Healthcare Services
An industry checkup

Health care comprises more than 10% of GDP in most developed countries, and it has grown globally due to a substantial elderly population, economic growth in emerging markets, and insurance reforms. Then came Covid, which took people and resources away from the diagnosis and treatment of other conditions. An estimated ten million people die every year from preventable or treatable diseases, and the 2020 total will be higher than usual because of reduced access to care.

The virus also stopped about one-third of global clinical trials, putting billions of dollars at risk. When trials are blocked, the release of new medicines is delayed, and patients hoping for care and cures are effectively denied both. Market observers suggest it could be 2-3 years before healthcare returns to its pre-Covid business patterns.

Industry trends

The business model is being transformed to consider things like workflow processes and improved efficiency. Telemedicine is increasingly common, and terms like "customer-centric" and "digital experience" are often echoed, among other developments:

Value-based care: like other consumers, patients want personalized and cost-effective service. Within the industry, there is talk of shifting from disease care to focusing on health outcomes.

Growth of ambulatory care centers: fewer profitable procedures are being performed in hospitals, and many services are moving to a home-healthcare model.

Data management and predictive analytics: Microsoft, Amazon, and Google all have healthcare-specific clouds, and more health systems now have the technical capabilities to practice precision medicine and inch closer to predictive analytics.

Advances in clinical IT: with Covid limiting direct contact, health systems have turned to robotics to facilitate video chat communications or use virtual reality headsets to display a clinician's point of view remotely to the rest of the care team.

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Critical challenges

The most significant one is cost, which no one has yet figured out how to contain. It varies by location, by whether a patient files an insurance claim or pays in cash, or by what different coverages will pay. Ultimately, cost impacts health outcomes by discouraging patients from getting needed tests or services to inhibiting the purchase of new equipment, and the problem is manifested in numerous ways:

The technology arms race: the connected medical device market is expected to explode as the Internet of Things becomes more prevalent, but creating it requires closer ties among practitioners, medical manufacturers, and software development companies.

Finding practitioners: an anticipated shortage of 100,000 doctors by 2030, and a shortfall of twice as many nurses. For all the cool things that technology can do, it cannot replace the hands-on aspect of medicine.

Big Pharma: a study in 2019 found that about three dozen drug makers had raised prices on more than 250 medications, an increase that was greater than the rate of inflation.

Payment processing: the rise of third-party mechanisms has created a separate industry in coding and billing, adding another cost layer.

Where we fit

The further adoption of technology and the rise of telemedicine, combined with the faster speeds of 5G, cloud computing, and AI, creates a more complex environment that spills over to make customer care issues more intricate. Our client list includes companies in the health care space. We confront the service-related problems that affect them, such as scalability to handle growth, flexibility for managing peak demand, and consistently delivering "wow" experiences. We are also attuned to the ever-changing expectations that consumers have of service:

Mobile:

more contacts for support will originate from mobile devices

Social media:

this channel has high retention value, plus it's where consumers live

Work-from-home:

remote work and remote customer service agents

Routing:

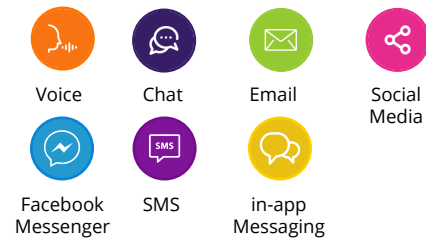balancing the increasing complexity of technology with the consumer's desire for first-call resolution.

Have you ever been upset with a product or service but received a high level of service that resolved the issue and changed your view of the brand? We do that.
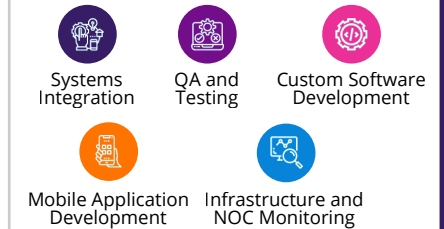
CLIENT BRIEF

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Channels

- Voice
- Chat
- Email
- Social Media
- Facebook Messenger
- SMS
- in-app Messaging

Services

Customer Contact Outsourcing

- Customer Care
- Technical Support
- Sales/Revenue Generation
- Retention
- Welcome Calls
- Win-back
- Post Sales Verifications

Business Process Outsourcing

- Content Moderation
- Imaging
- Data Entry, Mining, Management
- Document Indexing And Filing
- Order Fulfillment / Logistics
- Fraud And Security

Technology Outsourcing

- Systems Integration
- QA and Testing
- Custom Software Development
- Mobile Application Development
- Infrastructure and NOC Monitoring

GlowTouch LLC provides personalized contact center, business processing, and technology outsourcing solutions to clients around the world. Founded in 2002, its 2,300+ employees deliver operational excellence with high-touch engagement. A certified Woman-Owned Business and six-time Inc. 5000 honoree, GlowTouch is headquartered in Louisville, KY, with additional locations in Mangalore, Bangalore, & Mysore, India, and Santo Domingo, Dominican Republic.

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Certifications

- ISO 9001:2015 ISO 14001:2015
- ISO 27001:2013 ISO 27018:2014
- PCI-DSS Level 1 Certified
- AICPA SCO
- HIPPA Complinat

Awards

- Inc. 5000 HONOR ROLL FIVE-TIME HONOREE
- THE FAST FIFTY 50
- siliconindia si100 2011
- ICMI MOVERS and SHAKERS 2018
- IAOP THE GLOBAL OUTSOURCING100
- IAOP Global Impact Sourcing Award COMPANY TO WATCH GISA