nobelbiz Contact Center Technology | CASE STUDIES

Clinical Trial Media

Boosted patient satisfaction with seamless, scalable communication solutions

Clinical Trial Media
Global Patient Recruitment & Retention

Location: US, New York | **Industry:** Healthcare / Clinical Trials
Website: www.clinicaltrialmedia.com | **No. of Employees**: 200+

'The implementation of NobelBiz's integrated platform has not only stabilized our connectivity but also enhanced our operational efficiency, ensuring compliance with HIPAA and TCPA regulations. This has led to a remarkable improvement in patient satisfaction and an impressive 10% increase in our connect rate.

Thanks to NobelBiz, we now enjoy a robust, scalable communication system tailored to our growing needs, empowering us to deliver personalized care experiences more efficiently and boosting our overall revenue.'

Mo Pene
Contact Center Technology Manager

Company background

CTM aims to expand patient access and inclusivity of Clinical Trials, while providing a seamless journey to the patients when connecting them to the most suitable clinical trial. They gear customers and patients related processes with intelligent tools that improve operational efficiency, maximize engagement, boost revenue, and enable personalized care experiences delivery, resulting in increased patient satisfaction.

Challenge

Unreliable Connectivity- Frequent service outages resulted in downtime, during which patients and nurses could not communicate effectively.

Inconsistent Call Quality - dropped calls, static, echo, and delays (latency), all issues that generally make communication with patients and nurses difficult and frustrating.

Scalability – CTM is a growing company, in need of a VoIP providers might have struggled to scale their services to meet the increasing demand, both in terms of call volume and adding new features or functionalities.

Compliance: CTM needs vendors able to offer adequate HIPAA and TCPA support (encryption, secure data handling)

Support: CTM sought free, trustworthy, responsive, all-year-round proactive Support.

Cost efficiency: CTM needed a straightforward, fair, affordable, flexible pricing structure

Solution

Exceptional Reliable Connectivity

NobelBiz's top-tier VoIP infrastructure guaranteed stable and crystal-clear voice communications, virtually eliminating dropped calls and significantly reducing downtime. This outstanding reliability was paramount for fostering trust and ensuring seamless communication between patients and nurses.

Crystal-Clear Call Quality

Crystal-clear and consistent call quality, virtually eliminating dropped calls, static, echo, and latency issues. This breakthrough in call quality made communications with patients and nurses more reliable and free from frustrations.

Seamless Scalability

Acknowledging CTM's growth trajectory, NobelBiz provided a seamlessly scalable VoIP solution that could expand in line with increasing demands. This included flexible infrastructure that could effortlessly handle a growing volume of calls and the seamless addition of new functionalities and features as needed.

Robust Compliance

NobelBiz's solutions were meticulously designed with compliance at the forefront, offering robust HIPAA and TCPA support, and regular updates to ensure compliance with the latest regulations.

These comprehensive measures assured CTM that patient information was handled securely and in compliance with legal standards.

Proactive Support

NobelBiz provided round-the-clock, responsive support, ensuring that any issues could be addressed promptly any time of the year.

This proactive support minimized downtime and optimized system performance, improving overall operational efficiency and customer satisfaction.

Optimized Cost Efficiency

NobelBiz offered a transparent and flexible pricing structure that aligned with CTM's needs for cost efficiency.

With no hidden fees, this model allowed CTM to pay only for what they used, providing a cost-effective solution that matched their budget and usage patterns.

Elevated Operational Efficiency

The integration of NobelBiz's VoIP and CCaaS solutions into CTM's operations addressed technical challenges and significantly enhanced overall operational efficiency.

Streamlined communications, reduced downtime, and reliable support helped CTM optimize their workflows, reduce overhead costs, and improve service delivery to patients and nurses.

Outcomes at a glance

- **10%** increase in connection rate
- **0** PQ issues reported towards NobelBiz
- Increased Patient Satisfaction
- Efficient, unified HIPAA and TCPA-compliant flows
- Faster Payment Processing

Results

The implementation of NobelBiz's VoIP and CCaaS solutions at CTM has markedly enhanced their operations, boosting patient satisfaction and improving the connect rate by 10%, with no product quality issues reported.

This success is further supported by efficient, unified HIPAA and TCPA-compliant flows and a transformed payment processing system through a new, complex, and compliant IVR, collectively streamlining operations and significantly enhancing the patient experience over the phone.

About NobelBiz

NobelBiz is a World-Class Telecom and CCaaS company with 20 years of experience delivering complete solutions for contact centers across the globe, irrespective of size, industry, or activity.

The NobelBiz team is ready to support any contact center business or department on its road to performance and measurable results.

Let's get in touch!

www.nobelbiz.com
info@nobelbiz.com
800.975.2844