

A person wearing blue scrubs is seated at a desk in a clinical or office environment. They are using a computer, with their hands on a keyboard and mouse. The background is slightly blurred, showing other desks and equipment. A red square with the text '8x8' is positioned in the upper left corner.

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 that make it hard for clinical and back-office staff to connect with those on the Frontline.

8x8 brings together web, chat, SMS, social media, voice and video channels on one central platform, removing the risks associated with on-premises systems and creating a pathway to migrate CC and UC environments to a full cloud environment alongside their existing systems.

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.

What's Inside

A safe pair of hands

The cost of doing nothing

More than just ROI

Improving patient experiences

5 Reasons healthcare professionals are choosing 8x8

A safe pair of hands

The 8x8 cloud platform puts your communications in a safe pair of hands, that keeps clinical, administrative and contact centre staff connected from anywhere, with individual user profiles based on job function and the information the user requires.

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 enable clinical and community staff to be easily contactable, on the wards and in the field, for faster communication and feedback. 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 modern 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 Trusts on their digital journey and meet the minimum requirement.*

8x8 solutions are compatible with leading Electronic Patient Record systems.



*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 (April 2021)

More than just ROI

A cloud-based strategy enables a new world of accessible information irrelevant of location.

8x8 provides IT leaders with the most convenient path to deliver on that strategy, aligning patient communications with the NHS long-term plan to deliver digital-first services.

- **Create an agile, scalable environment** to deliver consistent omnichannel and self-service experiences for staff and patients
- **Improve reliability with a 99.999% uptime SLA**
- **Secure Data**—UK ring-fenced data—DSP Toolkit compliant
- **Consolidate tools and purchases** with APIs including EMIS, SystemOne, Vision3 and Microsoft Teams integration
- **Simplify IT administration** with a single platform for UC and CC that connects the entire organisation with cross-platform reporting and analytics



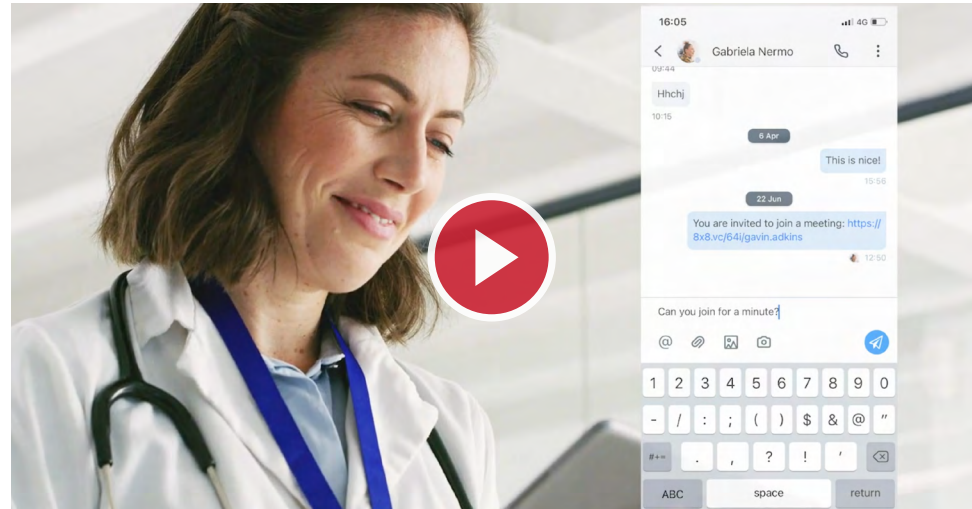
Improving patient experiences

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.

Take a tour of 8x8



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.

5 Reasons healthcare professionals are choosing 8x8

- 1. Maximise patient access and experiences.** Consistent experiences for users across all communication channels on a single platform that integrates with EPR systems and Microsoft Teams.
- 2. Ensure reliability and compliance.** A safe pair of hands for a risk-averse migration to a secure solution that is DSP toolkit compliant with a 99.999% uptime SLA and UK ring-fenced data.
- 3. Deliver digital-first communications.** Unified Communications and Contact Centre, migrated at your own pace, with a proven, right-size cloud-native platform to deliver omnichannel experiences.
- 4. Improve staff productivity and welfare.** Better decision-making capabilities with call handling, speech analytics, call recording and AI statistics across all staff and patient interactions.
- 5. Increase cost efficiency.** Lower TCO; optimised IT footprint and improved workflows for increased staff productivity.

Find out more about 8x8 for Healthcare

The need to be able to communicate directly with people anywhere has never been more important.

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.



Crown
Commercial
Service

8x8 solutions are listed on Crown Commercial Services G-Cloud and NS3 (RM6116) frameworks.

56%

Having one integrated communications platform can deliver a measurable return on investment and 56% Lower TCO than a multi-vendor strategy

Source: Metrigy



Communications for the Customer Obsessed

The companies that get ahead today are truly customer-obsessed. Business leaders know they can't settle for good-enough customer experience or just-okay employee engagement scores. To go above and beyond, they know they need a communications platform built for them. One that unites contact centre, voice, video, chat and SMS and delivers it with the reliability, integration and expert services only a customer-obsessed company can provide.

At 8x8, we know that it takes great experiences to make new connections, to bring teams together, and to turn prospects into loyal customers. Communications for the customer-obsessed means that we believe in our obligation to provide incredible communications experiences, every time.

[Read more here](#)

Contact 8x8 sales or your 8x8 partner for additional information, or visit 8x8.com.



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