

Enhancing Patient Support: Contact Center Transformation for Global Healthcare Leader

This global healthcare leader brings 20+ years of clinical excellence through nearly 20 distinct support teams.



≥
\$25.5M
ANNUAL COST SAVINGS

\$15.7M
ADDITIONAL REVENUE



Executive Summary

When a leading global healthcare provider needed to overhaul its fragmented patient and employee support infrastructure, the organization collaborated with COPC.

Through comprehensive operational assessment and strategic implementation across 20 support teams, the projected results are transformative.

Challenge

The client faced critical operational challenges that were impacting patient care and financial performance.

FRAGMENTED EXPERIENCE

Inconsistent service delivery across support teams created frustrating patient journeys and friction points.

OPERATIONAL INEFFICIENCY

Siloed processes and redundant systems resulted in higher costs and longer resolution times.

TECHNOLOGY DISPARITIES

Lack of standardized systems across teams hindered data sharing and created maintenance challenges.

MISSED REVENUE

Process gaps were causing eligible patients to be rejected from treatment programs.

OBJECTIVE



Improve
patient & employee
experiences



Simplify
operations while
reducing costs



Expand
service capabilities
and revenue



Establish
consistent technology
architecture

Solution

BPO SOURCING

Assessed partner contracts and operations, identifying \$1.2M in potential annual savings through contract restructuring and projected \$11.6M through strategic outsourcing expansion

TECHNOLOGY SOURCING

Accelerated stalled CCaaS RFP with targeted demos, comprehensive scoring rubric, and cross-functional alignment, delivering consensus on a unified solution in three to four months

DISCOVERY & TRANSFORMATION

Conducted in-depth CX assessment across all teams, mapped seven critical service journeys, and developed detailed action plans for 11 specialized workstreams:

- Journey-Based Technology Design
- Knowledge Management
- Performance Management
- CX Strategy and Alignment
- Service Journey Design
- Workforce Management
- Analyzing VOC Data
- Data Governance
- Reporting & Analytics
- Quality Assurance
- Training



Projected Results

> OPERATIONAL EFFICIENCY GAINS

0% 5% **10%** 15% 20% 25% **30%**

\$3.4M – \$12.7M

Annual Savings / Additional Capacity

> BPO OPTIMIZATION



\$1.2M

Annual Savings via
Contract Restructuring

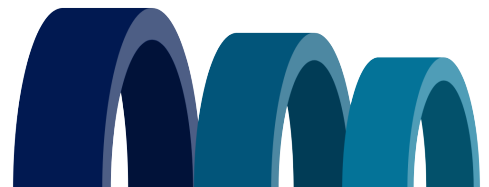
\$11.6M

Cost Reduction via
Outsourcing Expansion

\$12.8M

Total BPO
Savings

> REVENUE ENHANCEMENT



3% Resulted in **\$15.7M**

Improvement in
Patient Acceptance

Additional Revenue

Projected Results



Strategic Value

The total financial impact demonstrates how process excellence transforms healthcare contact centers into engines of measurable value in competitive environments.



ENHANCED PATIENT EXPERIENCE

Streamlined journeys and consistent service create seamless interaction



SIGNIFICANT COST SAVINGS

Operational efficiency and strategic sourcing optimize resource allocation



REVENUE GROWTH

Sustainable architecture enables ongoing service excellence



SCALABLE FOUNDATION

Reclaimed missed profits expanding financial performance

About COPC Inc.

COPC Inc. provides technology and performance improvement consulting, training, certification, benchmarking and research for operations supporting the customer experience.

The company created the COPC Standards, a collection of performance leadership systems for customer experience operations, customer experience management, vendor management and procurement.

Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior service journey.

COPC Inc. headquarters are in Winter Park, FL, U.S., with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com