



# EMPOWERING HEALTHCARE OUTCOMES

**SUPPORTING MORE THAN 500 MILLION END USERS GLOBALLY  
WITH PROACTIVE ENGAGEMENT SOLUTIONS**

We support over **500** clients in **124** countries including leaders in the health insurance, provider and healthcare manufacturing space



## CONNECTING AND ENGAGING THE HEALTHCARE ECOSYSTEM

CSG is a global leader in customer engagement solutions. We help improve patient care across the healthcare supply chain with offerings that include patient and provider communication, experience design and conversational AI-driven IVR. We empower our customers to stay agile in an ever-changing digital world where patients and providers demand transparency and efficiency.

CSG serves as a trusted partner to market leaders including providers, payers and companies in the technology, pharmaceutical and medical device industries. We help these leaders deploy personalized customer communications management solutions and an integrated omnichannel approach to all of their clients and patients.

Today more than ever, patients and providers expect the same high-tech, high-touch experiences that other industries deliver to them daily. We have helped companies deliver those seamless experiences for over 35 years, and we bring this expertise to our healthcare customers.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. We help our customers thrive in the most dynamic, challenging and complex market conditions imaginable.



### 1.5 BILLION INTERACTIONS PER YEAR

Reaching more than half of all U.S. households



### >80 MILLION DOCUMENTS PRINTED PER MONTH

Top 10 USPS First Class Mailer



### 5.3 BILLION PAYMENTS PROCESSED PER YEAR

Process **310 million** annual credit card payments and **137 million** ACH payments



### ISO 27001:2013 CERTIFICATION

Core competencies also encompass PCI DSS, NIST, HIPAA, GDPR and CCPA

## CSG HEALTHCARE SOLUTIONS



### EXPERIENCE DESIGN

Turn everyday interactions into outstanding digital experiences

- Consulting and research services
- UX and UI design
- Online self-service portals



### PAYMENTS

Enable providers, insurers, and device manufacturers to accept payments through any channel

- Credit card and ACH payments
- Online, in-person and mobile platforms
- Secure and compliant transactions experience



### CUSTOMER COMMUNICATIONS

Let patients, payers and providers connect anytime, anywhere, on any device

- End-to-end management of all communications channels
- Fully-integrated voice, SMS, email, social media and more
- Content design and presentation tools
- Ensure compliance and improve engagement



### JOURNEY ORCHESTRATION

Guide patients and members seamlessly through programs

- Deliver timely, personalized communications
- Eliminate repetitive or contradictory messaging
- Deepen and broaden engagement with wellness programs
- Integrate with existing technology and platforms



### CONVERSATIONAL AI

Provide tomorrow's service experience, available now in 30+ languages

- Scalable, device-agnostic AI applications
- Leverages multi-intent understanding and contextual awareness
- Draws from organization's EHR, practice management and CRM databases



### FIELD SERVICE MANAGEMENT

Optimize technician productivity and proactively communicate

- Real-time traffic capabilities to arrive on time
- Optimized scheduling to reduce equipment downtime
- Consultative approach from integration to implementation and beyond

## CSG CUSTOMER SUCCESS STORY

Patients rely on reminders to help them keep their doctors' appointments amid their busy lives. Physicians rely on them to stay productive.

Between 23 and 34 percent of scheduled appointments with outpatient medical organizations end up being no-shows, according to a 2018 study in the Journal of the American Osteopathic Association. Considering each unused 60-minute time slot costs a physician \$200 on average, practices have as much as \$170 billion per year to recover in no-show losses.

A leading healthcare IT company is helping its medical practice clients minimize no-shows and boost patient engagement using CSG solutions. The company, which has been a CSG partner since 2018, employs CSG's voice

and SMS messaging to send appointment reminders from 100,000 physicians across 15,000 practices. These HIPAA-compliant services help ensure patients receive the care they need and achieve better health outcomes.

But an all-digital system does not cover every patient—the company still needs to reach underserved and geriatric populations. The company also uses CSG's print capabilities, enabling physicians to send more than 13 types of physical campaigns to patients, from billing statements to birthday greetings to immunization reminders.

The company's partnership with CSG gives it every tool to engage diverse patient populations, helping medical practices stay productive in a rapidly changing world.