



# State-of-the-Art Medical Contact Center

Scalable, Secure, Agile and Compliant

## Evolving Global Landscape

Despite the proliferation of contact channels available in the healthcare industry today, medical call centers are not going anywhere. In fact, their importance is growing exponentially and they are no longer being utilized solely as receiving front line phone lines, but rather instrumental in gaining safety, medical and commercial information that is not only critical for patient safety, product success and regulatory requirements, but also can be used as a strategic and competitive advantage.

Unfortunately, medical contact centers are not only not satisfying the basic needs of customers (resolving issues in a reasonable amount of time, decreasing wait times to speak with an agent, getting better at first call resolution and eliminating call transferring), but they also struggle to adequately comply with regulatory requirements and lack the analytical reporting tools to identify where problems exist and how to make improvements.

Outsourcing has gone hand in hand with call centers for decades. Whether for budgetary and resource reasons, to provide a better service and quality, or to reap efficiency and productivity gains, many organizations have opted to outsource their call center function at one point or another.

## Contact Center Essentials

Contact center technology, processes and expertise have evolved and accelerated tremendously in the last few years. Comprehensive technology and services call center capabilities including voice/telephony infrastructure, professional operators, ability to process/fulfill calls (AEs, medical inquiries and commercial), business tools expertise (safety database, medical information), regulatory knowledge, case processing, medical review, aggregate reporting and signal detection & risk management. When looking into a contact center solution, organizations should consider the following:



**Call center software** such as on-premise, hosted, cloud-based or browser-based **can vary considerably** in terms of cost, ease of use, deployment time, security, reliability and uptime



**Call center software features** such as telephony, unlimited concurrent calls, ACD, IVR, skill-based routing, call recording, call monitoring, call barging, voicemail and reporting



**Integration with other systems** such as Medical Information, Safety and Commercial systems



**Cutting-edge technology** that ensures high performance, high uptime and high scalability



**Flexible infrastructure** that allows call center operators to access everything they need anywhere in the world at any time



**Secure and compliant** i.e., call recording and encryption, so patient data is not exposed

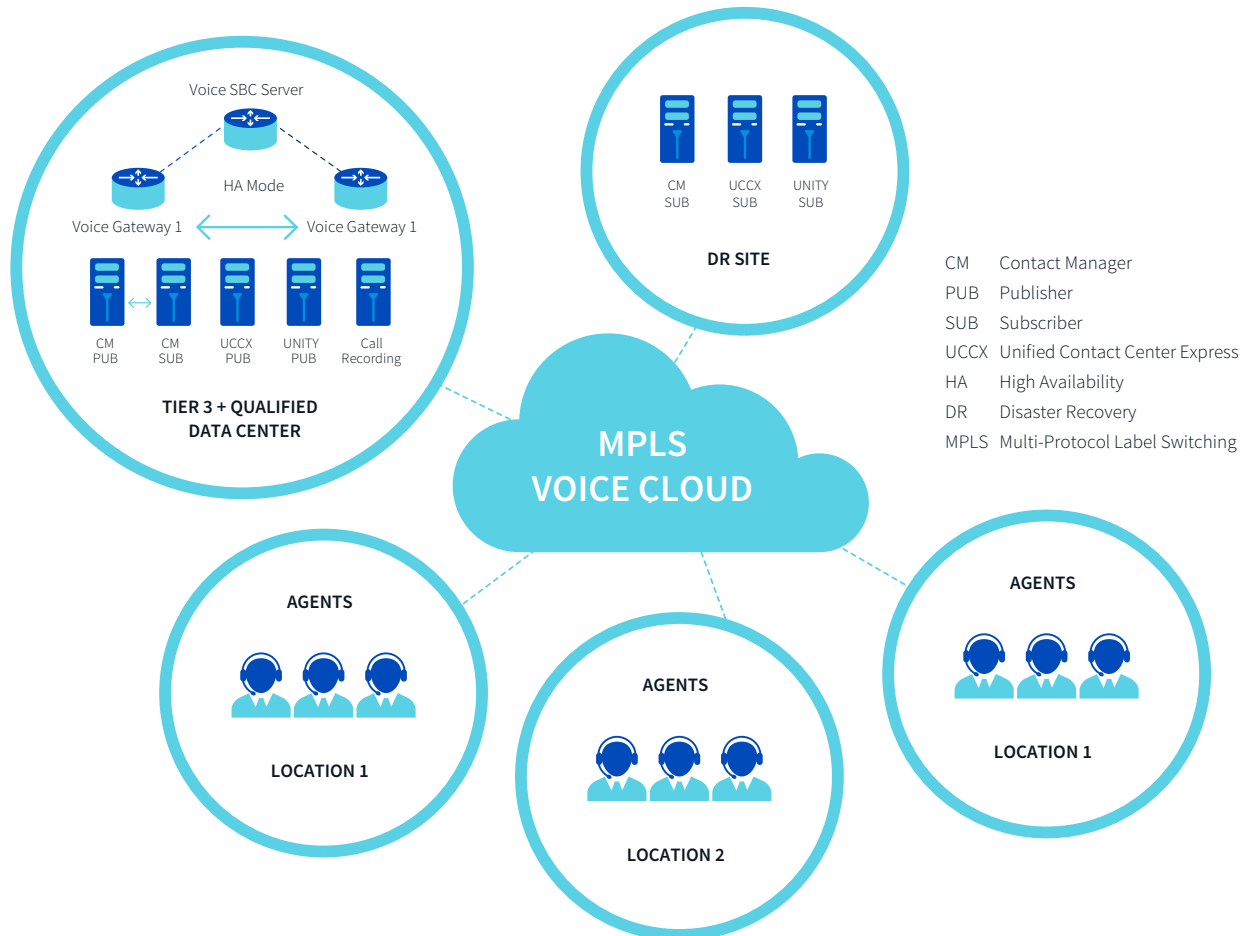


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## State-of-the-Art Medical Contact Center

Labcorp call centers provide compliant medical information and safety services for medical products. Our highly qualified staff, comprised of experienced healthcare professionals (HCPs) and physicians, communicate essential product information and document all safety related calls. The HCPs are assisted by a team of experienced support personnel who coordinate seamless call intake, triage and processing to ensure efficient and expedient client services.

Figure 1: Labcorp Voice Infrastructure



Our state-of-the-art, compliant, secure and high availability (HA) cloud-based technology backbone is flexible and can quickly scale to meet your needs. Key quality and productivity differentiators include:

- **Audit Logs:** record any change i.e., delisting an agent, adding agent, change of an extension, change of configuration of call flow
- **Call Records:** contain agent summary reports that determine call center efficiency i.e., how long the call was, time took to take call, inbound or outbound call, missed call and time customer called back
- **Cutting-Edge Technology:** ensures high performance, uptime and scalability
- **Plug-and-Play Implementation:** quick and easy onboarding of new clients and easy expansion for your growing needs
- **Compliant and Audit-Ready:** adheres to Labcorp Quality Management System
- **Call Barge-in:** so supervisors can barge into a call in a silent way for oversight and training
- **Agent Call Summary Report (per incoming number):** distinguishes which client the call has come in from, enabling accurate billing



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