Lightico

Lightico's Compliant Sales Journey Automation for Healthcare

The Problem: Slow Patient Onboarding and Servicing

In today's fast-paced consumer world, health care providers lose out on prospective patients due to inefficient tools and workflows. Meanwhile, patient loyalty is jeopardized by lengthy servicing cycles. But there is a better way. Lightico helps boost your teams' onboarding rates and reduce turnaround times by streamlining healthcare processes to complete more transactions, faster, and with total HIPAA compliance. With Lightico, healthcare providers complete entire sales and servicing journeys with patients through their mobile phones in real-time.
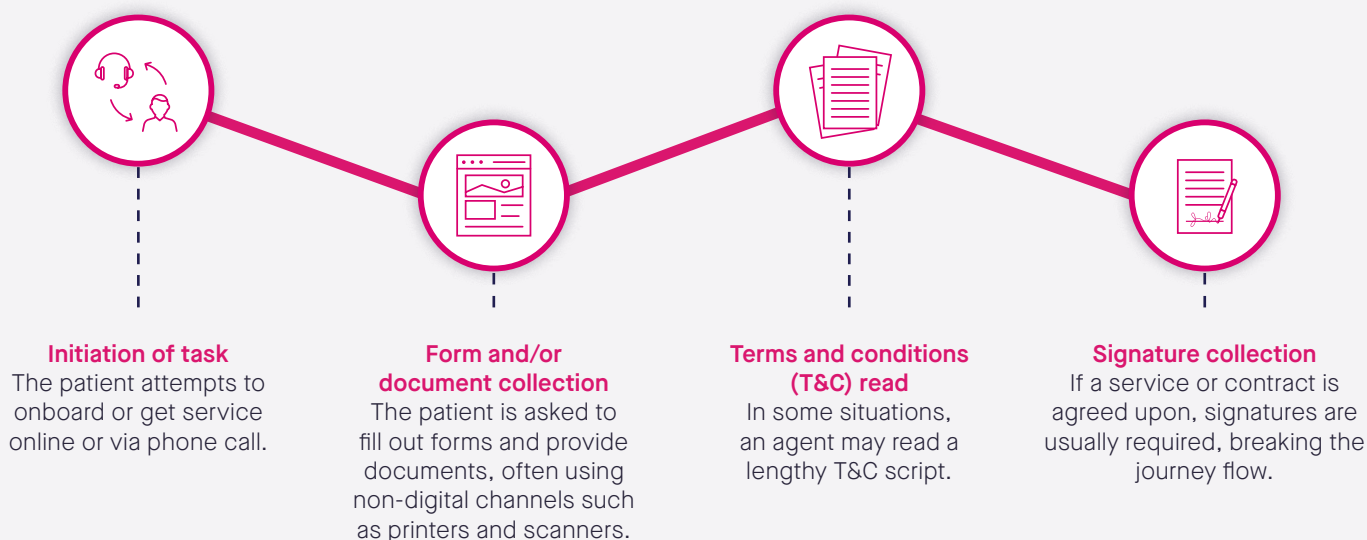
While on a call, agents invite the patient to a collaborative mobile zone via SMS, where they can instantly collect patient documents and forms, automatically verify ID, receive HIPAA-compliant digital payments, and more.

This document details some of the unique challenges of healthcare onboarding and claims, the pitfalls of traditional healthcare processes, and how Lightico's dynamic workflow solution can lead to accelerated onboarding, boosted conversion rates, faster insurance claims processing times, and much more.

The Stages of a Typical Healthcare Journey

Healthcare processes are often complex and challenging for patients to complete quickly, compliantly, and remotely. Patients attempt to complete their transactions online or over the phone, but are frequently bounced to additional channels — adding unacceptable frustration.

This is illustrated by the typical stages of an average healthcare interaction:

Initiation of task
The patient attempts to onboard or get service online or via phone call.

Form and/or document collection
The patient is asked to fill out forms and provide documents, often using non-digital channels such as printers and scanners.

