



LEADING HOME MEDICAL EQUIPMENT PROVIDER DRIVES HEALTHIER  
PATIENT EXPERIENCES **THROUGH EMPATHY AS A SERVICE**

NYSE: SRT | [enquiries@startek.com](mailto:enquiries@startek.com) | [www.startek.com](http://www.startek.com)



# ALIGNING THE PATIENT'S JOURNEY

## CHALLENGE

- A leading home medical provider found the escalation levels of their patients had increased substantially because the provider's internal processes were misaligned with the patient's journey
- In addition, siloed and multiple systems between departments meant increased—and often redundant—efforts by both staff and patient, with resultant impacts on costs and attrition
- Increasing levels of uncoordinated CX channels required the client to establish 'traction' – the Empathy Service differential that sets the healthcare provider apart from their competitors

## SOLUTION

StarTek's solution included reviewing, redesigning, and better aligning the client's hiring, training, and customer care processes. In addition, specialists were also empowered to own and resolve issues across the patient CX journey—this included leveraging StarTek's proprietary platform Ideal Dialogue. Broadly, the team's approach included:

- **A STEP Training Analysis**— reviewing and redesigning the training curriculum, which helped front-line specialist and supervisors become expert interpersonal communicators when dealing with patients and each other
- **A Dialogue Diagnostic**, with side-by-side interviews and over 40 hours of contacts which helped develop and refine use cases for individual patient paths
- **The IdealVoice Aptitude Assessment**, which analyzed the talent sourcing and selection processes, and helped develop and implement proprietary talent assessment tools

## STUNNING RESULTS

The impact of this intervention was immediate and reflected in measurable results well within the first year.

- There was a 12 percent increase in patient experience
- The client saw a 15 percent reduction in specialist attrition in the first 90 days
- Order accuracy—getting it right the first time—improved by 18 percent