

A woman with short, styled grey hair is sitting on a light blue patterned couch. She is wearing a light grey t-shirt and is smiling warmly while holding a smartphone to her ear with her left hand. Her right hand is holding a pair of blue-rimmed glasses. The background is a plain, light-colored wall.

Improving the patient payment experience in healthcare.

Delivering seamless and secure customer experiences that build trust and loyalty

Sycurio.

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Balancing security and CX.

For today's healthcare organizations, success isn't just about being the best provider of clinical or medical services.

It's about delivering an effortless customer experience (CX) that meets and exceeds patient expectations. That's especially true when it comes to the seamless management of healthcare payment interactions.

Providing a responsive and frictionless contact center journey that eliminates any need for callers to be put on hold or re-routed at the point of payment is just the start. Because today's time-pressed and digitally savvy consumers also expect to encounter a choice of convenient options that make it easy to pay in the channel of their choice - WhatsApp, email, voice, SMS, chatbots and more.

But that's just part of the challenge. Operating in one of the most highly regulated sectors in the world, healthcare organizations also need to defend against potential security breaches that risk exposing patient payment data or puts their sensitive personal information at risk.

With every touchpoint representing an opportunity to build trust and enhance CX, balancing security and privacy with the delivery of a convenient and customer-centric payment experience in every channel has become a mission-critical priority.

Serving patients better

In today's hyper-connected digital world, brand, reputation, market share and revenue are all at risk whenever a patient has a negative experience. A healthcare consumer survey¹ found that:

7%

more respondents were using IVR to make payments

31%

more respondents now pay their medical bills online

35%

had concerns about their provider's security

#6

Healthcare was #6 in the least secure industry sector rankings

¹ U.S. Bank Healthcare Payments Insight Report 2021 <https://www.usbank.com/splash/corporate-commercial/healthcare-payments-insight.html>.



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Protecting customers from unnecessary risk.

With consumers using more digital channels to connect and pay for care and health-related services, attacks on digital data are on the rise.

Data released by the US Department of health and Human Services (HSS) reveals a significant jump in healthcare security breaches. In April 2023 alone, at least 125 breaches of healthcare organizations were reported and the FBI, CISA and HHS have all issued warnings about ongoing ransomware attacks targeting Healthcare and Public Health organizations.²

The cost associated with these healthcare breaches was significant. The most recent data breach report by IBM and the Ponemon Institute³ reveals that the average cost of a data breach from March 2021 to March 2022 rose to \$10.1 million. According to IBM's report, healthcare has had the highest breach-related financial damages for 12 consecutive years.

Data breaches put brand, reputation, market share and revenue at risk

- Nearly 50 million Americans were affected by data breaches involving health records in 2022.⁴
- Over the course of 2022, 71% of all health data breaches occurred in healthcare providers, while 17% of breaches were linked to business associates, and 12% came from health plans.⁵
- According to a recent 2023 report by the Ponemon Institute, nearly half of healthcare IT professionals (47%) say their organization has experienced a malware attack in the past two years – up from 43% in 2021.⁶

². <https://socradar.io/increased-healthcare-security-breaches-in-2022/>. ³. <https://www.ibm.com/security/data-breach>. ⁴. <https://www.criticalinsight.com/resources/news/article/healthcare-data-breach-2h-2022>. ⁵. <https://www.criticalinsight.com/resources/news/article/healthcare-data-breach-2h-2022>. ⁶. <https://securityintelligence.com/posts/healthcare-data-breaches-costliest/>.



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Secure, seamless payment experiences across any channel.

For healthcare providers and payers, finding new ways that allow consumers to transact with confidence in any channel – and on any device – while maintaining the security of payment and personally identifiable information (PII) is vital for ensuring they – and the patients they serve – are protected from unnecessary risk.

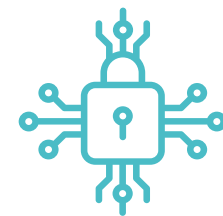
The good news is that improving payment security doesn't mean introducing unnecessary complexity into the customer journey, or that customer service quality or operational performance needs to suffer. Indeed, today's industry leading data security solutions and services now enable healthcare organizations to:



Safeguard and streamline every customer interaction in every channel



Achieve PCI DSS and HIPAA compliance, at a reduced cost



Significantly reduce risk of breach



Elevate operational performance and service delivery – reducing average call handling times and first time resolution rates



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Improving the patient experience.

Value-based performance is pushing hospitals and other health and care providers to improve the patient experience relating to everything from patient loyalty to pre- and post-service payment collection.

In today's hyper competitive environments, delivering a standout experience means addressing the top pain points that typically impact patient CX, cause frustration, and reflect poorly on the organization.

