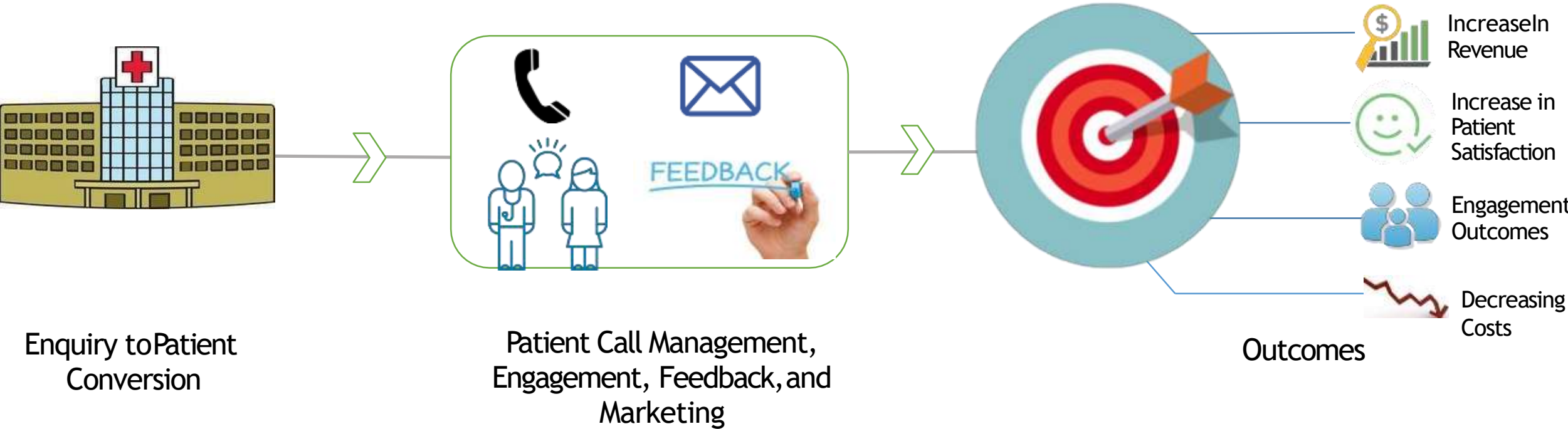




Managing Patient Communication and Engagement for Hospitals using Sollu

Sollu enables healthcare organizations to Communicate, Engage, Market & take Feedback from patients thereby ensuring better outcomes



The entire lifecycle of the patient right from enquiry stage to conversion stage, followed up engagement, marketing and feedback is taken care of by Sollu

Solution

One Number for the entire hospital for appointments

24/7 Number that will never go down and will always have multi-city backup. In customer's mind, there will only be one reliable number

Will solve the following issues currently at SIMS:

- No more patient complaints saying phone is busy
- Phone will always be working
- **Reliability** of phone number will increase and patients will save this number

What Solu brings to the table

Telecom KnowHow

+

Professional Call Centre KnowHow

+

Hospital KnowHow

+

Marketing KnowHow

Data is gold

With Sollu,

- Information on every call will be available
- Number of times the patient called, what they called for, all notes will be available
- Customized responses can be given to patients
- Targeted marketing is possible to these patients
- Follow up can be done for conversions
- Hospital can analyze and focus on converting the patients

Patient Experience and Perception of a world-class facility

With Sollu

- All the agents would be trained as per sophisticated call centre standards
- They will continuously be monitored if they are following the script
- All technical as well as soft-skills related parameters are measured by the Sollu team constantly and they follow up directly with the agents for assured results
- Random call calibrations are done to ensure they say the welcome message, empathize with the patient and end the call pleasantly . If they do not, this is brought to the management's notice
- Sollu will monitor the availability of the lines as well as the agents and ensure 100% calls are handled

Marketing ROI

When a newspaper or TV advertisement is done, 100s of calls hit the hospital number



