



HEALTHCARE

BOOSTING PATIENT COMMUNICATION REQUIRES TEAMWORK



A large healthcare system set up mobile laboratory testing sites but needed immediate help with the increasing demand for reporting of test results. With the help of CDW·G, the healthcare system deployed an automated outbound calling campaign to deliver test results and share resources with test recipients.

CHALLENGE



The healthcare system was looking to successfully deliver an outbound automated script conveying test results to patients. Along with the result, they also wanted to include additional details around health practices and make patients aware of the healthcare system's app that's available for download.

SOLUTION



CDW quickly engaged its Unified Communications team. Within one hour of the request, CDW·G and the healthcare system outlined and finalized the project requirements and specifications. CDW·G and the healthcare system worked in one day to build out a new Cisco Unified Contact Center Express environment.

OUTCOME



From start to finish, CDW·G completed the project in less than 72 hours. The campaign was ready for testing and validated that same day. With the help of CDW·G, the healthcare system was able to roll the campaign out to patients by the next morning to ensure strong communication. The healthcare system's executive leadership team was satisfied and thankful for everyone involved.

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