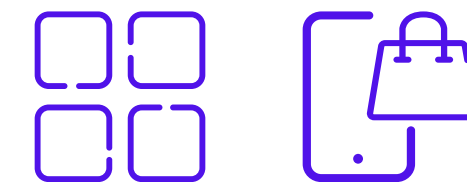
In relation to payment, these include:

- Callers being re-routed when attempting to make a telephone payment via a contact center/or authorized billing and finance team
- Encountering overly long and complex payment processes
- A lack of self-service digital payment options
- Being unable to make payments in the channel of choice
- Being unable to access 'live' support or help from customer care teams when making a payment

Payments: at the intersection of patients and providers

63%

of patients would switch healthcare provider if they were not satisfied with the payment methods available to them⁷



Patients want more digital options to choose from when settling their bills⁸

7. Payments.com (October 2021 – survey) – Patients will switch healthcare providers if their payment experience doesn't cut it <https://www.pymnts.com/healthcare/2021/63-pct-patients-will-switch-healthcare-providers-if-payment-experience-doesnt-cut-it/>. 8. U.S. Bank Survey: COVID-19 accelerated virtual care, healthcare payments digitalization <https://ir.usbank.com/news-releases/news-release-details/us-bank-survey-covid-19-accelerated-virtual-care-healthcare>.



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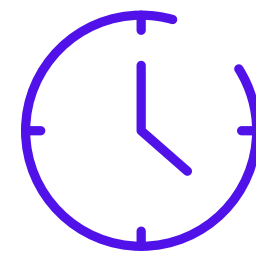
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Using digital transformation to take CX to the next level.

Thriving today's post-pandemic marketplace realities means healthcare providers are under increasing pressure to digitally transform their operations and improve patient CX. As far as patients are concerned that means:



Providing a fast and effortless customer journey, while maintaining security at every contact point



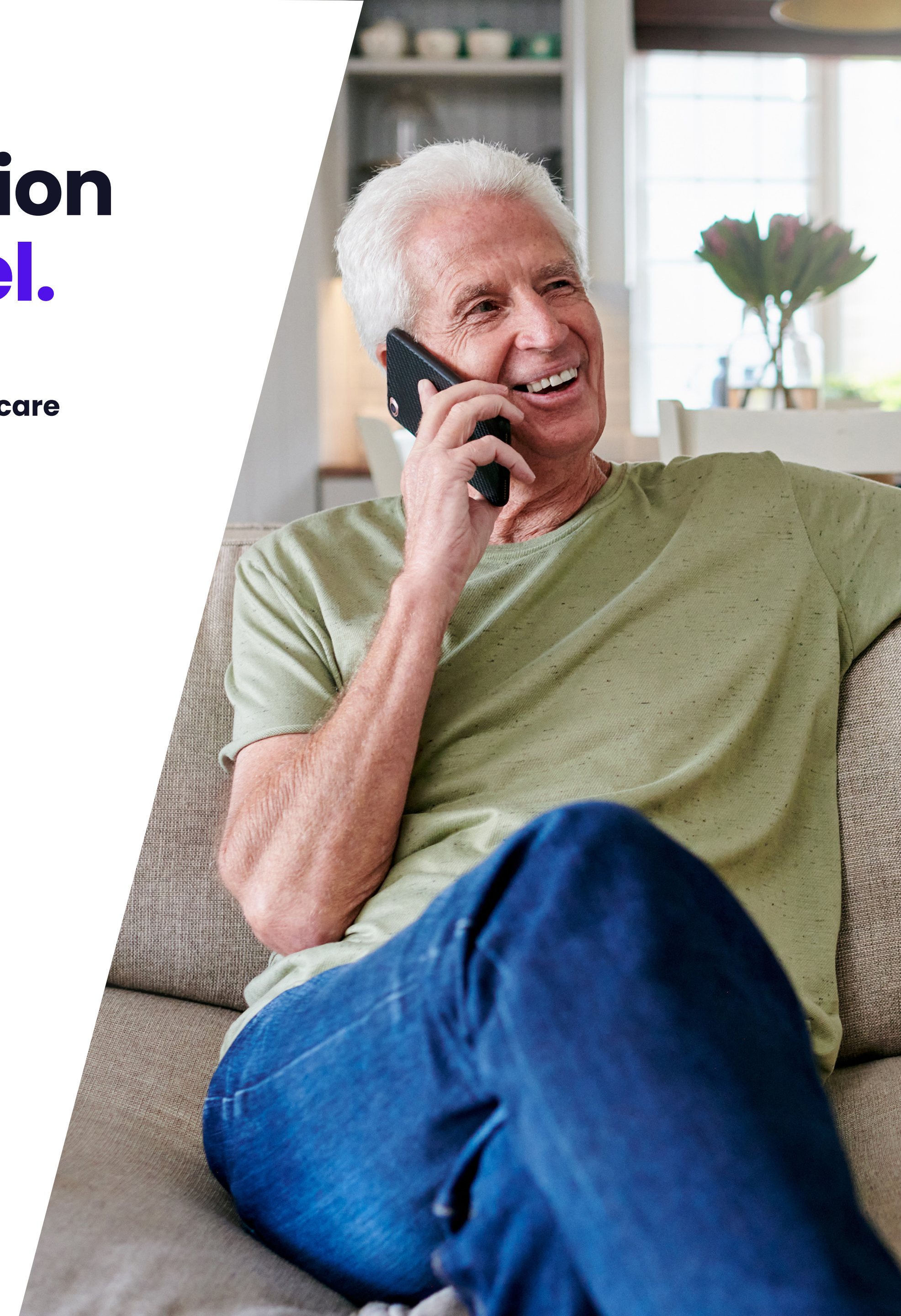
Making it easy to pay bills or accounts – with minimal transfers or hold times



