

[CASE STUDY]

Connecting Patients and Doctors with CPaaS Solutions



Vertical
Healthcare



Location
India



Client for
3.5 Year



Product
Voice | WhatsApp | SMS

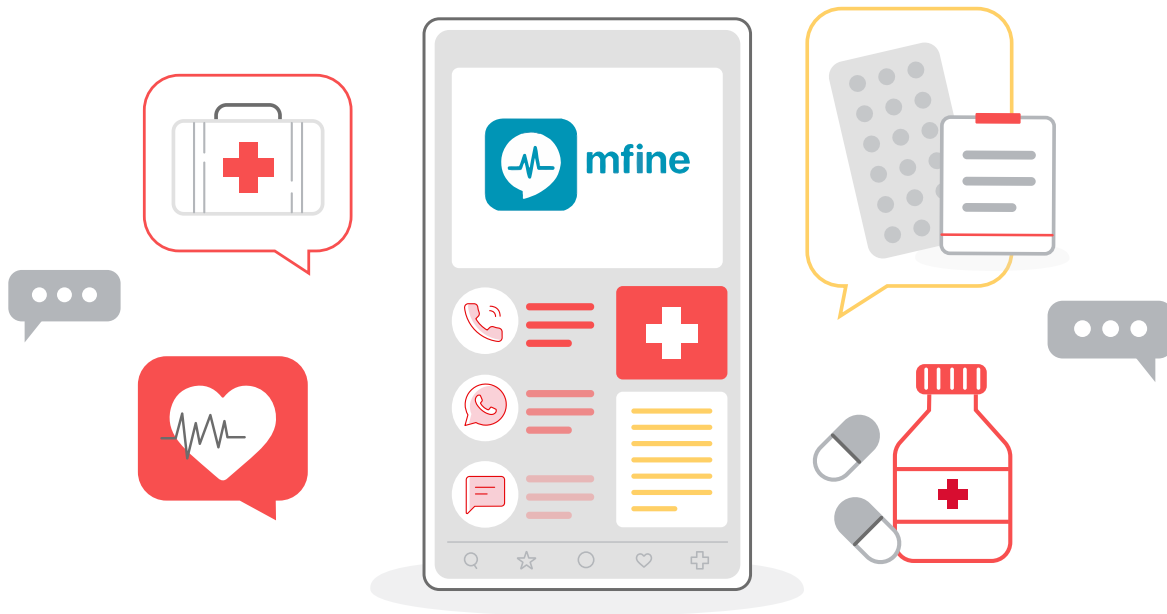
Healthcare is one of the fastest-growing sectors in the world. In India, the industry size is estimated to reach **USD 372 billion** by 2022. The growth of the industry is owed to technological advancements and increasing consumer demand. However, with the increasing consumer demand comes a need for effective communication.

In healthcare, keeping patients in the loop at all times is necessary for a hassle-free experience in even the hardest of times. Organizations with strong communication policies can enrich their patients' health, while those who don't have effective communication channels can negatively impact patient well-being. Healthcare professionals need to recognize the importance of communication in healthcare in order to thrive.

Cloud-based solutions can enable healthcare organizations to streamline their communication process and help health experts easily connect with their patients at all hours of the day.



About MFine



Founded in 2017, MFine is an on-demand, digital, primary healthcare platform that offers professional diagnostics and health check-up services, which can be availed from the comfort of home or office.

Driven by the passion for providing care, impelled with an unwavering focus on quality, and steered by ground-breaking artificial intelligence, MFine's endeavor has always been to make good health more accessible, reliable, and hassle-free to all. With the help of MFine, users can instantly consult doctors online and get health checks at home - all through the tap or click of a button.

MFine's Goal

MFine wanted to connect patients from distant locations with doctors from the most trusted hospitals and improve the overall health care delivery experience. MFine was looking for a trusted CPaaS provider that could help them enable seamless communication between their stakeholders.



