



DIGITAL HEALTHCARE: THE STARTEK PLAYBOOK

With integrated CX capabilities across the healthcare spectrum, Startek's digital, omnichannel solutions unlock efficiencies to enhance the most complex or legacy processes.

As consumers seek personalized medication and care, providers are stepping up to deliver quality healthcare at scale. They must leverage digital CX solutions to make the most of disruptions like interoperability, patient data virtualization, payment innovations, etc.

Startek's customized solutions for Healthcare

Startek manages the entire payer-to-provider healthcare value-chain helping global leaders in the sector drive growth and build a loyal customer base. Our digital, omnichannel customer engagement solutions, backed by technology and human communication science help payers, providers, medical device, and pharma companies increase sales, improve retention, and forge a strong, emotional connection between members, patients, and brands.

The net result is full-service coverage from routine patient enrolment to specialized services like medical logistics, supported by personalized responses and next-gen technology. Capable of an integrated CX across the healthcare spectrum, our digital, omnichannel solutions unlock efficiencies to enhance the most complex or legacy processes.

 Sales & Acquisition	 Verification	 Patient & Member Service	 Administration	 Pharmacy Benefits	 Ask a Nurse or Doctor
Sales & Enrollment Services	Health Risk Assessments	Payer, Member & Provider Services	Device & Medical Supply Support	Pharmacy Benefits Management	Nurse Triage Services
Licensed & Non-Licensed Sales Support	Surveys	Services Eligibility and Benefits	Provisioning	Data Management	Licensed Clinical Personnel
Loyalty & Retention Programs	Technical Writing	Pre-Authorization & Verification Services	Order Tracking & Billing	Licensed Personnel	Patient & Member Services
Marketing Support	Patient & Member Satisfaction Surveys	Scheduling & Benefits Coordination	Revenue Cycle Management	Lifestyle Management	Case Management
Lead Generation & Sampling	Proactive Wellness Programs	Claims-Coding & Adjudication	Bill Payment	Electronic Data Capture (EDC)	Outpatient Support
Enrollment & Scheduling		Credentialing	Collections		Telehealth
		Medical Device Monitoring	Fulfillment Services		Disease Management
			Technical Support		After Hours Support

Startek's solutions for global healthcare

Startek is also penetrating deeper into the healthcare vertical by building new capabilities across the spectrum to gain from disruptive changes. Startek continues to examine opportunities of inorganic growth through acquisitions that may supplement its market leading healthcare capabilities.



Customer Story

Leading home equipment medical provider drives healthier patient experiences on their road to recovery

Challenge: Internal processes at the provider didn't align with the patient journey and disparate systems across each department led to increased patient effort

Solution: Startek redesigned the hiring, training and customer care processes to align with patient journey. We listened to hours of contacts to develop use case for individual patient paths, implemented proprietary talent assessment tools and updated the training curriculum. The net result was an empowered CX expert, owning issues across the patient journey.

Net Results: 18% increase in first-time equipment order efficiency. 12% increase in patient satisfaction and 15% reduction in 90-day specialist attrition.

About Startek

Startek is a global provider of tech-enabled business process management solutions. The company provides omnichannel customer experience, digital transformation, and technology services to some of the finest brands globally. Startek is committed to impacting clients' business outcomes by focusing on enhancing customer experience and digital & AI enablement across all touch points and channels. Startek has more than 40,000 CX experts spread across 46 delivery campuses in 13 countries. The company services over 250 clients across a range of industries such as Banking and Financial Services, Insurance, Technology, Telecom, Healthcare, Travel & Hospitality, Ecommerce, Consumer Goods, Retail, and Energy & Utilities.

To learn more about Startek's global solutions, please visit www.startek.com

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STARTEK: REASONS WHY

IAOP leader in Outsourcing

Listed in the Leaders category of the 2020 Global Outsourcing 100 list produced by the International Association of Outsourcing Professionals

13 Countries, 40,000 CX Experts

Including licensed RNs, patient coordinators, clinical nurse managers and nearly 500 multilingual doctors from 65 medical practices, delivering a plethora of services that comply with some of the most stringent healthcare laws in developed and emerging markets

15 Marquee Healthcare Clients

Trusted by leaders in global healthcare for nearly three decades of uninterrupted delivery of tech-driven and human assisted services

Startek Cloud = Next-Gen Agility

Undisputed leaders in provision of an always-on, campus on cloud platform that enables a work from anywhere agent model, enabling next-gen continuity in the most volatile operational circumstances like the COVID-19 pandemic