Terms and conditions (T&C) read
In some situations, an agent may read a lengthy T&C script.

Signature collection
If a service or contract is agreed upon, signatures are usually required, breaking the journey flow.

The Challenges of Traditional Healthcare Interactions

Lack of visibility
Patients rarely have visibility into the process that awaits them, whether it's onboarding, signing up for Medicare, filing an insurance claim, or something else. Often patients think they are done, only to be hit with additional requests for supporting documents.

Agent variability
Agents with varying experience and skill levels have to stop and think about which documents are required from which patients and make decisions independently — impacting onboarding and compliance success rates.

Dynamic HIPAA rules
HIPAA privacy rules can be changed at any time, and healthcare providers' processes must always reflect updated regulations.

High patient expectations
Today's consumers expect a visual, fast, and intuitive experience, thanks to their regular exposure to brands such as Amazon and Apple. Choppy healthcare processes won't cut it.

As we've seen, healthcare processes are often characterized by manual, cumbersome interactions that fall short of today's digital standards. This can have a detrimental impact on the KPIs healthcare providers value the most, leading to:

Inefficient compliance
Processes are prolonged, and misunderstandings are rampant.

Low NPS
Net Promoter Score (NPS) is negatively impacted during both onboarding and claims.

Low eNPS
Agents are dissatisfied due to choppy and ambiguous processes.

Poor conversions
Disjointed onboarding leads potential patients to drop off from the process due to confusion and frustration.

Inconsistent compliance
Agents are at risk of asking for insufficient (or unnecessary) supporting documents due to changing industry regulations.

Churn risk
Patients who fail to complete healthcare tasks quickly and digitally are at a higher risk of churn.

The Solution: Smart and Digital Healthcare Workflows

Lightico has re-imagined traditional healthcare processes for the digital era by allowing agents to easily and collaboratively interact with patients during onboarding, servicing, and claims processes.

The Lightico platform streamlines entire healthcare processes by integrating these core capabilities:

eForm
Increase completion rates with mobile-friendly, HIPAA-compliant eForms.

Results: Better alignment, improved NPS.

Real-time eSignatures
Customers easily provide consent through legally-binding, mobile-optimized eSignatures.

Results: Better compliance, improved NPS.

Shared review
Clients and associates co-view the client's contract at the end, adding a final layer of clarity and cementing trust.

Result: Slashed post-call cancellation rates.

Document collection
Speed-up processes by collecting supporting documents in seconds.

Results: Faster turnaround time.

Instant T&Cs
A no-code workflow based on business logic automatically generates the digital T&C and relevant documents for signature based on the chosen offering. This helps prevent human error and eliminates the need for lengthy agent scripts.

Results: Zero errors, higher compliance rate, slashed AHT.

Secure payments
Agents collect payment instantly via credit card with mobile-friendly, PCI compliant payment forms that eliminate all risk.

Results: Improved completion rates, better compliance, higher NPS.

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Automated Workflows Deliver a Compliant Patient Journey

Traditional solutions force healthcare providers to turn to their IT department each time they want to make a change, and in many cases, a change request needs to be raised with the vendor. This leads to inefficiencies and potential compliance lapses.

In contrast, we believe in empowering the people who know the processes best to make immediate adjustments to work-flows and other configurations without delay.

Healthcare providers that deploy Lightico's solution benefit from zero coding requirements from IT and development teams. Providers easily configure and update workflows, forms, fields, and offerings from a user-friendly, drag-and-drop admin console.

