



*Stericycle Communication Solutions Recognized for*

**2021**

**Customer Value Leadership**

North American

Patient Engagement Industry

*Excellence in Best Practices*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Stericycle Communication Solutions excels in many of the requirements in the North America patient engagement space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

### ***A Market First: Combined Live Voice and Digital Self-scheduling***

Stericycle Communication Solutions recognizes the role both humans and information technology (IT) systems play in patient engagement, developing live voice and digital solutions to meet customer needs and market trends. The coronavirus (COVID-19) pandemic accelerated healthcare’s digital revolution with contactless experiences across all services. Healthcare providers (HCPs) must create smooth online experiences for their existing and potential patients by bringing the “digital front door” concept to HCP websites. This concept requires impactful changes in the user interface, promoting rich scheduling, provider, and patient experiences.

*“Stericycle Communication Solutions implements effective, data-driven, “welcome mat” strategies for the optimal consumer experience, placing itself at the industry forefront.”*

**- Azza Fazar, Best Practices Research Associate**

Stericycle Communication Solutions implements effective, data-driven, “welcome mat” strategies for the optimal consumer experience. Its solutions include multilingual voice and online appointment scheduling, referral management, text reminders, post-discharge services, and inbound and outbound health and wellness campaigns. Thus, its solutions create a journey driven by patient preferences and needs.

### ***Smart Scheduling***

Stericycle Communication Solutions’ clients attract and retain patients with its intelligent scheduling solution. Aside from filling schedules, it improves access to care via communication channels that

healthcare consumers need. The Health Insurance Portability and Accountability Act (HIPAA)-compliant system offers live voice scheduling and digital self-scheduling, giving it a strong position in the market.

Through its live voice scheduling solution, patients who prefer to make appointments by phone can do so while reducing scheduling errors by hospital staff. The live voice solution automatically inputs the scheduling information across all venues of care into the HCP's system without staff assistance.

The online, mobile-friendly, self-scheduling solution is convenient and easy to use. It facilitates scheduling and rescheduling appointments with emergency and urgent care departments, physicians, specialists, and telehealth. This method is hassle-free as there is no application to download. This feature also allows HCPs to manage registrations for in-person and virtual classes and events directly, book preventative care screenings and referrals, and handle post-discharge care scheduling.

Patient needs are a top priority for Stericycle Communication Solutions, aligned with its goal of making its solutions patient-centric. When patients use the online self-scheduling service, their self-reported symptoms guide them to a recommended care venue. The service directs patients to a care venue based on the urgency of their symptoms, delivering a customized experience, reducing costs for HCPs, and avoiding emergency department overutilization.

### ***Proper Care, First Time***

Healthcare consumers seek HCPs who make themselves easily accessible. Therefore, they will do an online search and decide based on readily available reviews and ratings. Patients consider referrals as straining. Non-adherence to referrals contributes to poor health outcomes. Also, managing referrals manually is a time-consuming process for HCPs. Stericycle Communication Solutions makes the referral transition seamless for healthcare consumers and providers. It removes HCPs' burden of calling patients to ensure care continuity and following up with patients on their appointments with referrals. Additionally, its HIPAA-compliant referral management solution provides automated referral reminders to patients. As a result, patients are less likely to miss appointments, and HCPs will reduce the patient no-show impact on the quality of services, revenues, and patient retention.

### ***Deep Knowledge and Passion: Top Differentiators***

Stericycle Communication Solutions has the most comprehensive patient engagement platform in the market. Its workforce comprises tech-enabled experts working with advanced IT, allowing the company to produce high-quality outcomes driven by knowledge and passion. In addition, the company customizes its solutions to individual HCPs' unique needs without compromising its core purpose.

Stericycle Communication Solutions' tailored services integrate into HCPs' systems seamlessly using APIs and HL7 standards. The company also incorporates proprietary technology such as Sync Bridge to extract data from existing databases and transfer it wherever needed. Its proprietary technology is a critical differentiator contributing to its success.

