INTRODUCING

The Healthcare Communication Center (HCC) solution from Vision Point Systems (VPS), powered by Appian and Twilio

A mobile-friendly, HIPAA-compliant SMS application designed to transform the way that healthcare providers communicate with their patients or other external contacts.

As the demand for virtual healthcare options continues to grow, physicians and their institution administrators need to seek more efficient and effective ways of staying in touch with patients and insurance companies. Recent market analysis shows that a majority of patients would opt to communicate with their physicians using their smartphones if provided the option.

Historically, options for real-time, two-way communication between doctors and their patients have been limited both by availability and strict regulatory parameters. HIPAA regulations require a variety of security measures – including secure user login, audit tracking, and data encryption.

Vision Point Systems built HCC as an Appian solution combined with Twilio's secure cloud communications infrastructure in order to meet the goals of having a simple user communication experience, secure and private data, and an easy-to-maintain and customizable platform. HCC enables patients or other external users such as insurance companies and pharmacies to communicate with providers using only SMS with no additional apps required. On the provider side, employees communicate with external users using their computer's browser or secure Appian mobile app and there is no need to use personal cell phones.
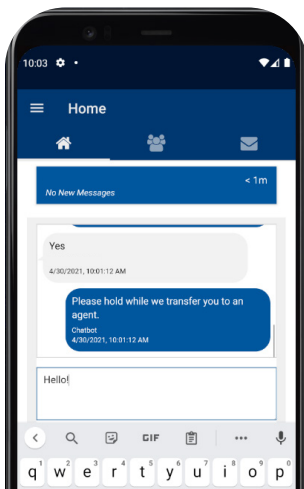
In a study performed by Black Book Market Research in 2018,

85%
percent of hospitals and

83%
of physician practices are using secure communication platforms between care teams, patients, and families

96%
of hospitals are budgeting or are investing in comprehensive clinical communication platforms

79%
of respondents said secure messaging among healthcare teams was a major factor in their mobile technology selection

More than two-thirds

69%
of respondents stated integration with other systems was important for communication technologies, with 62 percent prioritizing ease of use for end users

HCC was created with healthcare professionals in mind and offers many benefits new to the world of SMS communication in healthcare:

REAL-TIME MESSAGING

In today's competitive market, providing a quality customer experience is more critical than ever. HCC provides a HIPAA compliant environment where patients and insurance company representatives can communicate in real-time with medical practices to solve problems, answer questions, and more.

INSTANT, PROGRAMMABLE RESPONSES

Don't keep your patients or insurance partners waiting for a response. As the first point of contact in the communication pipeline, the customizable chat bot responds promptly to all inquiries.

STANDARDIZED RESPONSES

Predetermine chat agent responses to ensure quality control and efficiency. The response library provides preset text for agents to choose from and is fully customizable to fit your practice's needs.

OPTIONS FOR CONTACT AUTHENTICATION

Smart Contact Association assists agents in contact authentication and can expedite the process of looking up patient info.

CUSTOMIZABLE BRANDING

Tailor the look and feel of the app to represent your practice.

SECURITY YOU CAN RELY ON

Past patient-practice communication options have been limited and don't always pass security requirements for HIPAA or your institution. Designed to pass all HIPAA requirements to protect data, you can trust that all practice and patient data is secure.

System Requirements (For Providers)

» Internet Connection
» Computer Browser
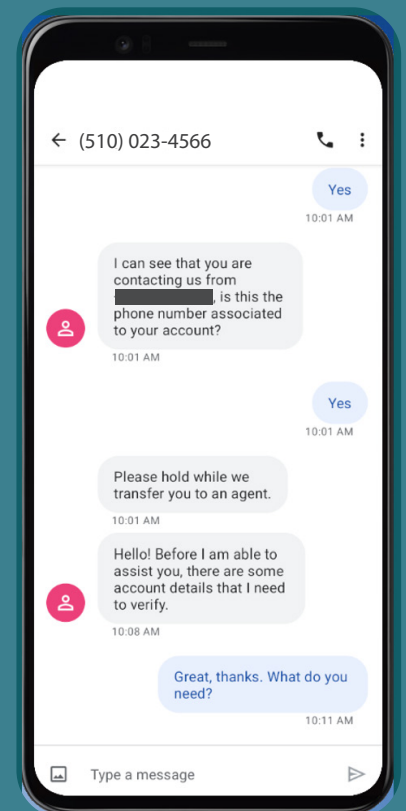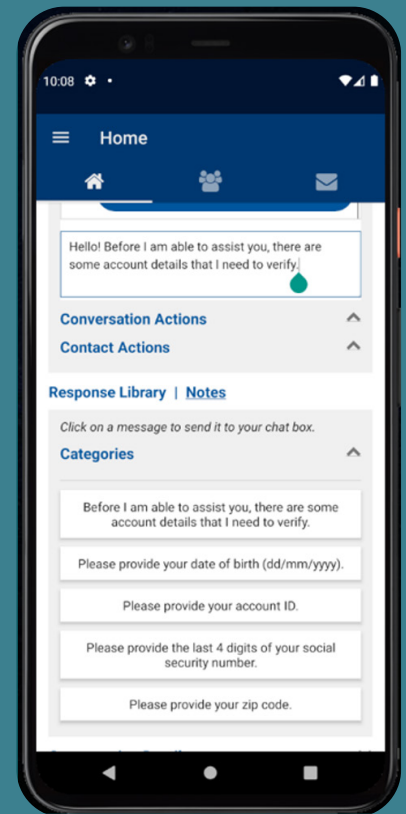
Vision Point Systems is the leader in merging the combined strengths of Twilio, and Appian. The HCC Solution delivers you the most effective and reliable HIPAA-compliant SMS communication platform. Increasing your practice's ability to effectively communicate with patients and insurance companies will reduce the burden on your employees and create an improved customer experience.

Vision Point Systems has been providing software-based solutions for contact centers of all sizes since 2002. VPS has been a Twilio consulting partner since 2013, and has become a leading implementation partner for Twilio Flex. VPS is also an Appian Trusted Partner and brings deep experience and solutions with a variety of Appian consulting services such as Appian Design, Architecture, Performance Testing, Application and Systems Administration, Business Analysis, QA, and Test Automation just to name a few.

Millions of developers around the world have used Twilio to unlock the magic of communications to improve any human experience. Twilio has democratized communications channels like voice, text, chat, video, and email by virtualizing the world's communications infrastructure through APIs that are simple enough for any developer to use, yet robust enough to power the world's most demanding applications. By making communications a part of every software developer's toolkit, Twilio is enabling innovators across every industry — from emerging leaders to the world's largest organizations — to reinvent how companies engage with their customers. *www.twilio.com*

Appian helps organizations build apps and workflows rapidly, with a low code automation platform. Combining people, technologies, and data in a single workflow, Appian can help companies maximize their resources and improve business results. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance. For more information, visit *www.appian.com.*

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SOFTWARE ENGINEERING