Optimize Onboarding, Servicing, and Claims With Automated Workflows

No-code workflows enable easy configuration of entire patient journeys. Add key capabilities and conditions to workflows to optimize KPIs in an agile way.
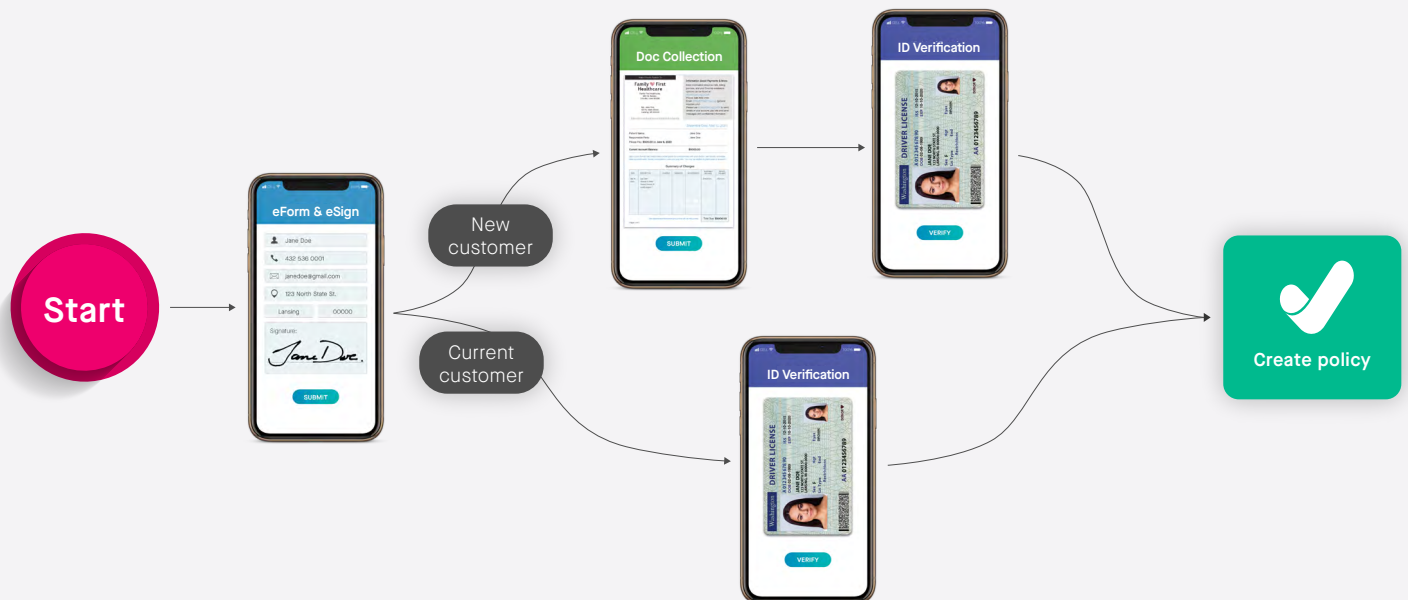
33%
Faster
Turnaround Time

60%
Reduced Touchpoints
Per Patient

100%
Secure
& Compliant

Schedule Your Live Demo
to see how automated workflows
simplify every customer journey

Request a Demo

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G2
★★★★★
4.9

Capterra
★★★★★
4.9

Erma V.   ★★★★★   **5/5**

"Great tool to expedite customer service"

"The most helpful thing about Lightico is the fast turn around time, The upside is that you are giving your customer an easy way to respond quickly and efficiently. Lightico has cut work and waiting time as you can send customer forms via text and get them back quickly, very convenient for both parties."

Ginger A.   ★★★★★   **5/5**

"EASIEST USE OF APPLICATION"

"It has helped us get and maintain the necessary documents from customers that have otherwise been hard to reach by other means. Customers also appreciate the ease of use."

Trusted by Industry Leaders

BT   Westlake Financial®   EE   arvato BERTELSMANN   AVIS®   byrider

Capital One   gsk   MetLife   vroom   GLS GLOBAL LENDING SERVICES

About Lightico

Lightico's next generation platform for digital customer interactions empowers your agents to collect forms, documents, eSignatures, photos, consent to disclosures and to verify ID instantly while they have customers on the phone.

By simplifying customer interactions in the last mile of the customer journey, businesses make it easier for their customers to be their customers, earning their trust and loyalty, translating to higher profits.

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