely to switch providers if they aren't satisfied with care.³

79%

of Americans surveyed wanted the ability to use technology when managing their health care experience⁴.

Healthcare organizations that adopt an advanced communications platform are able to streamline patient engagement and harness powerful artificial intelligence (AI) to start to transform care to better meet expectations. This ebook describes the difference a modern communications platform can make, as healthcare providers look to:

- Enhance patient engagement
- Keep connected through remote care
- Improve care coordination on the floor
- Drive organizational improvements
- Increase staff productivity

"Forrester reports that a patient who has a positive interaction with their provider [is more likely to adhere to their care or medication plan](#) and more likely to experience better health outcomes following discharge⁵.

Enhance patient engagement

Patients expect seamless, personalized interactions with their healthcare provider, but manual, disconnected processes and siloed communication systems make it difficult for healthcare providers to deliver. Having to repeat themselves or wait a long time to speak with someone, only to find out they are not the right person, can be extremely frustrating and disappointing for patients. A modern AI-powered communications platform can help healthcare providers create smooth, consistent interactions across channels.

Simplify communications

95%

of providers agree that effective patient communication correlates with higher patient satisfaction⁶.

With a unified, AI-powered communications platform, healthcare providers can ensure consistent and efficient interactions between patients and healthcare personnel in every channel—phone, messaging, video, and contact center. They can create high-quality, timely, personalized engagements that enrich the whole patient experience, before, during, and after care. This helps healthcare providers foster stronger patient relationships, boost satisfaction, and increase compliance with treatment plans that ultimately contributes to better health outcomes.

Be more responsive to the needs and preferences of patients

92%

of patients expect their healthcare providers to send them personalized reminders and messages⁷.

In addition to enabling seamless communications across the channels patients prefer, an AI-powered communication platform can help providers manage and prioritize patient interactions. This enables providers to provide more personalized care, decreasing wait times and ensuring patient inquiries and concerns are addressed quickly.

Automated transcriptions and summary interactions help ensure important details are not missed, reducing manual work and helping increase the accuracy of agent and clinician notes. With a comprehensive record of everything that has been discussed with the patient at their fingertips,

78%

of practices report AI analytics have significantly improved their ability to act on patient feedback⁸.

78%

of practices say their patient satisfaction scores increased after implementing AI communication tools⁹.

80%

of patients prefer digital communication channels, such as emails, texts, or patient portals when it comes to appointment reminders and follow ups¹⁰.

Reduce wait times and frustrations

practitioners can pick up right where the last interaction left off. Automated closed captioning across phone and telehealth interactions increase accessibility, particularly for elderly or hearing impaired patients.

