

Soni Group of Hospitals Deployed Servetel To Deliver 100% Emergency Response Rate

About Soni Group of Hospitals

Soni Group of Hospitals is Rajasthan's first NABH/NABL accredited Group of Hospitals, located in Jaipur, an epitome of magnificence and vibrancy. Founded under the guidance and dynamic leadership of Dr. B. R. Soni, winner of Rajiv Gandhi Entrepreneurs Award, Soni Group has been envisioned with the aim of bringing to India, the modern and the traditional forms of medium to provide accessible and affordable healthcare.

It is Rajasthan's largest super specialty, trauma and general hospital in the private sector with a corporate ambiance, replete with all hi-tech ultra-modern facilities, well-integrated and comprehensive information system for total healthcare under one roof. Soni Hospital was established in 1986 and over the years one thing that remained constant with their commitment is putting the patient in the center.

Challenges Faced by Hospitals and Their Solutions Offered by Servetel

1. Emergency Response Capability

Since its foundation in 1986, the hospital has adopted several methods to improve the way it responds to the emergency medical demands. Even after deploying a dedicated emergency phone number and a number of phone sets, the hospital was not able to answer every emergency calls and respond accordingly. The hospital had projected a target of answering the calls on its emergency number within 3 rings. On analysis, it was found that the target was met for less than 50% calls, i.e. less than half of the calls were answered within 3 rings.

Solution - Servetel Improved Emergency Response Rate for Soni Group of Hospitals

The first solution that helped the cause was Servetel's IVR solutions. Servetel's IVR, which works 24x7 without interruption, comes with auto-receptionist and call recording features. So, all the calls landing on the emergency number are immediately answered and recorded. Even if the call is not answered by a human attendant, IVR can ask the caller to leave a message and the priority message is received. The solution is designed to answer an unlimited number of calls at the same time and the calling number is automatically identified and added to call log for later usage.

This IVR (Interactive Voice Response) solution was further integrated with Bulk SMS service from Servetel. For every emergency call, an SMS containing required information (such as – the type of medical emergency, the number of casualties, location, caller's number etc.) is sent to on-duty staff including ambulance driver and medical personal. Along with that, a confirmation message is sent to the caller.



How Servetel helped:

- No missed calls
- Every call was automatically answered within first ring
- Call recording to receive the message when human attendants are not available
- Automated SMS sent to ambulance drivers and other medical personals to update them on situation
- Caller's number added to logs for further follow-up

Results

- Soni Group of Hospitals achieved 100% Emergency Response Rate with Servetel's IVR
- Automated SMS services by Servetel increased the response speed by 45%

2.Connectivity Between Patient and Doctor/Department

With our feedback study, Soni Group of Hospitals noticed that patients are not interested in explaining their issues to the receptionist and wanted to connect with the right department or doctor as quickly as possible. At the same time, limited number of receptionists lead to the patient wasting considerable time on wait which was harming the professionalism that the hospital wanted to deliver.

Solution - Servetel Improved Patient-Doctor Connectivity for Soni Group of Hospitals

Servetel's IVR can be customized as per the requirement of the industry. For Soni Group of Hospitals, it greets the callers with a welcome message (which has helped build a professional image) and asks if it's an emergency call. The emergency calls are entertained as mentioned in the above section. IVR further guides the calls that require department specific attention by announcing to them the touchtone options to reach the right doctor or department. This practice has almost eradicated the need of a human receptionist completely.

One can even leave a voice message for the specific doctor to make an appointment when the doctor is unavailable. Bulk SMS solution further improves the connectivity by confirming the appointment status to both parties - the patient as well as the doctor. Any change with the appointment is also notified over the SMS.



How Servetel helped:

- By removing the human-receptionist, the calls were directed quickly to the right department
- Automation with appointment updates helped as reminders for both – doctors and patient
- IVR greetings helped in improving professionalism

Results

- Average call duration was reduced by 1 minute and 47 seconds (107 seconds)
- Feedback studies indicate that after deploying Servetel's solutions, the number of patients finding Soni Group of Hospitals' connectivity with doctors 'very friendly' increased by 27%.
- Brand recognition has improved for the hospital by 32% with personalized greeting of Servetel's IVR

3.Event Notifications

Soni Group of Hospitals regularly organizes and sponsors several events, such as - blood donation camps, free medical check up camps, awareness campaigns, etc. to help its patients and society. A major challenge that the hospital was facing is notifying the prospect participants about such events. Local marketing solutions, such as pamphlets and hoarding were not earning a credible response.

Solution - Servetel Improved Event Marketing for Soni Group of Hospitals

Servetel approached Soni Group of Hospitals with its Bulk SMS and Voice Broadcasting solutions. For most other industries, these solutions are considered core marketing solutions and usually demands an expensive customer data to reach them. Soni Group of Hospitals had a sufficient contact database that was collected automatically as Servetel added calling numbers to it logs. The hospital updated these contacts about the blood donation campaign using Bulk SMS service and Voice Broadcasting service from Servetel. For another dengue awareness campaign, the hospital announced the campaign schedule using the Music-on-Hold feature, powered by Servetel. So, whenever the call was put on hold, a message about the campaign was played for the callers instead of traditional on-hold message.

How Servetel helped:

- Servetel helped the hospital maintain its contact list
- SMS and Voice Broadcasting helped it reach a larger mass for social events
- Caller's on-hold time was utilized to update them on the upcoming campaigns

Results

- Footfall for the blood donation camp, for which Servetel's Bulk SMS and Voice Broadcasting
- For dengue awareness campaign, for which Servetel Music-on-Hold feature was used, the turnout was increased by 25% compared to the previous disease awareness campaign