Offering a choice of secure payment methods – voice, digital



Providing peace of mind that credit card details or other forms of sensitive personal data are rigorously protected and never exposed



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Building security into CX: utilizing secure omnichannel and automated payment solutions.

Sycurio's Voice & Digital cloud-based payment and transaction security solutions make it easy for healthcare providers to enable frictionless, secure and easy-to-manage payment environments that simplify life for customers and make it easy for them to interact and pay in the channel of their choice – email, chat, SMS, app, or on the telephone.

Bringing a new dimension to each engagement, Sycurio's technologies automate the capture, separation and transmission of sensitive data such as card and bank payments or health and personal information from the organization's contact center, remote agents, web-service and applications. By completely removing customer service agents, networks, telephony and infrastructure from the scope of PCI DSS, Sycurio's Voice & Data solutions significantly reduce the cost and resources needed to achieve and maintain PCI DSS compliance.

Making it possible for healthcare organizations to safeguard every interaction, in every channel, Sycurio's Voice & Digital solutions integrate fully with payment service providers (PSPs) and back office systems – powering highly optimized processes that deliver significant operational and CX gains:

- **Customers input their payment card, banking and personal data using their own telephone keypad or a secure payment link – they know that no one can hear or see any of their sensitive data**
- **Our patented data capture method utilizes Dual-Tone Multi-Frequency (DTMF) masking to protect card data and shield it from contact center agents and call recordings. There's no need to pause call recordings and support agents can maintain continuous conversations with customers when taking card details.**
- **All sensitive payment card data is directly routed to PSPs – there is no need to process or store sensitive payment card data anywhere in the organizations network or IT infrastructures**
- **Dashboards deliver real-time performance updates to customer service agents and finance/management teams.**
- **Initiate streamlined and consistent payment processes that measurably improve first contact resolution (FCR) and average handling times (AHT).**
- **Future-proofed CX processes that can be evolved in line with changing privacy and security regulatory requirements such as GDPR, HIPAA, PCI DSS.**

It also makes it possible to elevate the patient experience through the delivery of more consistent, more streamlined and more secure transactions across all your voice and digital channels.



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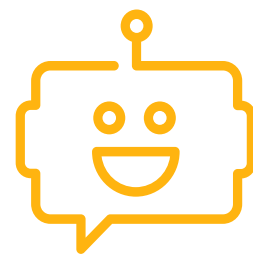
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With Sycurio, healthcare organizations are able to transform and simplify how they manage payment security, regulatory compliance and consumer data protection. Initiating highly optimized customer experiences that build trust and lasting loyalty:



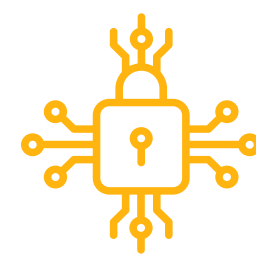
Enable a wider range of payment options including speech recognition, IVR, chat, social message, email and SMS



Accelerate the development of additional transactional CX in all channels, utilizing pre-approved PCI DSS compliant methods



Create consistent and highly streamlined payment experiences across voice and omnichannel transactions – reducing the need for call routing and long delays for customers and patients



Reduce risk and liability relating to data breaches – all transaction and sensitive data is removed entirely from the organizational infrastructure



To discover more and learn how Sycurio can enable healthcare organizations to deliver outstanding CX and world-class payment and transaction security contact us:

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