### ***Strategic Collaborations: Superior Customer Experience and Enhanced Reputation***

Stakeholders prioritize growth in every strategic partnership. Stericycle Communication Solutions is no exception. It has formed collaborations with many reputable names in the last two years to advance its

technologies and further its solutions. Such partnerships support the company's services like HCP reputation management and patient scheduling. It collaborated with YEXT, incorporating its HCP Pages solution to make providers more discoverable in search, while also providing the ability to schedule an appointment on search-ready landing pages.

In addition, the company's symplr partnership improves provider directory searches by matching patients to the most suitable medical practitioner according to their health concerns, insurance, and location. Stericycle Communication Solutions' sterling reputation, associations with other industry leaders, and quality solutions reinforce HCPs' confidence and trust.

### ***Communication Leads to Action: Seamless COVID-19 Response***

Stericycle Communication Solutions' customer service strategies are on par with its high-quality solutions. As a company, it believes in communication that leads to action and adherence in all its business processes. The COVID-19 pandemic proves that digitally-driven patient engagement is critical. Stericycle Communication Solutions makes every patient interaction seamless and promotes contactless strategies beyond using COVID-19 hotlines and frequently asked questions (FAQ) web pages to help the public. Its online scheduling solution also connects people to COVID-19 testing and vaccination appointments. And its virtual check-in feature allows patients to check in online for their appointments

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***- Azza Fazar, Best Practices Research Associate***

and then wait safely at home or nearby to receive arrival instructions and wait time updates. In addition, the company launched an online chat service designed specifically for COVID-19 FAQs. It promotes quick, accurate, and easy access to COVID-19 related public information. Ultimately, Stericycle Communication Solutions strives for continuous and consistent patient engagement, which is not limited to just day-to-day healthcare processes.

The pandemic also highlighted many growth opportunities. In 2021, the company plans to enhance multi-lingual options and email branding support for class and event registration and wait-listing for scheduling. Stericycle Communication Solutions also plans to implement two-way text communication between patients and HCP staff during online scheduling as well as natural language processing for communications and reminders. These plans contribute to its post-pandemic revenue growth strategies. As patient engagement becomes more critical, Frost & Sullivan believes that Stericycle Communication Solutions' position in the market grants them attainable long-term success with a well-rounded solution.

### ***Recipe for Success: Anticipate Key Industry Challenges and Trends***

Stericycle Communication Solutions strives for solutions that solve problems to patient access, action, and adherence. It achieves maximum coverage with schedule utilization, reducing patient no-shows and readmissions, and improving overall health outcomes. The company reports its solutions have resulted in a 40% reduction in emergency room readmission rates, a 60% decrease in no show rates, and a 46% average in new patients using the online booking solution. The search for reliable information on handling COVID-19 cases intensifies as we go into the second year of fighting the virus.

There is an increased burden on HCPs' customer service lines and schedules. Identifying high-risk patients requiring immediate attention simplifies scheduling and testing procedures. This concern led to a partnership between Stericycle Communication Solutions and HealthAware, which expedites hospitals' patient stratification according to COVID-19 risk. Frost & Sullivan surmises that this partnership will likely boost the company's success further. Its strategic decisions have positive outcomes when assisting HCPs in coping with the pandemic.

## Conclusion

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Pioneering seamless solutions in the North America patient engagement market, Stericycle Communication Solutions thrives among competitors. Its solutions and strategic partnerships underscore healthcare's importance, ensuring continued and sustainable connections between patients and physicians. Moreover, Stericycle Communication Solutions supported healthcare providers involved in COVID-19 screening and vaccinations. Frost & Sullivan commends Stericycle Communication Solutions' voice and digital offerings, anticipating a stellar performance in the coming year.

Stericycle Communication Solutions earns Frost & Sullivan's 2021 North America Customer Value Leadership Award in the patient engagement industry with its strong overall performance.

## What You Need to Know about the Customer Value Leadership Recognition

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Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty