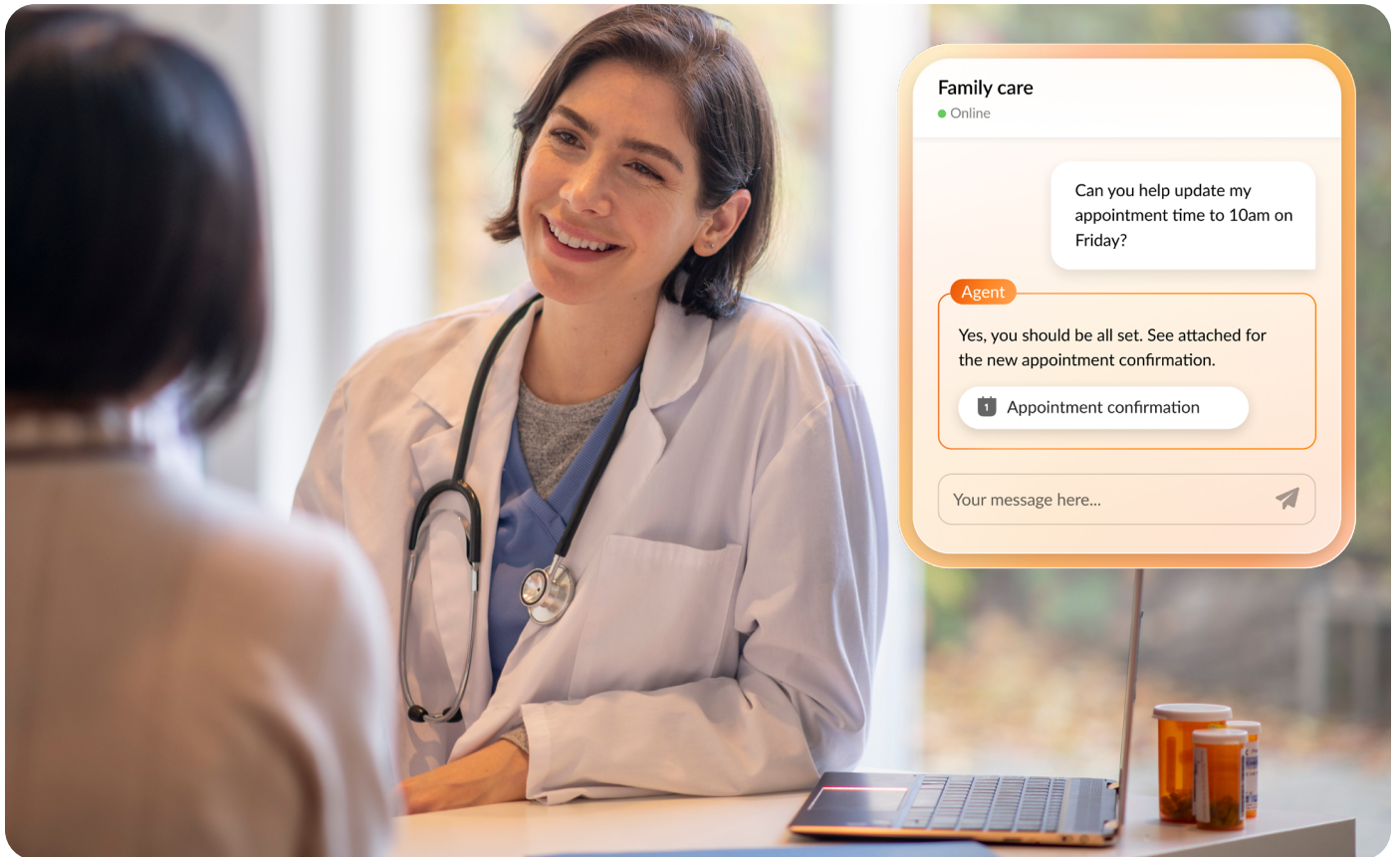
Integrations with electronic health records (EHR) and customer relationship management (CRM) systems add vital information on a patient's preferences, history, and treatment plans that can be used to better tailor and optimize the delivery of care. In addition, an AI-powered communication platform that provides open APIs can streamline additional workflows to help drive greater efficiency, improving patient outcomes and satisfaction.

Through no, low, or pro-code solutions providers can seamlessly connect their vital systems to their communications platform. This allows them to utilize their trusted phone numbers to engage with their patients, both for traditional as well as automated communications, to create an engaging patient experience beyond the primary patient and physician interaction.

A modern communications platform can help providers send reminders of preventative care, streamline pre-screening and appointment scheduling, communicate pre-care instructions, send appointment reminders and check-in instructions, and much more. Providers can conduct video consultations or use secure messaging to deliver care and then easily automate follow-up messages to see how the patient is progressing, provide aftercare instructions, schedule follow-up appointments, initiate telehealth sessions, or invite patients to webinars or educational events to help them maintain a healthy lifestyle.

