



8x8

# The Prescription for Overworked, Understaffed Healthcare Organisations

Why communication APIs could alleviate  
what's ailing the UK healthcare sector

UK healthcare challenges

# What's standing in the way of better-quality healthcare?

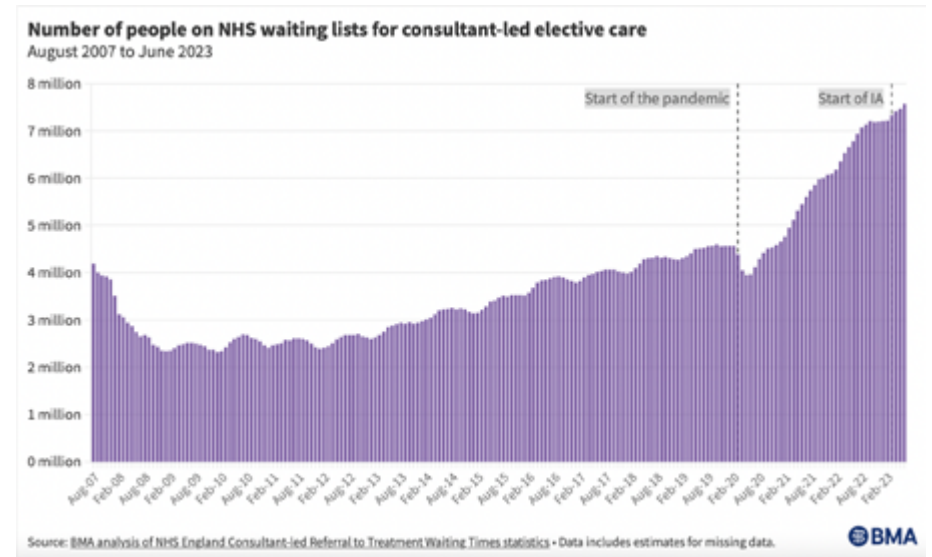


# Underfunded, overworked and in need of digital transformation

Significant challenges are stretching the UK's healthcare sector to its limit. In a 2022 healthcare review of all four constituent countries of the UK, chronic underfunding, coupled with overworked employees and understaffed hospitals, has created a growing backlog of cases and an environment of compromised patient care.

As of April 2023, around 7.42 million people are waiting for treatment, with a median wait time for treatment of 13.8 weeks—almost double the pre-COVID median wait of 7.2 weeks.

And the consequences for healthcare professionals are equally devastating—nearly half of all NHS workers have been made ill by stress at work, with one third reporting severe burn out.



Source: <https://www.bma.org.uk/advice-and-support/nhs-delivery-and-workforce/pressures/nhs-backlog-data-analysis>

# The way forward for UK's healthcare sector

Experts agree that it is crucial for the healthcare sector to make wise use of technology to improve patient and staff well-being, and to do so without excluding marginalised communities such as the elderly. Technology that can improve connectivity between patients and caregivers should be of top priority.

But resistance to new technologies in healthcare settings can pose barriers. In an academic review, it was found that workers and organisations are more open to digital solutions that:

- Are intuitively designed and easy to use
- Provide tangible internal and external benefits
- Do not require pre-training in technical skills
- Can be integrated quickly into existing systems



8x8 Jitsi as a Service

# Video consultations: Greater accessibility without losing the human touch



# Expand and scale access to professional support

Accessibility extends both ways. While healthcare staff need a better way to service more patients, patients also need a better way to receive specialised care, especially if there are few (or no) professionals within their physical vicinity.

Telemedicine interventions, or “personalised care from a distance” have been shown to provide reassurance and independence for patients living with chronic diseases such as cancer, and have been associated with lower mortality and emergency admission rates.

Video consultations are key to improving inclusiveness and tackling long wait times for elective care, especially when it comes to access to mental healthcare. The waitlist for mental healthcare in the UK stands at 1.6 million people, including 374,000 aged under 18 years.



# Shorten patient wait times and increase productivity

Delivering remote care and telemedicine services is now standard for many modern healthcare providers. Video consultations allow for faster care, diagnoses, and follow-ups by reducing the need for frequent in-person visits, allowing healthcare professionals to serve more patients within a shorter period of time. This not only alleviates the resource strain on hospitals and clinics, but also ensures that patients receive timely and high-quality care.

But for virtual consultations to be effective, the quality and reliability of your video service matters. Not to mention, it has to be easy to use, both for the staff and for the patient.

8x8's Jitsi as a Service (JaaS) solution is an exceptionally easy way to integrate high-resolution video meetings into your existing mobile or web platforms with just a few clicks. Best of all—you can get started for free.