With Solu,

Each of these calls would be registered

Call backs can be ensured to these numbers

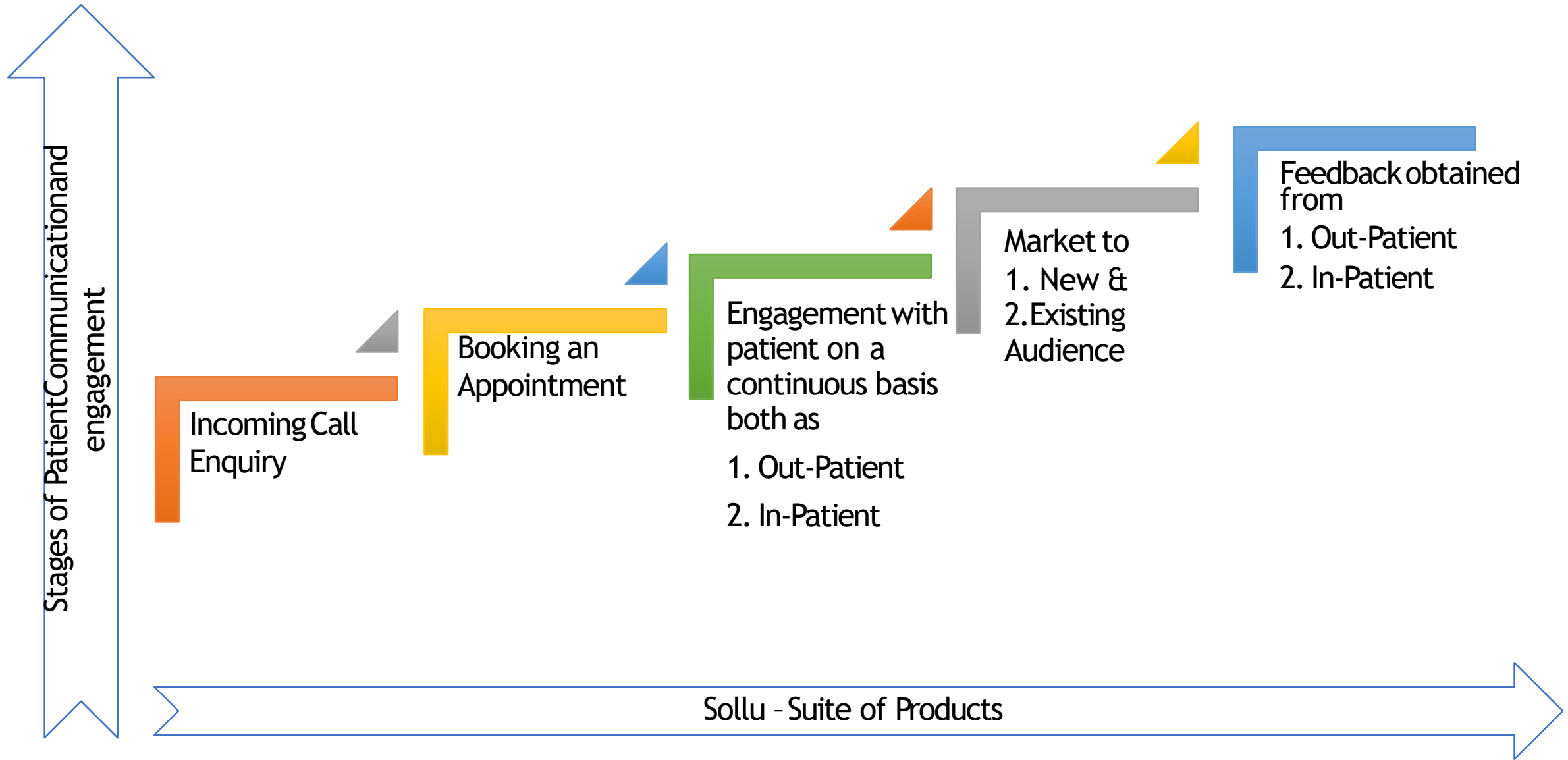
Increased conversions

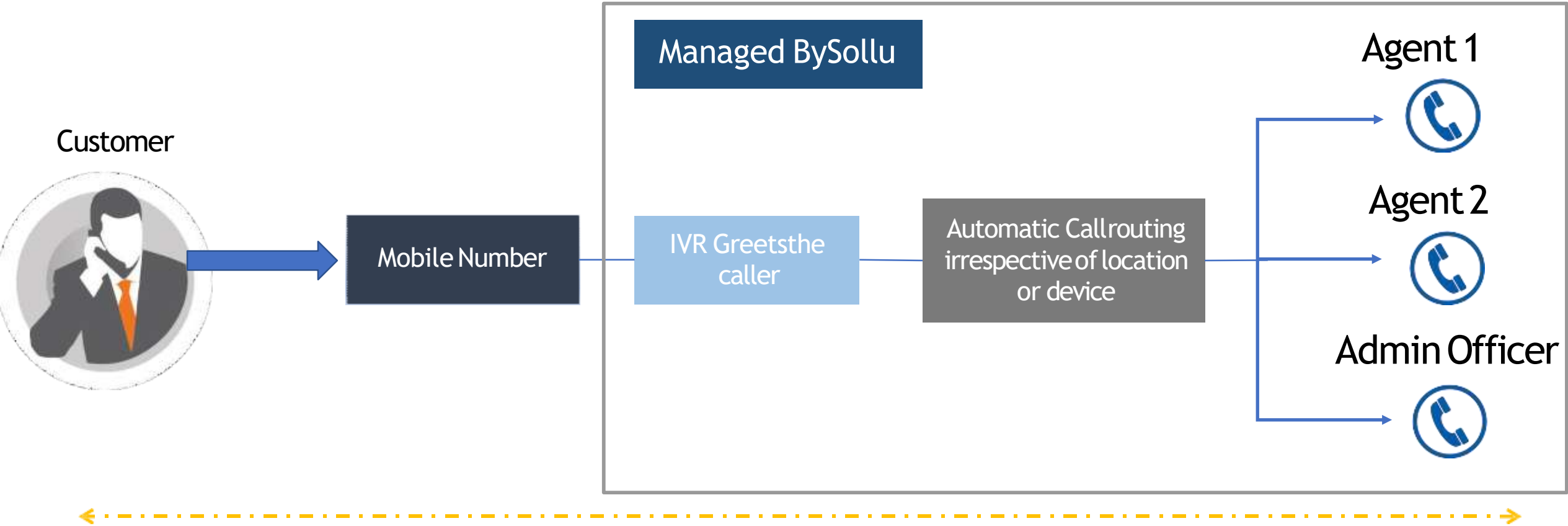
ROI can be calculated and we can understand which of the modes of advertisement give us maximum revenue conversions and focus on them

Measurement
would lead to
significant
improvements

- Currently there is no type of measurement or performance management for each of the agents
- With Solu, Individual telephone agents performance will be measured on the following criteria:
 - Time taken to answer a call
 - Number of calls attended
 - Number of calls missed
 - First call resolution rate
 - Agent availability time
 - Quality of calls
 - Number of appointments
 - Number of conversions
 - Length of each call

Sollu has an optimal suite of solutions which caters to all the stages of communication between an organization and a patient



