

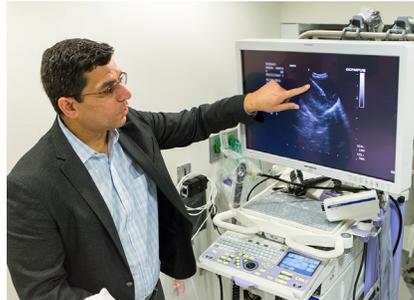
CASE STUDY



THE UNIVERSITY OF NEW MEXICO HOSPITAL

One of seven healthcare institutions affiliated with the University of New Mexico, the University of New Mexico Hospital (UNMH) is the state's only academic medical center and primary teaching hospital for the university's School of Medicine. It is home to New Mexico's Level I Trauma Center, a state-of-the-art biomedical research division, and a doctor-patient connect video conferencing system called Telehealth.

UNMH strives to lead in improving health outcomes through academic specialty programs, community-responsive patient care, education and clinical research programs.



THE CHALLENGE

The UNMH Customer Engagement Center was using an inefficient, outdated call recording system which included land lines, cell phones, voicemail, and tickets. The call center needed to improve efficiency and capabilities for call/interaction recording, retrieval, and quality assurance. With the new mission for excellence - "100% customer service, every call" - they needed the tools to raise agents scores, and improve both internal and external customer service.

THE SOLUTION

HigherGround partnered with Spok, the leading healthcare communications provider, to implement HigherGround's Calibre platform with quality assurance and screen capture features. The UNMH Poison Control center had already been successfully using a HigherGround call recording solution for several years, and demonstrated reliable, seamless integration with the Spok operator console.



UNMH is accredited by The Joint Commission, and is recognized for its commitment to quality improvement and patient safety.

Telehealth improves patient care by connecting specialists to rural and underserved communities through teleconferencing.

3,000
EMERGENCY VISITS
ANNUALLY

7,000
TRAUMA CASES
ANNUALLY

18,000
SURGERIES
ANNUALLY

491,000
OUTPATIENT VISITS
ANNUALLY

Interaction Retrieval

Calibre enabled UNMH to record all interactions and rapidly retrieve them using various search criteria. "Calibre made my job easier, and it enables us do a lot more than we could before," said Gregg Aguilar, Communications Supervisor at UNMH. Gregg, who also manages the Customer Engagement Center, added "What used to take four hours to pull a 7-minute call can now be done almost instantly. We can filter by station, date, time, position, and screen capture."

Quality Assurance

On the old system, agent scores hovered in the range of 1.5 - 2 out of 5, bringing down the overall contact center score. After about nine months of implementing the Calibre system, scores soared to the 4 - 4.5 range. The ability to save and email interactions and reports was an added benefit that made it easy to review a call with an agent or customer. "By letting the agents listen, they were able to learn and improve. It's all about the reception and even the tone of voice." Digital QA evaluation forms made it efficient and easy to assign scores and grades, resulting in improved consistency in agent performance.



Screen Capture

Using the Screen Capture feature proved to be a worthwhile addition. The ability to review applications and actions on the screen matching with the interaction provided invaluable information. A supervisor could listen to a call that seemed acceptable, but Screen Capture might reveal the agent was engaged in other activities such as personal social media. "At first, I wasn't sure that Screen Capture was necessary, but it really helps to solidify any issues with my agents, and I wouldn't be without it", said Mr. Aguilar.

THE RESULT

The UNMH Customer Engagement Center has undergone a revitalization due to the HigherGround Calibre solution, which was instrumental in significantly raising agent QA scores. Supervisors have saved hundreds of hours searching for interactions and distributing associated data. The improvement in agent performance with both internal and external customers has resulted in two additional installations of HigherGround in the Centralized Scheduling and Pre-Registration departments.



UNMH Earned the Healthgrades Distinguished Hospital Award for Clinical Excellence™ award in both 2016 and 2017.

“Calibre made my job easier and it enables us to do a lot more”

**INTELLIGENT
RECORDING FOR
DECISIONS
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