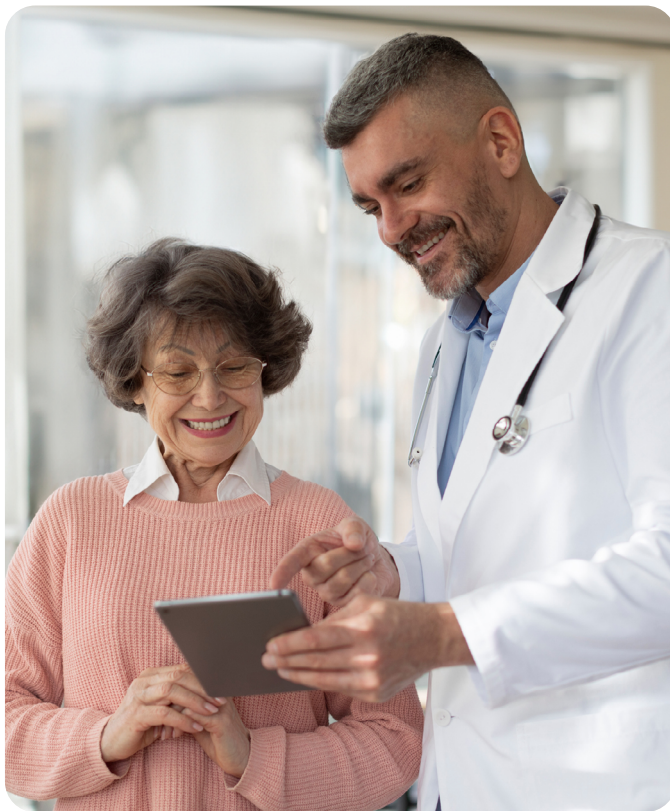
An AI-powered communications platform can provide interactive voice response (IVR) and intelligent virtual agent (IVA) capabilities to help ensure patients receive timely, efficient, and effective treatment. Chatbots can help providers properly identify and prescreen patients to help connect them to the most appropriate team and complete common tasks like appointment scheduling when it is most convenient for them. Healthcare providers can set up care teams and custom intelligent IVR/IVA routing that automatically connects patients to their care team when they call in to address their specific needs.

Tools like live-agent assist can help call center agents ask the right questions, identify potentially critical conditions, ensure regulatory compliance, and help drive proper outcomes. Post call analysis can help providers identify potential quality of care gaps or other training opportunities to ensure patients are receiving the highest level of care possible.



Keep connected through remote care

Patients and staff are looking to take advantage of more convenient and flexible telehealth and home care delivery models. Unfortunately, due to fragmented, hard to use communications tools, connecting patients and caregivers isn't always as easy and reliable as it should be. Worse, visibility into these interactions is often minimal – the manual note taking of doctors, nurses, and administrators can be inconsistent and prone to errors, making care more difficult and risky to deliver. A modern communications platform can help providers:



67%

of respondents to a J.D. Power survey reported using telemedicine services¹¹.

76%

of patients are interested in telehealth, according to a McKinsey report¹².