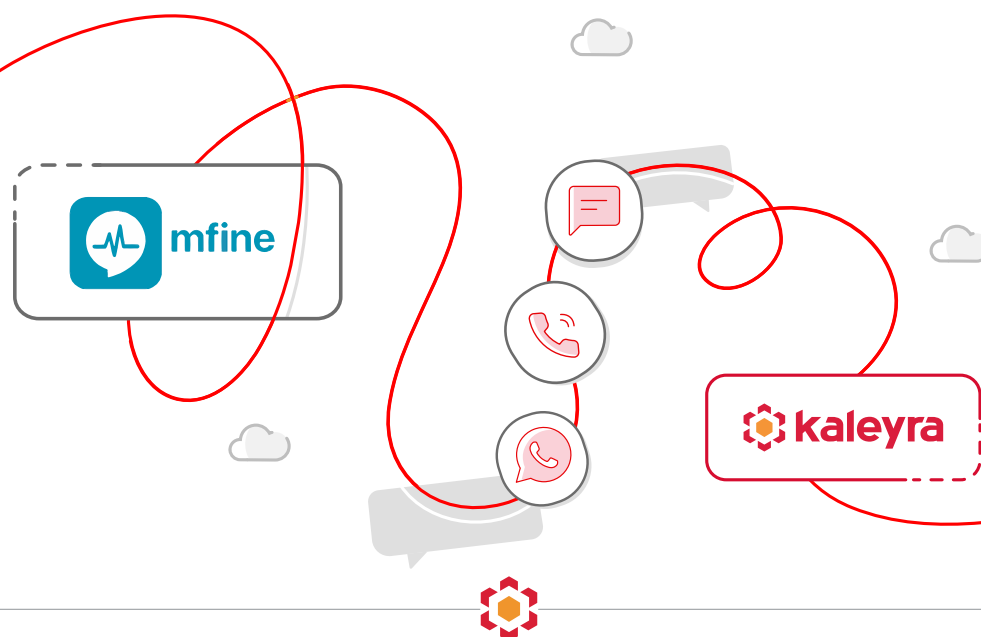
MFine is trusted by millions of people across India. From assessing health conditions and finding the right healthcare providers to storing health records and ordering medicines, MFine guides users along each step of their progress towards a healthier lifestyle.

MFine wanted to assist people from remote locations and small towns by providing them instant access to affordable healthcare solutions. However, to offer the best healthcare options, they needed a technologically sound platform to connect its customers with health experts in real-time.

MFine now sought a communication platform that could not only help them connect distant patients with trusted healthcare experts quickly, but also drive end-to-end customer communication securely and help its support team efficiently handle the growing number of customer interactions.

With a powerful combination of highly-experienced, compassionate doctors and state-of-the-art technology, MFine believes in delivering top-quality health care at every step.

Kaleyra's Solutions



Kaleyra's robust cloud platform met the requirements of MFine perfectly. Its voice and messaging solutions enabled MFine to handle patient-doctor interactions effectively.

MFine, being a healthcare assistance company, received thousands of queries each day from its customers. The queries would be anything from medical diagnosis, finding specialists for particular procedures, estimated costs, and knowing about the country's top hospitals.

Integrating Kaleyra's cloud-based communication platform with MFine's existing systems helped them efficiently handle customer communications and provide professional diagnostics and health check-up services. From sending out appointment confirmations to delivering updates on lab test results and collecting patient feedback, Kaleyra's solutions helped MFine's support team provide top-notch services to its customers.

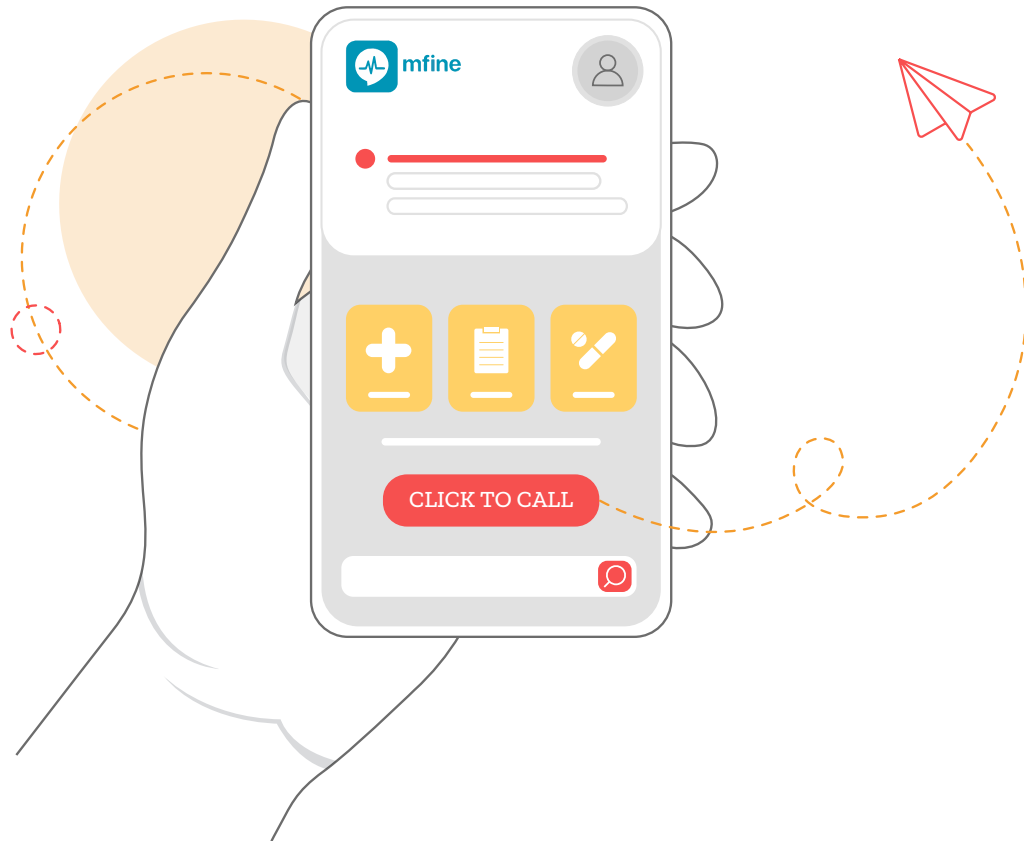
Enhancing the patient experience with voice solutions