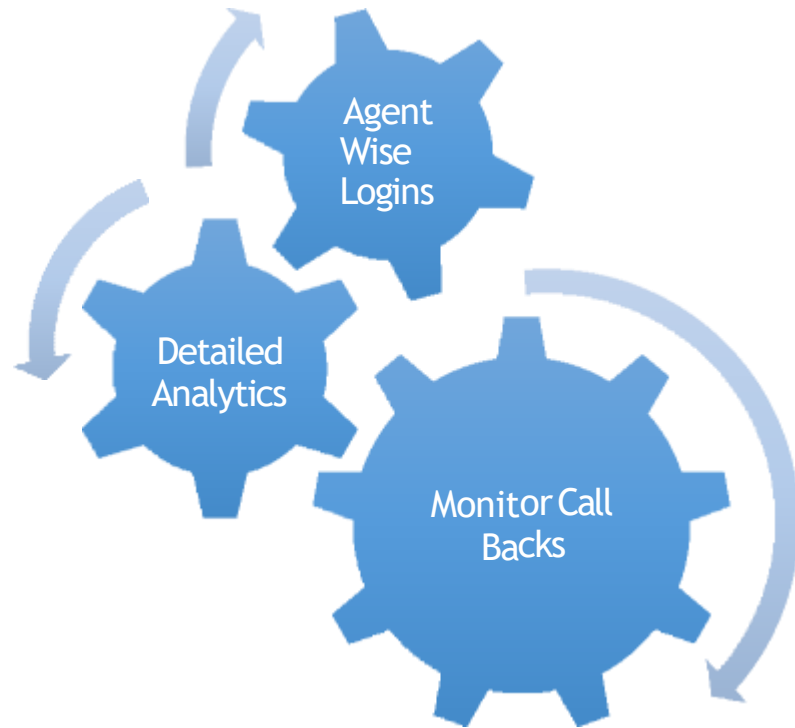


Entire Conversation between the customer and the team will be recorded and stored thereby-

1. Helping the team improve customer call experience - Quality of the call can be monitored
2. Better call tracking (No missed calls)

Sollu - Intelligent Advanced Call Centre

Customized Call Centre with individual logins for each agent, advanced call analytics with deep insights into agent performances



Advantages Of Sollu Call Centre

1. Add as many agents and connect them to the same number without any physical infrastructure
2. Log-in from any computer and start using the callcenter application
3. Setup your call center in under an Hour

Sollu - Intelligent Advanced CallCentre

Call Center has a very unique set of feature which has been illustrated below

Status : Available

Today's Missed Calls Summary



OUTGOING CALL MANAGEMENT

You can make outgoing calls for all the Missed Calls (Unanswered, Hangups & AfterHours) Here

Show 10 Rows

Search

S.No.	Customer Number	Missed Call Count	Agent Attempts	Click to call
1	09170817696	1	0	Call
2	04448096300	1	0	Call
3	04448096300	1	0	Call
4	09600230330	1	0	Call

Contact Information

Name: Solla Karthik

Phone Number: +919840330885

Add Name

+ ADD

Call Summary

46	7	10	15	14
Total Calls	Answered	Unanswered	Hangup	After Hours

Recent calls

- 09 Aug 2017 10:00:00 (GMT+05:30) TEST CALL
- 09 Aug 18 2017 10:00:00 (GMT+05:30)
- 09 Aug 17 2017 10:00:00 (GMT+05:30) Test notes

- Features of the Call Centre Application Include
1. An always available or away status for each individual agent
 2. A snapshot of each day's missed calls and actions taken against each of them
 3. Outgoing Call Management Page - Unique Missed Calls updates with a Click to Call Button
 4. Customized Pop-Up - For All incoming calls

Sollu - Intelligent Advanced CallCentre

Using our intelligent callcenter tool, get advanced insights into very specific call center metrics and also a very unique automatic call distribution system





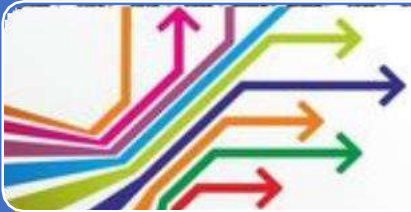
Track, Record and Analyze all your incoming calls

- Each and every incoming call is tracked ensuring you never miss an opportunity to communicate with your customer



Greet your customers professionally

- Every customer will have a professionally recorded IVR message



Expand your lines as and when your business is expanding

- Adding new lines is very simple and takes only a few minutes to setup the system for a new center or branch and it will be up and running



Advanced Call Centre Management Features

- Incoming call pop-ups, Mini CRM engine, Outgoing call management and other highly customized features

Automated Timely and Personalized messages tailored to the patients condition will be sent at a frequency pre-decided by the physician.

