

# CREATING A VIRTUAL SERVICE RESPONSE PROGRAM



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# The Value of a Virtual Service Response Program

When a caregiver or patient needs something...for example an infusion pump, extra blanket, late tray, or spill clean it can be requested two different ways:

- *A centralized call center used for the purpose of receiving and transmitting a large volume of requests by telephone. This is a costly option that takes significant labor, physical space, and technology investment. This method is high in employee dissatisfaction due to lengthy wait times.*
- *A call to the individual department requesting the item required. The decentralized approach is also inefficient and provides a negative user experience as caregivers are required to remember multiple communication methods.*

The value of a Virtual Service Response Program is recognized immediately within a healthcare organization. Some of the immediate benefits include:

- ***Reducing call volume through online submissions***
- ***Increasing efficiencies with smart-routing and notifications***
- ***Reducing turnaround times for resolution***
- ***Decreasing labor cost***
- ***Creating a better user experience for caregivers***



DID YOU KNOW THAT SENTACT  
REDUCES NON-VALUE ADDED TASKS  
ALLOWING TIME FOR HIGHER LEVEL  
OF SERVICE DELIVERY?





# The Challenge

## *of Creating a Virtual Service Response Program*

There are a few challenges that an organization needs to think about or work through when creating a Virtual Service Response Program. Here are a few that we have identified when working with hospitals to implement such a program and how the path was created.

- ***Creating an auto-dispatching system that actually works.*** This can be a challenge if requests are not routed to the appropriate department. However, by selecting a solution with a proven Automated Workflow Engine this challenge is easily overcome.
- ***Tracking progress in real-time.*** Gathering the data is key as it aids in staffing decisions and accurately portrays performance. Select a tool or vendor that has experience and can offer guidance in data capture, as well as the necessary analytics.
- ***Developing an escalation protocol.*** An escalation protocol ensures your service levels are being met. With the appropriate tool, escalation paths are built in and can also be configured to your organizations workflow.
- ***Providing real-time updates.*** Close the loop with requesters when the item is delivered, the work is completed or even when there is a status change. This step is critical to ensure transparent communication to the department for planning and satisfaction.



**STEPS  
TO  
MAKING IT  
HAPPEN**



# Step 1

## *Collecting the Information*

Whether a physical call center or disparate communication for each department, it is important to understand:

- The different types of requests
- Where the requests are originating
- Which departments fulfill the requests
- The current volume or expected volume

This will help you and your team better understand the data along with the technology requirements and workflows associated with each request. This data will not only assist the organization in creating the Virtual Service Response Program but also to help determine Return-on-Investment (ROI). Understanding the full ROI is important as an organization reviews technology options. A Return-on-Investment should be expected from any vendor when selecting a tool.



ORGANIZATIONS USING SENTACT  
SAVED APPROXIMATELY 81 HOURS  
PER WEEK IN RECEIVING CALLS,  
DISPATCHING THE ORDER, AND  
TRACKING THE PROGRESS.





# Step 2

## Choosing the Right Tool

There are many tools/solutions available to assist healthcare organizations in automating the process. In evaluating the many applications out there, one should ensure that the following can be addressed:

- **Ensure that the solution is truly enterprise wide.** Select a solution that can handle requests for Equipment and Supply Delivery, EVS, Patient Late Trays, Food Restock on the floors, Interpreter Services, Service Recovery, Facilities Management, etc.
- **A complete solution allows the caregiver to issue a request easily and quickly.** The request should be dispatched automatically to the appropriate individual eliminating the need for the involvement of a dispatcher(s) or supervisor(s).
- **A robust solution that allows for dispatch by priority.** This means the solution should dispatch by department, skill, location, and workload.
- **Ensure the solution selected cannot only assign the task, track the progress, escalate, and notify but also close the loop when the issue has been resolved or the item delivered.**
- **Ensure the solution you select meets with your organizations goal for a Return-on-Investment.**





# Step 3

## Working with Your Team

To implement a successful Virtual Service Response Program, administrators cannot work in a vacuum. It is important they involve key individuals within their organization to gain their valuable input. When organizations work as a team, they gain quicker buy-in leading to a better adoption rate of the program.

- **Department Directors & Managers.** Work with your department managers and directors to learn their workflow, challenges, and business issues. Work with a vendor that can help solve their issues.
- **Team Members.** Speak with individual team members to determine their pain points and ensure that their feedback is heard at the director level.
- **Nurses.** This is your most important group. Ensure you get their thoughts and ideas on what would work in a solution. A good solution will solve this groups' issues.



SENTACT IS A TREMENDOUS HELP  
TO NURSES WHO HAVE EASIER  
ACCESS TO REQUESTS WITH JUST A  
FEW CLICKS.





# Step 4

## *Implementation & Training Done Right*

Maximize your investment in a Virtual Service Response Program with top-notch implementation and training. Any solution selected should offer a comprehensive services offering that includes implementation, training, as well as consultative services. At a minimum, to ensure a successful implementation the following must be part of your plan:

- ***Assigning the appropriate individuals for roles:***
  - **Project Director / System Administrator**- Designate a champion at your organization who will ensure meetings are kept, individuals are accountable, and deadlines are met.
  - **Project Manager** – The vendor selected should assign a Project Manager that will work with your team throughout the implementation timeline.
- ***A project plan with milestones.*** A phased approach works best for an implementation so milestones will help drive progress.
- ***Proper training materials.*** Once your team is trained the first time make sure it is a repeatable process. Materials for the future will make that happen.
- ***Post-implementation Support.*** Select an organization that will support you long after the implementation.



# Step 5

## *Ensuring a Successful Go-Live*

All of the steps outlined in this eBook come together at the end for a successful Go-Live. The amount of guidance provided by your vendor and their dedication to your project can determine whether a Go-Live succeeds or fails.

As a part of your Go-Live Strategy an organization should recommend that you analyze your results to ensure you are meeting the ROI objectives outlined with in your project. In addition to the hard-dollar or time savings return, there should be a reduction in call volume, increased efficiencies with smart-routing and notifications, and a decrease in labor cost. All of which directly contribute to a better experience for caregivers.

SENTACTINTELLIGENCE CAN  
HELP ENSURE YOUR  
ORGANIZATION'S GOALS AS WELL  
AS THE ROI ARE ACHIEVED.



# SENTACT

The Sentact team includes healthcare leaders, technology and process experts experienced in healthcare operations. Our fully integrated, cloud-based platform is the backbone of healthcare operations and creates a single point of contact for your Safety & Compliance, Support Services, and Patient Experience needs.



## **Safety & Compliance**

Improve the quality of care by targeting, identifying, and tracking issues to proactively resolve them.

## **Patient Experience**

Embrace the patient voice, respond to their needs, and continuously improve their experience.

## **Support Services**

The power to coordinate staff, assets, and supplies to automate the logistics of care in real-time.

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