



## Best Practices for Transforming the Healthcare Customer Experience

March 12, 2015

### TeleTech's e-Newsletter Explores the Steps Leading Healthcare Companies are Taking to Fortify the Customer Experience

DENVER, March 12, 2015 /PRNewswire/ -- Technology is revolutionizing the world we live in and also having a tremendous impact on the healthcare industry. Every day patients are using telemedicine to monitor their vital signs and reduce their need to visit a doctor's office or hospital.

Doctors and patients alike are turning to social media to collaborate and communicate. Insurers are using data analytics to target and acquire new members. Each new idea and innovation makes it possible for leading healthcare companies to not only better people's lives, but to build strong profitable relationships with patients and members alike.

This month, [TeleTech's Dialogue](#) e-newsletter uncovers how each new advancement is helping healthcare companies strengthen the patient and member experience and beat out the growing competition.

The March issue includes:

- Tips for [overcoming the challenges](#) that remain as the healthcare industry moves from a fee-based payments system to value-based care.
- An essay from the e-book, *The Technology of Us*, which looks at [how new technologies](#) are helping to engage the booming population of elders.
- A look at how savvy payers are [using data analytics](#) and other technologies and techniques to attain the most desirable prospects.
- An exploration of how [adopting a member-centric experience](#) can help payers drive member acquisition, retention and satisfaction.
- A look at what's at stake for healthcare companies as the [net neutrality debate](#) rolls on.
- A SlideShare presentation [showcasing the customer experience](#) solutions that are enabling healthcare companies to strengthen customer relationships.

The *Dialogue* e-newsletter is published 12 times a year and has been designed to inspire customer experience excellence. Each issue contains the best customer-centric thought leadership and in-depth research articles. [Click here](#) to subscribe.

#### ABOUT TELETECH

TeleTech(NASDAQ: TTEC) is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 46,000 employees live by a set of customer focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience visit [TeleTech.com](#).

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