- Sollu engage is built on a unique set of algorithms which enables physicians to create highly personalized and Tailored campaigns built to suit the need of a each individual patient
- A common goal is identified by the physician and a campaign is created targeting those individuals who have signed up for the specific campaign built on the same set of goals



Stage 1

- Identify the segment of the patient and their end goal.
- Create a custom campaign based on outcomes.



Stage 2

- Timely reminders are sent to the patients according to the frequency set.
- Campaigns have to be created just once and can run for a lifetime.

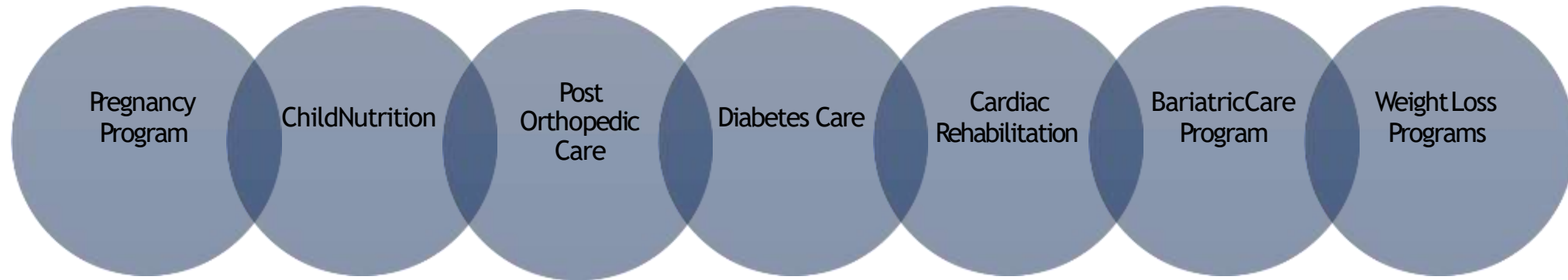


Stage 3

- Measure Health Outcomes based on the goal set.
- Compare the test set with the control data.

Template Programs and Custom Programs - A few of our programs as part of our engagement has a mix of both custom and template programs

- Sollu has partnered with organizations such as MAMA, USAID and Johnson and Johnson to license their award winning programs for pregnancy care and child nutrition
- Our existing template programs are:



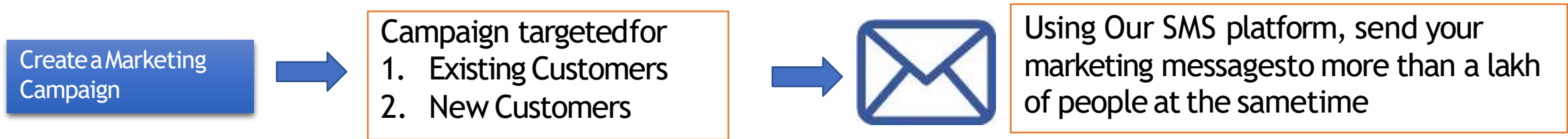
- The pregnancy care program helps promote healthier pregnancies and has been proven for an Indian Population

Reach out to your patients/customers with targeted automated text and voice broadcast and SMS platform



Benefits :


- Running a campaign is made easy in just a few clicks
- No bandwidth limitations



Benefits :

- Create your own Sender ID and send SMSes, all integrated under the same platform

Track all your leads from various forms of marketing and measure the success of each campaign with ROI



A magnifying glass is positioned over a bar chart on a document, highlighting the data.

