

SaludResponde

Junta de Andalucía
Seville, Spain
www.juntadeandalucia.es/salud

Industry:

Healthcare

Employees:

215

Oracle Products & Services:

Oracle Siebel CRM

“Oracle Siebel CRM has allowed us to develop a one-to-one relationship with each patient, to better serve their healthcare needs and ensure they are being treated according to their rights. We have seen customer satisfaction double since the introduction of the service.”

– Wilfredo Lopez, Centro de Información y Servicios Salud Responde, Junta de Andalucía

Junta de Andalucía Reduces Patient Waiting Times and Improves Healthcare Delivery with 24/7 Contact Center

The Junta de Andalucía is the regional government serving some 8 million inhabitants in the Andalucía region of south-west Spain. Its healthcare network comprises 38 hospitals, 8 co-ordination and transportation centers, 370 primary health centers, and more than 80,000 healthcare professionals. In 2003 the Junta opened a multichannel contact center for all citizens of the region. The Salud Responde service now employs 215 people, including contact center agents, nurses, doctors, and a chief executive.

Challenges

- Deliver 24/7 access to medical advice, information, and booking services to all citizens of the Andalucía region
- Choose a robust, multi-channel CRM platform capable of delivering a wide range of valuable health services, including public health alerts and campaigns, appointment and immunization reminders, medical advice and second opinions, issue-specific helplines, outreach to patients leaving hospital, Living Will registry, and waiting list guarantees
- Implement a CRM solution that could interface with multiple legacy systems, provide a historical view of the customer to allow service to be personalized over time, and allow citizen healthcare data to be analyzed to inform future improvements to the service itself and to healthcare delivery in the region, as well as to provide insight into large-scale health trends
- Reduce the volume of time-consuming appointment booking work at individual healthcare institutions

Solution

- Created a single contact center accessible by telephone, fax, email, or the Web, to act as a central appointments booking facility for the region’s healthcare institutions and to deliver 24/7 advice, information, and a wide variety of services
- Enabled 400 administrative staff located at the region’s healthcare institutions to be redeployed to frontline patient care
- Improved service to citizens by reducing call response times from minutes or hours to less than three seconds
- Increased levels of patient satisfaction with the appointments booking process by 100%