[Find out more about 8x8's Jitsi as a Service](#)



SMS and Chat apps

# SMS and chat apps: Convenience for both patients and healthcare providers





# Sustained engagements mean better-quality care

SMS and chat apps open up multiple avenues for more effective, real-time, two-way communication between patients and healthcare providers. This not only improves coordination, but also patient education and engagement. Service providers can send educational resources, health tips, and personalised information to help patients with proactive health management, while patients can send timely updates, receive help with self-monitoring, and reduce unnecessary visits to healthcare facilities.

More importantly, sustained patient engagement can greatly influence the effectiveness of healthcare delivery systems. Continually engaging patients in their health management journey has been shown to improve overall patient satisfaction and health outcomes, reduce costs, and even benefit the clinician experience.

[Find out more about 8x8 SMS API](#)

[Find out more about 8x8 Chat Apps API](#)

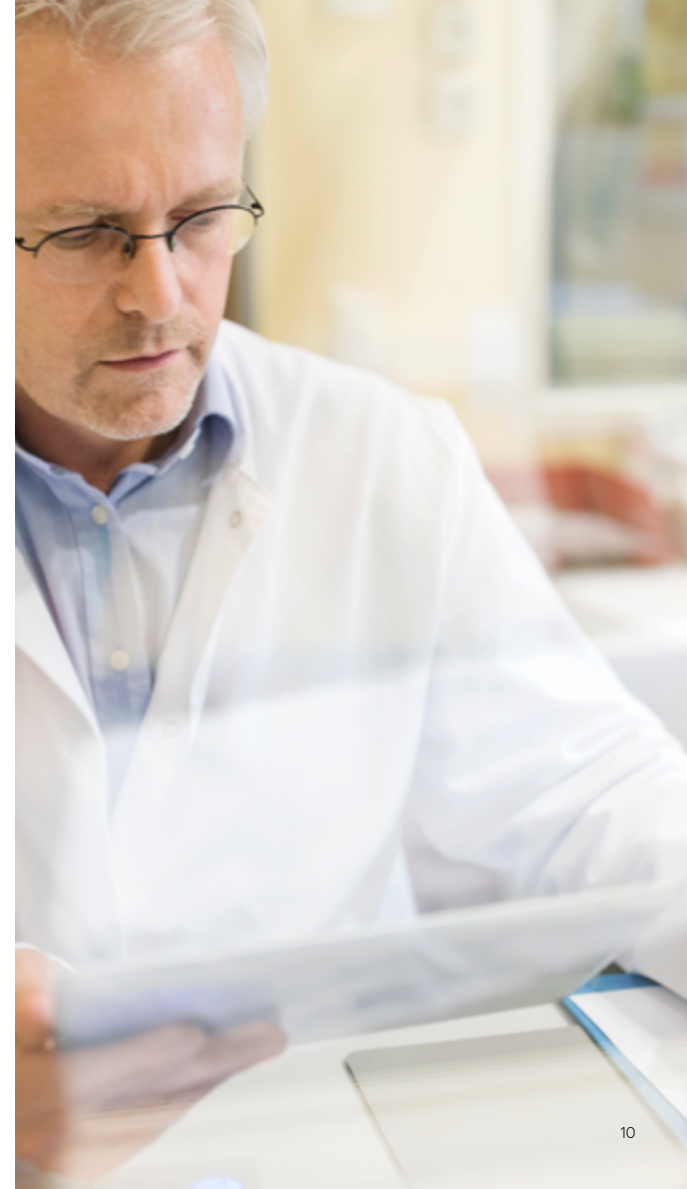


# Automated workflows to relieve resource strain

But with additional communication channels to engage through, healthcare staff need a better way to consolidate and manage conversations in an integrated and simplified way. 8x8's communication APIs are easy to integrate, can be managed on a single platform, and are highly intuitive to use with drag-and-drop features to automate repetitive processes.

Mayden, for example, a health tech solutions company, chose 8x8's SMS and video services to help them simplify their telehealth workflows, effectively scaling their delivery of secure, remote consultations between patients and clinicians. This allowed them to optimise the use of available resources, improve patient access and engagement, and meet the growing needs of their patient pool.

[Learn more about 8x8's communication solutions for Healthcare](#)



# Thanks for reading

Whatever your precise needs, 8x8 can help you tailor a flexible, powerful, cloud-based solution with an integrated contact centre, voice, video and chat. The 8x8 eXperience Communications Platform™ powers engaging, responsive communication that delights patients and makes your organisation more agile.

8x8 is the longest-running Gartner MQ UCaaS leader (11 years) and 8x recognized in Gartner MQ for CCaaS.

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