Virtual Number captures leads from different media

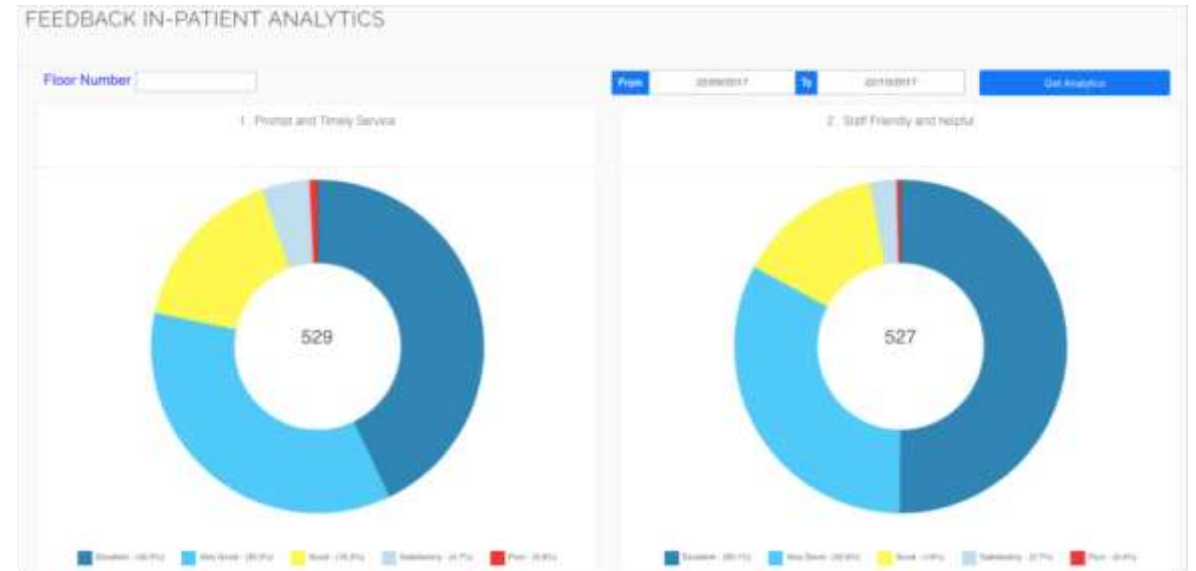
Measure ROI to analyse success of campaign and retargeting



Various Forms of Advertisement

Via SMS

Via Tablet



- Feedbackmanager- Easiest choice for NABH accreditation (Download report and print for NABH assessment)
- All the feedback is captured and represented in the form of reports
- Graphical and Analytical representation of the feedback is available for every single feedback obtained
- A weighted average for each question is calculated and a patient score is obtained
- Each poor response obtained is then highlighted separately in another tab called as Root Cause Analysis

Feedback also has a Root Cause Analysis tool which enables all the poor feedback to be actioned upon



- All the poor responses or ones that are deemed actionable as set by the organization are captured into a separate tab called Root Cause Analysis
- All the records which has a poor rating or below par ratings has a red mark associated with it and it changes into Yellow and subsequently green only after **The cause** **Action** **Update By** **Verified by** has all been filled for every such question
- At the end of every business day or week the management can clearly see all the action that has been taken against each such question

S.No.	Date	Time	Name	Floor No	Room No	Number	Email ID	Comments	Suggestions	Overall Rating	Score	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
	2017/10/21	11:07:24	MRS. ADHILAKSHMI	2	214					5	53	Average	Poor	Poor	Average	Good	Good	Good	Average	Average	Average

S.No.	Date	Time	Name	Floor No	Room No	Number	Email ID	Comments	Suggestions	Overall Rating	Score	Q1	Q2	Q3	Q4	Q5
	2017/10/19	09:59:00	Alphonse Bhooma		2000	7397354328	zfbhooma@yahoo.com		Customer service should...		67	Very Good	Very Good	Very Good	Very Good	Very Good

Pop-Up that lists down action taken when the question marked red is to be actioned upon

Root Cause Analysis

Were the staff receptive?

