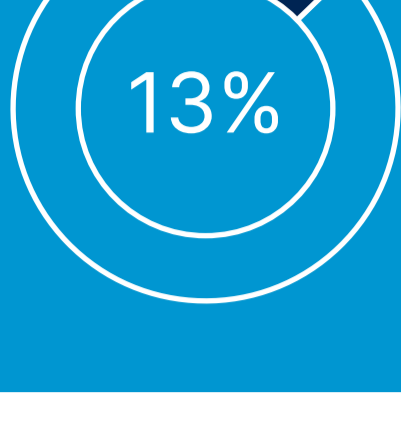




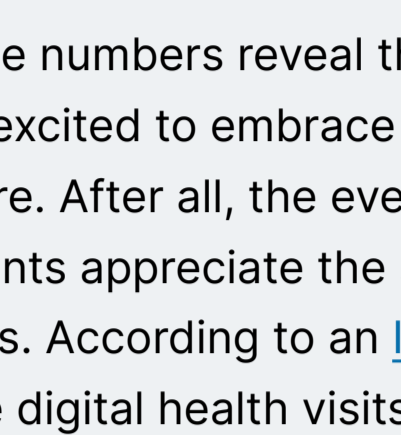
RingCentral

Overcome omnichannel obstacles with unified communications

Omnichannel is the future of healthcare communications.



Industry numbers indicate that digital health investments were \$14.7 billion more in the first half of 2021 than in the entire 2020.



Moreover, 13% of all investment deals made were valued at over \$100 million.

These numbers reveal that health industry players are more willing and excited to embrace omnichannel communications than ever before. After all, the events of 2020 demonstrated first-hand that patients appreciate the speed and convenience that telemedicine offers. According to an [IQVIA study](#), U.S. patients made ten times more digital health visits in March 2021 than in the same month the previous year, when COVID-19 was beginning to show its teeth.



That said, omnichannel transformation comes with notable challenges that healthcare providers and payers must overcome to realize their full potential.

Here are the most prevalent obstacles to implementing omnichannel communications in healthcare:

- Inadequate integration
- Demand for value
- Workflow friction
- Internal misalignment
- Frequent System updates
- Regulatory uncertainty
- Data security concerns



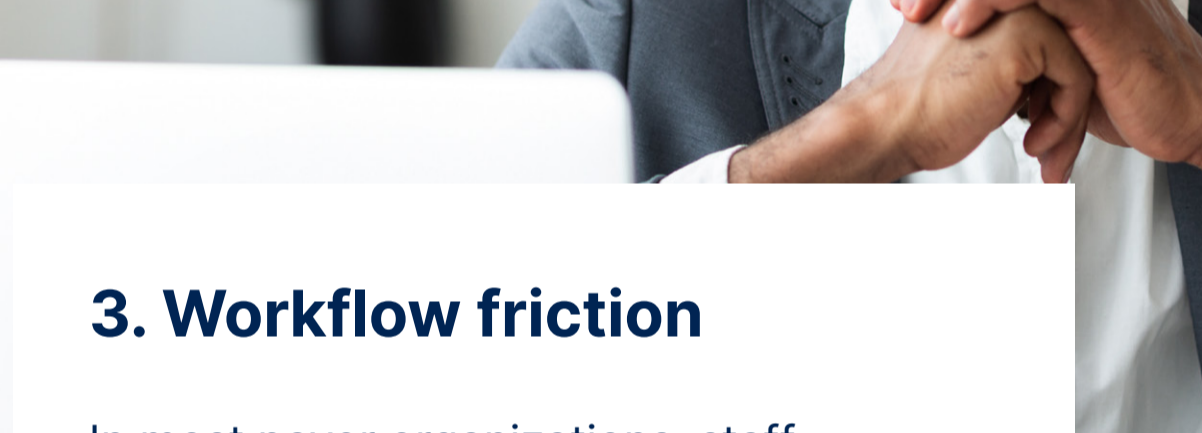
1. Inadequate integration

Although most health organizations have online platforms, few have invested in bringing them together and ensuring they have the same access. The lack of integration means service agents do not have the complete picture when interacting with clients using different communication channels.



2. Demand for value

Getting organizational buy-in requires omnichannel projects to demonstrate value as early as possible. Unfortunately, project initiators often get caught up with short-term success and do not lay a solid foundation for sustainable long-term adoption.



3. Workflow friction

In most payer organizations, staff members have day-to-day workflows that determine when and how to interact with members. Incorporating new channels can severely distort how staff members have worked for years. As a result, many choose to remain with familiar tools rather than embrace new ones.



4. Internal misalignment

Many organizations leave digital projects in the caring hands of IT teams and wait to use the new solutions. Without buy-in from all member-facing employees, omnichannel transformation is bound to fail.



5. Frequent system updates

Device operating systems are updated now and then, introducing new features, policies, and compatibility. It can be challenging to maintain robust omnichannel experiences in these ever-changing environments. Omnichannel managers must always keep tabs on upcoming system updates and update their platforms accordingly.



6. Regulatory uncertainty

Platforms that leverage artificial intelligence (AI) and machine learning (ML) raise questions about automated updates, which may not be addressed by existing regulatory frameworks. Regulators must develop policies that consider emerging technologies.



7. Data security concerns

Successful omnichannel implementation relies on seamless patient, practitioner, and payer data integration. However, integrating data sources increases the chance and adverse impact of a data breach. Criminals can gain access using any of the many digital channels on the platform. Therefore, omnichannel member contact requires comprehensive network, application, information, and operational security measures, as well as extensive end-user security training.

Let RingCentral help you overcome omnichannel obstacles

Omnichannel member service offers numerous benefits to healthcare providers, patients, and payers, but successful implementation requires overcoming these multifaceted challenges.

Acquiring proper contact solutions is critical for a successful omnichannel transformation. The right unified communications platform demonstrates value, integrates with existing systems and workflows, offers reliable security, complies with regulations, and is easily patched, updated, and scaled.

RingCentral is the market leader in unified communications solutions. [Request a demo today](#) to discover how we can help you overcome omnichannel obstacles with unified communications.

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RingCentral, Inc. (NYSE: RING) is a leading provider of unified communications (message, video, phone), customer engagement, and contact center solutions for businesses worldwide. More flexible and cost-effective than legacy on-premises PBX and video conferencing 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'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.

RingCentral, Inc. 20 Davis Drive, Belmont, CA 94002. ringcentral.com

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