\$153.19 billion

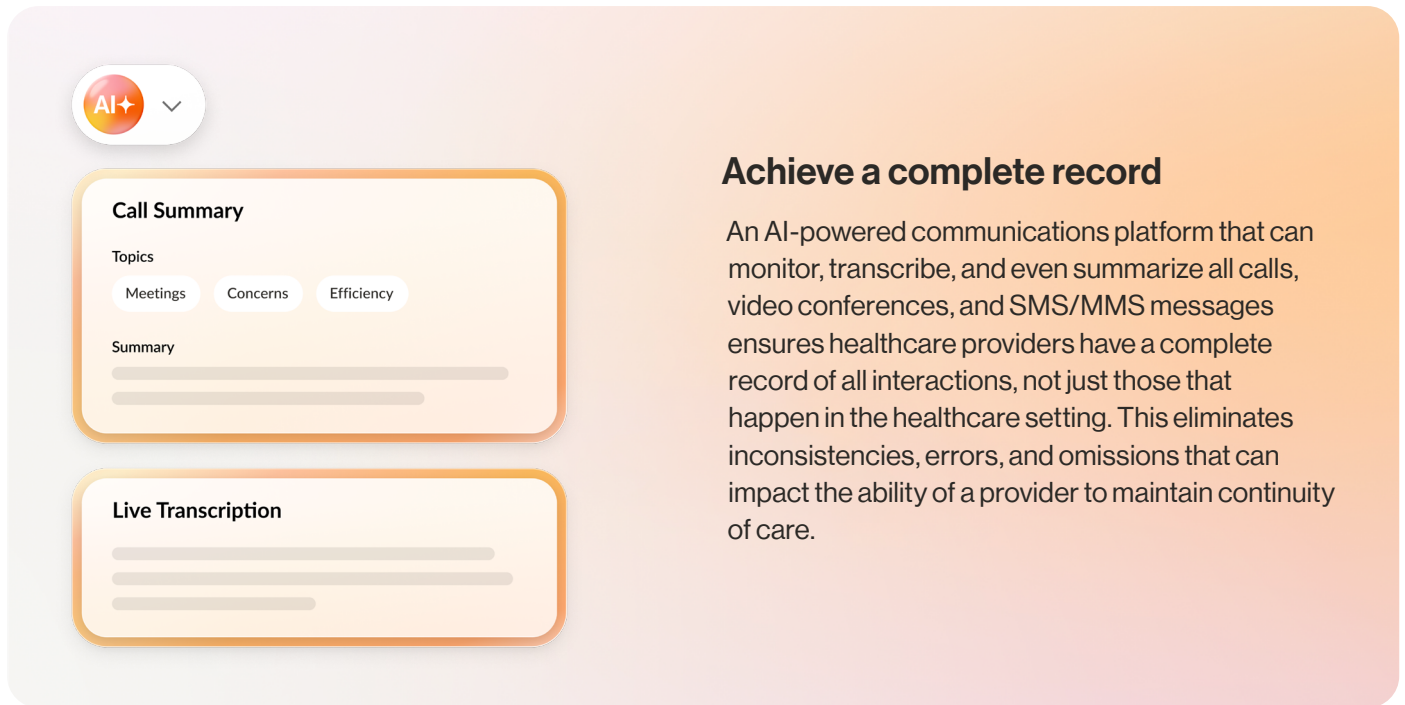
is the projected size of the U.S. home healthcare services market by 2029, growing at a CAGR of 7.2%¹³.

40%

lower readmission rates have been achieved by customers using RingCentral to coordinate remote care.

Ensure communications are always simple and reliable

A unified cloud communications platform can make it simple and secure for everyone to connect, using whatever channel (phone, video, SMS, etc.) or device they prefer, from wherever they are located. Patients can access the resources they need, while caregivers can securely connect on the go to check in on patients and keep care on track.



Call Summary

Topics

Meetings Concerns Efficiency

Summary

Live Transcription

Achieve a complete record

An AI-powered communications platform that can monitor, transcribe, and even summarize all calls, video conferences, and SMS/MMS messages ensures healthcare providers have a complete record of all interactions, not just those that happen in the healthcare setting. This eliminates inconsistencies, errors, and omissions that can impact the ability of a provider to maintain continuity of care.