Root Cause

Action

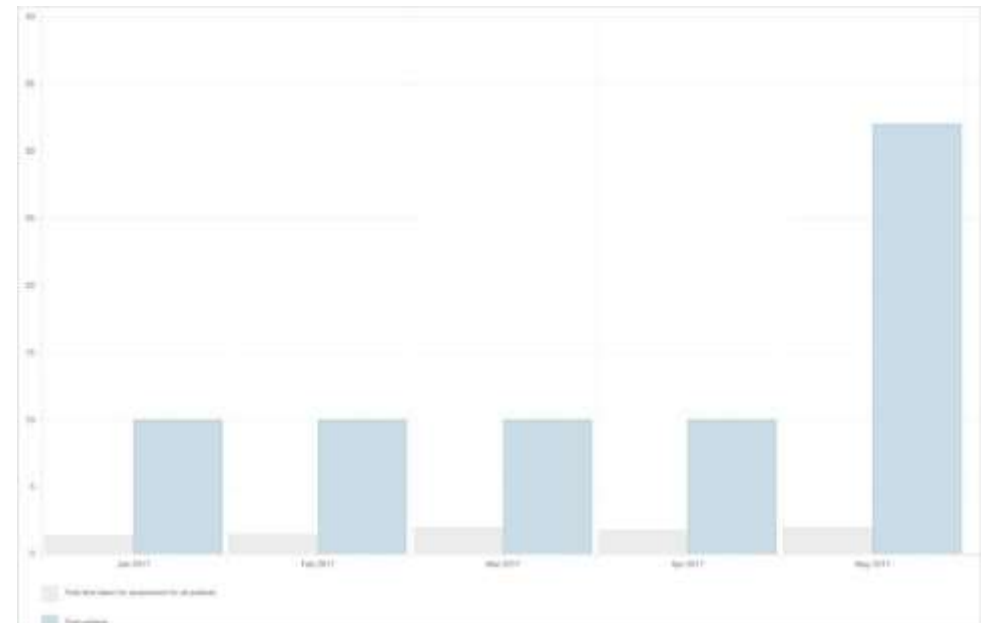
Updated By

Verified

Track all NABH related quality indicators using our platform, the tool is highly customizable and adapts to the need of each individual hospital

- Create each department and their quality indicators, one department will have several quality indicators and sub units as well
- A Factor value for each quality indicator is also part of the customization option along with the date range
- The numerator and denominator values are also taken into consideration for each month and multiplied by the respective factor value
- A line chart and a bar chart represent the data in graphical form
- Also each quality indicator has a Root Cause Analysis tool, whereby if there is a dip in performance for any of the indicators it automatically gets added to the RCA tool whereby the Root Cause, Status and Verified by are updated and action has to be taken to ensure the color of the indicator changes from Red to Green

The screenshot shows the NABH dashboard interface. At the top, there are navigation buttons: 'Create New Department', 'Add Indicator', 'Edit', 'Reports', and 'RCA'. Below this, there are three dropdown menus: 'Select Department' (set to 'Wards'), 'Select Indicator' (set to 'TIME TAKEN FOR INTI...'), and 'Select Unit' (set to 'Day Care'). To the right of these are date range selectors: 'From' (01/01/2017) and 'To' (01/06/2017), followed by a 'Get Reports' button. At the bottom, it displays 'Benchmark : 20 Factor Value : 1'.



Case Studies- We have created an everlasting foot prints with our products



100 Bedded Hospital



35% Reduction in Missed Calls

Call Management system implemented in the hospital over a period of 6 months showed dramatic improvement in call answered rates

220 Bedded Hospital



Rs.1,25,000 saved in annual telephone bills

Reducing the existing lines in the hospital and saving them the hospital money by implementing our call management system

Leading Diagnostic Centre



60+ More Appointments Booked on a single day

Replaced an existing legacy system with Sollar created an immediate impact by enabling better room occupancy rates and more appointments driving direct revenues :: Happier Patients

Patient Engagement - Healthier Pregnancies




1000+ Patient Enrolled – Initiative towards Healthier Pregnancies

Patient enrolled into a pregnancy engagement program 7 More than 50% of the woman enrolled have reported healthier pregnancies

Comparison, advantages of a cloud based communication system vs legacy communication system