Kaleyra's voice solutions improved the user experience with features such as **Inbound IVR, Outbound Calling** and **Click-to-Call**.

Kaleyra's IVR helped patients from across the country reach healthcare experts easily and through a single number. When patients called MFine's helpline number, they were greeted and screened automatically by Kaleyra's IVR. Based on their response to the screening questions, the system routed the call to the right healthcare specialist who could assist patients after a quick assessment and advise them on the future course of action.

Customers tend to have a considerable number of healthcare queries, and all of them require an immediate response. Though MFine's app offers a fair amount of information, patients would want to know detailed information about doctors, hospitals, procedures, admission, post-surgery care, etc. **Click-to-Call** was the perfect solution to avoid missed calls from customers, save them from long waiting times, and provide a seamless experience.





Kaleyra's **Click-to-Call** feature allows patients to securely and instantly connect with MFine's support teams and healthcare experts at the touch of a button on the MFine platform.

Kaleyra also provided the **Outbound Calling** feature to help the MFine team reach out to its customers, address their queries, confirm/remind them about doctor's appointments, follow-up with them on their experience, and monitor their progress.

MFine offers online consultations across 30 specialties through a partnership with over 500 leading hospitals in the country.



Increasing customer engagement with SMS and WhatsApp

Kaleyra enabled messaging services to help the MFine team follow-up with their patients and send automated updates.

With a capacity to deliver over 2.5 billion text messages per month, Kaleyra customized its messaging solutions to meet MFine's needs of catering to an ever-growing customer base. It allowed for seamless communication with customers through text messages. With Kaleyra's easy-to-use platform, MFine now sends out important updates to patients such as appointment confirmations and reminders, prescription updates, medical test reports, and collects patient feedback.

MFine also wanted to capitalize on the power of WhatsApp as it is one of the most preferred and popular communication channels. Integrating Kaleyra's WhatsApp API into MFine's platform helped them extend its reach to all the patients who were using WhatsApp. MFine can now instantly address customer queries, send timely reminders about doctor appointments and prescription refills, and share the lab test results and reports directly with patients via WhatsApp.

Results of the Collaboration



2.41 Million
SMS Sent



186,075
Teleconsultations

Using Kaleyra's cloud communication services, MFine improved the response rate and provided quicker resolutions to patients. Using Kaleyra's inbound IVR solution, MFine connected patients to the right healthcare department. Kaleyra's outbound calling and messaging services helped the MFine team follow up with their patients, send out time-sensitive updates, and address all of their queries efficiently.



Some achievements since MFine opted for Kaleyra's cloud-based communication services:

1) Helped MFine effectively manage patient-doctor communication

Kaleyra's platform has helped MFine in managing the communication between patients and doctors. MFine has been able to send all the updates, including appointment confirmation, appointment reminders, prescription refill reminders, lab test reports, and other informative messages via Kaleyra's platform. Around 2.41 million SMS messages are triggered every month via Kaleyra's platform.

2) Effective management of Patient requests

After integrating Kaleyra's cloud communication platform, MFine could efficiently classify and connect the patients to the relevant healthcare professionals. 186,075 teleconsultations are made on average via the Kaleyra platform every month.

3) Provided actionable insights

Data generated from the IVR provided actionable insights to the MFine to effectively manage healthcare resources.

Reach out to Kaleyra to know how our Cloud-based communication platform can customize solutions to address your problems and improve your business communication. To know more about our products and services, contact us at sales@kaleyra.com. Our team will be glad to assist you.