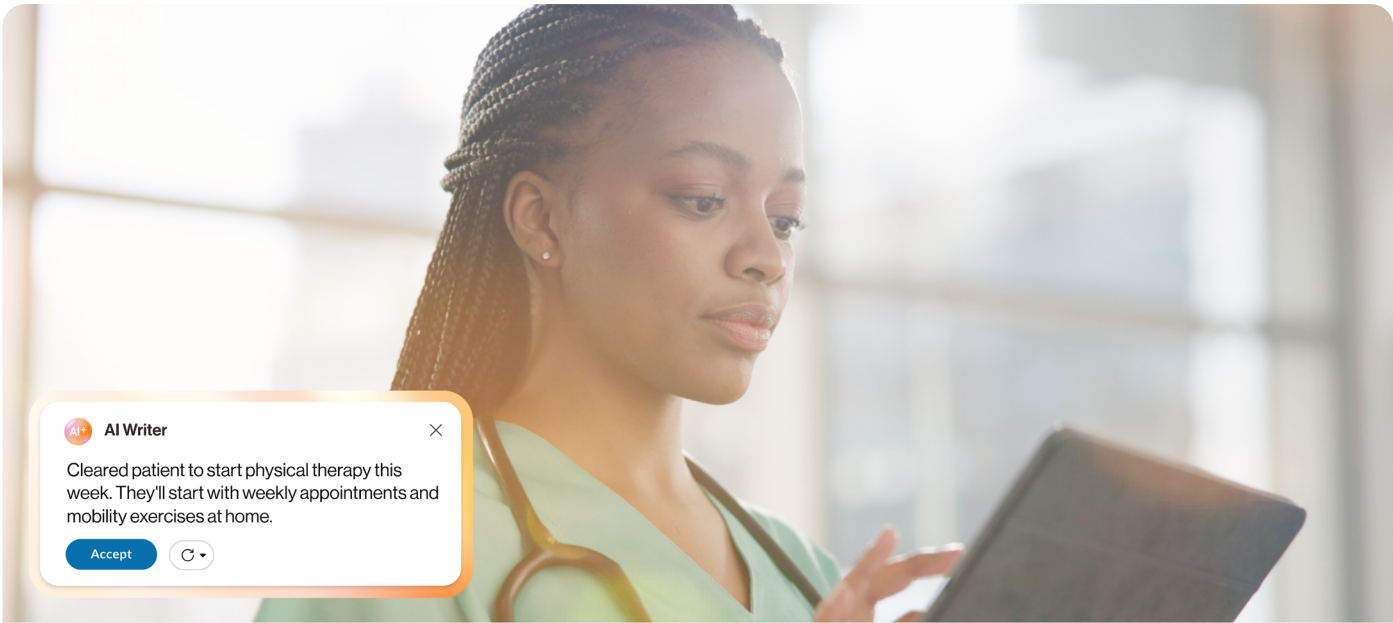
Promote wellness

An AI-powered communications platform can keep patients connected remotely to help improve overall outcomes. Providers can monitor the health of patients through proactive communications, as well as integrations with remote health monitoring tools. This helps caregivers stay on top of patient care and identify changes in symptoms or potential problems in a patient's recovery that can be addressed before they become bigger health issues.

Reporting from remote health monitoring tools can be tied to workflows that immediately notify providers or trigger automated alerts to be sent to patients to help

them take corrective action. Providers can then initiate interventions to help the patient get the care they need to potentially avoid costly escalations or rehospitalizations.

"The [Joint Commission](#), an independent nonprofit health services oversight group, found home care interventions can improve quality of care and reduce hospitalizations due to chronic conditions or adverse events¹⁴."



ChronicCareIQ and RingCentral offer an integration that allows healthcare providers to automatically send messages to patients and analyze responses. This makes it easier for caregivers to reach out and monitor the progress of their patients

Improve care coordination on the floor

With staff working across the health system and even in remote locations, it can be difficult to marshal the resources needed at the point of care. When time is of the essence and care can't be delayed for example, when a prescription or procedure needs to be approved providers have to be able to quickly connect with all the caregivers needed to treat a patient. Because everyone can't be everywhere at once, providers need a unified communications platform that can quickly and easily connect caregivers and staff when and where they are needed. An AI-powered communications platform can enable providers to:

Consult specialists to coordinate patient care

A unified communications platform can connect care team members and specialists to facilitate internal collaboration, as well as enable virtual consultations with patients. With high-definition video, the right people can be in the room to discuss treatment plans, review imaging or labs, or provide a second opinion. Being able to bring diverse resources together to coordinate care can be very powerful, leading to better treatment plans and patient outcomes.

"Patients with high care coordination had lower odds of 30-day readmission and mortality and lower costs compared with those with low care coordination¹⁵."