Feature	Legacy Communication System	Cloud based Communication
 CAPEX -Upfront Capital Costs	Very High - Outdated after only a few years	No Upfront capital expenditure
 Activation Time	Takes more than 1 month for any activation (Physical lines to be setup etc.)	Takes under 20 Mins to setup the entire call flow and any further changes happen within a few minutes only
 Maintenance & Updates	Annual maintenance charges, every update is charged for an amount	No hidden costs and exciting new features are free of cost
 Flexibility/ Physical Infra	Rigid systems with limited mobility, High overheads incurred with physical infrastructure	Highly mobile systems, No Physical infrastructure required
 Multi Location	Expensive IP-PBX systems have to be installed	Location independent, adding a new location is very simple and can be done within a matter of a few minutes
 IT Know-How	Skilled engineers can only change or play around with the system	Can change or update the system with least of IT Know-How
 Data Analytics	Low level call analytics	Deep dive analysis for each call (Track record and analyze all the calls)



Client Testimonials

“Sollu is an amazing software. Our Hospital is doing extremely well with this wonderful software. It’s very user friendly and highly helpful in gathering all the analytics. I would also like to add that it is very cost effective. I would definitely recommend Sollu.

They are so prompt in their service. Being in the hospital industry, we need their support late at night also and they have been there for us anytime. Their follow up is so good and we know where we stand because of Sollu. Thanks for making us work even better with your software.”

- Nithya Shivakumar
Chief Operating Officer
Kumaran Hospitals



“I have been using Sollu for the past 6 months. I am very happy with the product. Also the customer support is very superb. I had a bitter experience with another provider earlier. Now I am happy with Sollu. I feel Sollu is professional and service oriented. They are not money minded but customer and service oriented that’s why they are able to serve the health care field where service comes first.”

- Dr. Robin
Robin Hospitals



“ The feedback module of Sollu has been very useful in assessing the satisfaction of our patients. The root cause analysis (RCA) has been helpful to improvise on our pitfalls. An awesome software!! Kudos to Fathima and Team Sollu.”

- Dr. Immanuel Arunkumar Sugam Hospital



“ Sollu has helped us to streamline the call centre system in our centre . We have three branches which are well integrated in a single portal and we have never missed our leads because of missed call management facility and we are 100 % satisfied with their service. Also special mentions about their best support service. They are there whenever we need them!”

- Shabdham Hearing Aid Centre



“It was and is a pleasure working with the friendly folks at Sollu. Right from the initial introduction of their call monitoring application to being patient enough for us to test out the application fully, the Sollu team has done a terrific job. It has made our job of training & monitoring our customer care executives relatively easy. If not for Sollu we would be helpless. Keep up this good work”

- Avinash
CEO, Snapper



Sollu has been providing excellent backup and feedback on our calling system. Their software is easy to use and is a comprehensive tool to improve our patient telecall response. They provide monthly reports and ensure the quality of calls is also good.

They are very prompt and provide high quality service. Definitely recommend.

- Dr.Shruti Nishanth
- Director, MN eye Hositals



We signed up with Sollu as a pilot project and have been using their services for over two years now. They are proactive in getting the changes that we request as it takes a few months to streamline the process to your business. Sollu is a blessing in disguise for those who don't have a dedicated tele caller.

Their monthly review reports are very helpful in improving our internal follow up systems and they do it consistently month on month. We are really happy with the way even the missed calls returned can be tracked.

- Deepak Chander
- Partner
Jai Autos



The Sollu team not only provides technologically advanced solution to the call management problem faced, the dedicated back end team also checks to see if the software is being put to best use and also has several suggestions to improve the patient's experience. These factors allow us to focus on how to serve effectively and efficiently of our patient better.

Mr.Mithun Abraham Kurian
- MD, Joseph Hospitals



I was very skeptical about using call center services, Sollu proved me wrong and I must say their turnaround time is the best in the industry. Their reps are attentive to the queries, passionate about the service, today we have successfully handled all our communication services. Their services are seamless, happy that we are associated with Sollu... These services have helped us in our business development and the front up has increased since we are able to track all the calls.

- Dr. Rinke Tiwari,

- Origin Fertility and Research Center.



