

8x8

Modernising communications in Healthcare

Your guide to the cloud



Adopting a digital-first strategy

Healthcare professionals are under pressure to deliver a digital-first experience despite on-premises phone systems, legacy contact centre technologies and siloed communications tools which make it hard for clinical and back-office teams to connect with those on the frontline.

8x8 brings together web, chat, SMS, social media, voice and video channels on one central platform. This removes the risks associated with on-premises systems and creates a safe pathway to migrate CC and UC environments across the NHS to a full cloud environment.

And, with 8x8 Voice for Microsoft Teams' direct routing capabilities, including dozens of out-of-the-box APIs and EPR integrations, you can seamlessly enhance the applications you already use while offering a blueprint for future resilience and agility.

If every member of staff is responsible for delivering the patient experience, it's important to give them the capabilities they need to be successful, from the front office to the clinical staff and beyond.



A safe pair of hands

- ✓ The 8x8 cloud platform puts your communications in a safe pair of hands. It connects clinical, administrative and contact centre teams wherever they are with intuitive individual user profiles based on job functions.
- ✓ Central management and administration simplify the process of rolling out unified communications and contact centre features alongside your existing telephone system, creating a risk-free environment for bringing all departments on board.
- ✓ Intuitive applications for mobile devices and softphones ensure clinical and community staff are easily contactable - on wards and in the field.
- ✓ Knowledge is easily shared. Staff across the organisation are able to access the information they need when they need it, through text, chat, video or voice to update patients, relatives and loved ones.

Support for funding and procurement With digitalisation at the forefront of the NHS strategy, there has never been a better time to invest in the operational benefits offered by a cloud based communications platform.

Since adopting the HIMSS model to benchmark infrastructure development, which includes communications and contact centre capabilities, the NHS has committed to providing funding to support NHS Trusts on their digital journey and meet the minimum requirement.*

*Source [Healthcare IT news](#)

The cost of doing nothing

Trying to wrestle new functionality from on-premises communication tools is expensive, requires specialist knowledge, and lacks the agility and hassle-free advantages of cloud alternatives.

Furthermore, these legacy tools are costly to maintain, requiring expertise across multiple vendors and are more vulnerable to outages, unplanned downtime and potential security threats that cause knee-jerk reactions and the need for additional backup communications.

Staying with an old and outdated system requires considerable effort from overburdened IT staff, and in the current economic environment is unaffordable and a step backwards.

NHS organisations with legacy communications technology may find it tempting to maintain the status quo and just “bolt-on” new services, but keeping ageing and disparate communications tools on “life-support” can bite deep into already stretched budgets and impair productivity.

For a significant majority of organisations, taking no action is not an option.

83%

of executives said that introducing a combined communications solution is part of the organisation's digital evolution to increase engagement.

Source: Hanover Research (Apr21)

Improving patient experiences

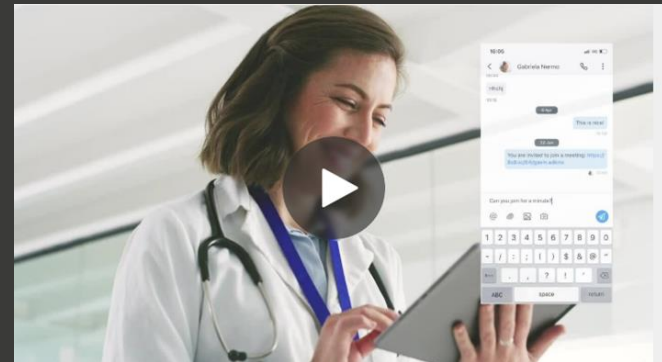
Virtually every aspect of modern life has been, and will continue to be, radically reshaped by innovation and technology—and healthcare is no exception.

The NHS long-term plan drives NHS digital transformation to create straightforward digital access to NHS services and help patients and their carers manage their health.

Creating an omnichannel environment with 8x8 makes sharing information, knowledge and expertise easier by connecting your patients, carers and colleagues seamlessly, through voice, video, chat and SMS—wherever they are.

Digitalisation will see changes in the way the NHS communicates with patients and carers. New channels of communication are opening up, leading to improved patient and staff experiences.

Stay in touch with mobile Apps for the NHS



Creating communication excellence in the NHS

At 8x8, we remain steadfast in our commitment to providing a single cloud communication platform that maximises patient access and experiences, modernising old systems while meeting compliance requirements, allowing healthcare organisations to improve cost efficiencies, patient outcomes and staff productivity.



Supercharge your
digital transformation



Maximise operational
efficiency



Improve patient experiences



Mitigate risk

8x8[®] for healthcare

Elevate patient and clinician experience

with smart automation and seamless workflows

Maximise operational efficiencies

with AI-driven analytics and cloud-based collaboration

Future-proof NHS communications strategies

with scalable, compliance-ready solutions.

Mitigate risk & strengthen data governance

with enterprise-grade security and UK-based hosting



Conquer complexity with 8x8

Say goodbye to fragmented data, siloed teams, and disconnected communication, and say hello to 8x8. Connect your teams and patients and make smarter, empowered decisions with integrated AI tools and insights to create real results.

For more information contact 8x8.com