Conduct virtual rounds

Care teams can drop into a patient's room and conduct virtual rounds with secure video and voice calls. Everything can be recorded and transcribed to maintain a complete patient record that can be easily accessed, searched and analyzed to further improve care. With a platform like RingCentral, practitioners can even set and receive proactive notifications to remind them of requirements and next steps to keep them on top of care delivery.

"The Department of Health and Human Services reported "providers can use telehealth technology to check on emergency department patients virtually. This helps limit the number of providers who are physically present and exposed to contagious diseases. It also saves time and conserves personal protective equipment¹⁶."

Keep consultations secure



A unified communications platform for use in healthcare should prioritize security and compliance, meeting the most rigorous of standards, including HIPAA, SOC 2, SOC 3, and HITRUST.



With robust security features like end-to-end encryption, secure document sharing, and access control, a modern communication platform will help ensure sensitive patient data is protected against unauthorized access and breaches.

Having a secure environment for all forms of communication—voice, video, or messaging—enables healthcare providers to safely manage patient interactions and healthcare operations.

Drive organizational improvements

Manual workflows and data silos make it difficult for healthcare providers to extract insights to make engagement and care delivery more effective and efficient. An AI-powered communications platform can bring all interactions into the fold to ensure nothing is missed and drive operations improvements. A unified platform can:

Uncover opportunities to automate and improve workflows

75%

of referral-based communication is still done via fax¹⁷.

The ability to bring all communications together in a single repository, including calls, SMS/MMS, videos, and even faxes, enables providers to analyze and identify opportunities to make adjustments to improve the speed and effectiveness of future communications.

For instance, with RingCentral, healthcare providers can automate fax workflows with OCR and AI to reduce the manual workload required by traditional fax solutions. In addition, the ability to receive faxes remotely, like an inbound email, and respond quickly can accelerate the handling of patient referrals and intake requests to drive revenue.

Put all data to work

10% to 20%

of calls is what the average organization is able to analyze. With RingCentral, providers can track and store 100% of calls for potential review.

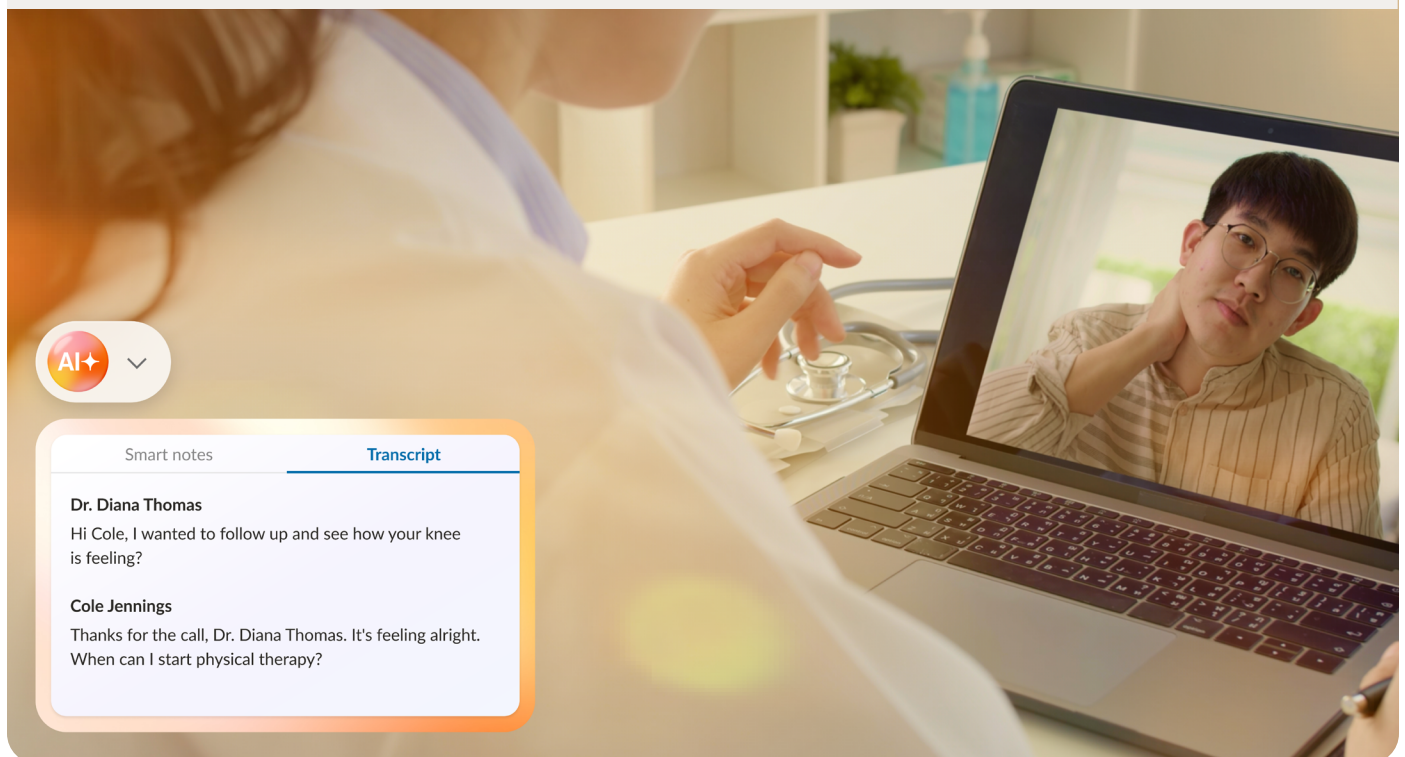
By recording, transcribing, and summarizing all interactions, an AI-powered communications platform is able to mine this data to identify areas of interest. It can identify interactions to review that could improve the delivery of care. For instance, it can identify the most common patient questions or uncover bottlenecks in the flow of information that providers can address to streamline workflows and create more satisfying interactions.

