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Put a Kaizen Lens on the Process of Answering the Phone in a Large Health System

Reduce wasted labor and patient frustration


Answering the phone and navigating a caller to the right resource is a complex process in a large health system. This complexity may explain why so few organizations do it well. Underperformance has huge cost implications because this process happens millions of times each year across the network of care.

Connecting the call:

- Is the first step of most patient experience journeys
- Happens millions of times each year in a health system
- Often involves clumsy technology and long hold times
- Takes significant bandwidth from agents who are already busy

The technology to improve outdated call navigation processes is available and affordable. To create friction-free self-service for a diverse calling community requires the right conversational AI technology and a robust routing engine that enables seamless communication across a large enterprise with entrenched silos.

Parlance intelligent virtual assistants (IVAs) specialize in answering the phone and navigating callers directly to the resources they seek. We handle frequently asked questions (FAQs) as well as call management tasks – but **we are unique in our focus on call navigation and in the number of clients where we have demonstrated success.** Parlance IVAs create quick, easy conversational interactions that set the tone for the remainder of a caller's engagement with your organization — promoting the best experiences.

A large, light blue magnifying glass graphic is positioned on the right side of the page. The lens of the magnifying glass is centered over the text "When was the last time you called some of your organization's publicized phone numbers?".

When was the last time you called some of your organization's publicized phone numbers?

If you hear any of the following...

- "Listen closely..."
- "Please select from the following options..."
- "Please hold."

...your health system is losing money.

Over, please

- We design conversational interactions that callers embrace
- We build robust routing engines that encompass all pillars of the enterprise
- We deliver a fully managed service with an iterative approach and a deep bench of expertise
- We leverage 25+ years of caller behavior analysis
- We have hundreds of healthcare customers who enjoy robust ROI and provide better patient caller experiences with our technology

An outdated process for answering + navigating calls = revenue leakage and wasted labor

Parlance methodology is based on principles of Kaizen

Continuous Improvement	25+ years of developing and leveraging the best of speech technology to serve callers. Our approach is iterative and data driven.
Small Steps	A change to this first touchpoint on the patient journey has ripple effects across operations and overall patient experience.
Employee Involvement	Parlance brings a wealth of experience when working with your team to design calling experiences that align with your brand.
Elimination of Waste	Outdated call navigation technology leads to wasted labor as well as revenue leakage.
Specialization	Parlance is focused on improving the healthcare calling experience.
Iteration	Parlance subscription includes continuous analysis and proactive identification of small improvements to ensure best performance month over month.
Process Optimization & Standardization	Calling experiences designed with best practices, supporting a consistent, branded experience, and scaled across the care delivery network.
Gemba	As a fully managed service, Parlance becomes part of your team. Your business needs evolve and Parlance applications stay aligned.



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