Improve decision-making

An AI-powered communications platform can deliver insights that enhance the speed and accuracy of decision-making. It can analyze hundreds, even thousands, of similar interactions to identify emerging trends and opportunities for improvement. It can look at how calls are being handled and the voice of the customer to determine whether they are getting what they need and are satisfied with their care. This analysis helps practitioners and IVAs meet patients where they are and provide more appropriate and relevant responses. In addition, providers can monitor interactions in real time and offer coaching or even step in to course correct, when necessary, to optimize the patient experience.

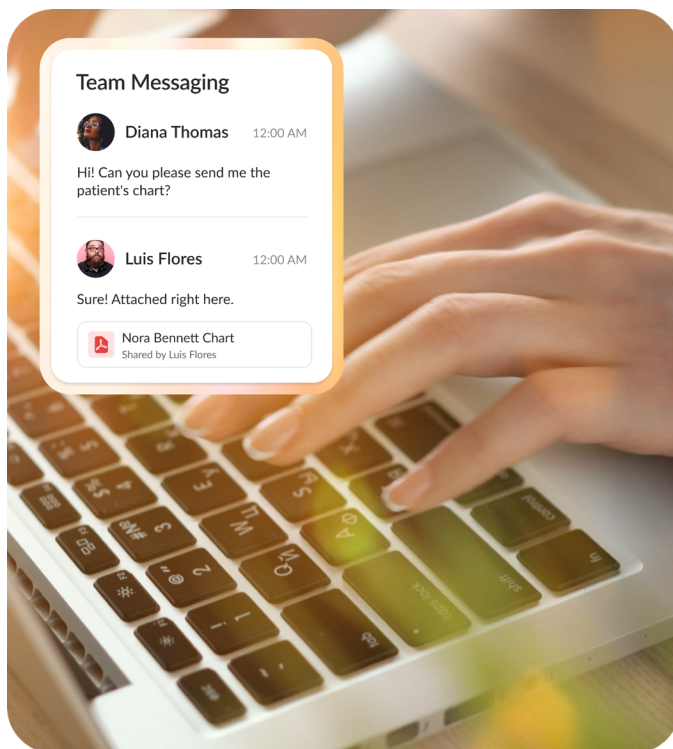
"RingCentral has helped us improve our clinical and operational workflows, deliver a better experience to our patients, continue operating efficiently through the lockdowns, and even lower our telecom bill. That's a lot to ask of a communications solution, but it's what RingCentral delivered."

– Brett Mcvay, Network Administrator for Advanced Dermatology and Cosmetic Surgery



Increase staff productivity

Healthcare staffing shortages make it more important than ever to ensure providers can do what they can to optimize the time and skills of all their doctors, nurses, and other caregivers. An AI-powered communications platform can help providers increase the capacity of practitioners by reducing their load with automated workflows and effective self-service capabilities, so they can focus on the patient and higher-value work. The platform can:



94,000

is how much hospital employment has decreased since February 2020, according to the American Hospital Association¹⁸.

7.8M

is the expected overall caregiver shortage by 2026¹⁹.

200,000

is the expected shortage of nurses in the U.S. by 2031²⁰.

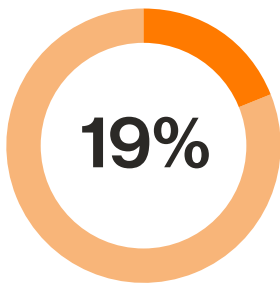
Increase productivity

An advanced AI-powered communications platform can not only take real-time call notes, but also organize them into categories, action items, next steps, open questions, etc. to ensure practitioners don't miss a thing. Knowing that accurate notes are being taken in real time reduces the cognitive load on practitioners, since they don't have to worry about capturing every detail themselves. Instead they are free to focus on being present and listening to their patient.

Offload basic tasks

AI-powered IVRs/IVAs give patients answers to common questions and enable them to complete simple tasks, such as schedule an appointment, confirm payment, etc., from the web/patient portal, without requiring human assistance. For instance, RingCentral's Patient Assist provides valuable insights into a patient's history and what they could be looking for in real-time to deliver more accurate responses, using natural language processing (NLP), that help patients find basic information and resolve simple issues on their own. This frees practitioners to focus on providing the care that only they can deliver.

Keep care on track



of clinics are not able to document information from inbound calls²¹.

When practitioners are interacting with patients, it can be hard to find and recall the conversations they've had across chats, meetings, and calls. Add to that the sheer volume of patients they talk to, and it's easy to see how things can be missed. An AI-powered communications platform can address this by creating one easy place to connect conversations and provide context to help practitioners stay on top of a patient's care. Summaries and automated task creation and prioritization help ensure follow up and next steps are taken.

Improve interactions

20 hours

is what Tarrytown Expocare Pharmacy representatives save each week reviewing calls using RingCentral.

An AI-powered communications platform can monitor and analyze all interactions to identify opportunities for improvement. Real-time sentiment analysis can uncover patterns or situations where the delivery of care could be better. Supervisors can take this information and provide specific recommendations to caregivers and staff, or even intervene to coach or course-correct, when necessary, to improve patient care and satisfaction.



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15. Patients with high care coordination had lower odds of 30-day readmission (OR, 0.90; 95% CI, 0.82-0.98) and mortality (OR, 0.83; 95% CI, 0.70-0.99) and lower costs (cost ratio [CR], 0.84; 95% CI, 0.79-0.90) compared with those with low care coordination. Patients with medium care coordination had lower costs (CR, 0.92; 95% CI, 0.86-0.98) than those with low care coordination <https://www.ajmc.com/view/impact-of-care-coordination-on-30-day-readmission-mortality-and-costs-for-heart-failure>
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CONCLUSION

To get started

Healthcare providers can seamlessly incorporate AI-powered message, video, and phone capabilities into their critical processes to improve access to care, enhance workflows and care coordination, and increase overall patient and staff satisfaction. To get started, please contact a sales representative.

For more information, please contact a sales representative. Visit ringcentral.com or call 877-596-2939.

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RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions. More flexible and cost effective than legacy on premises systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingEX™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.



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