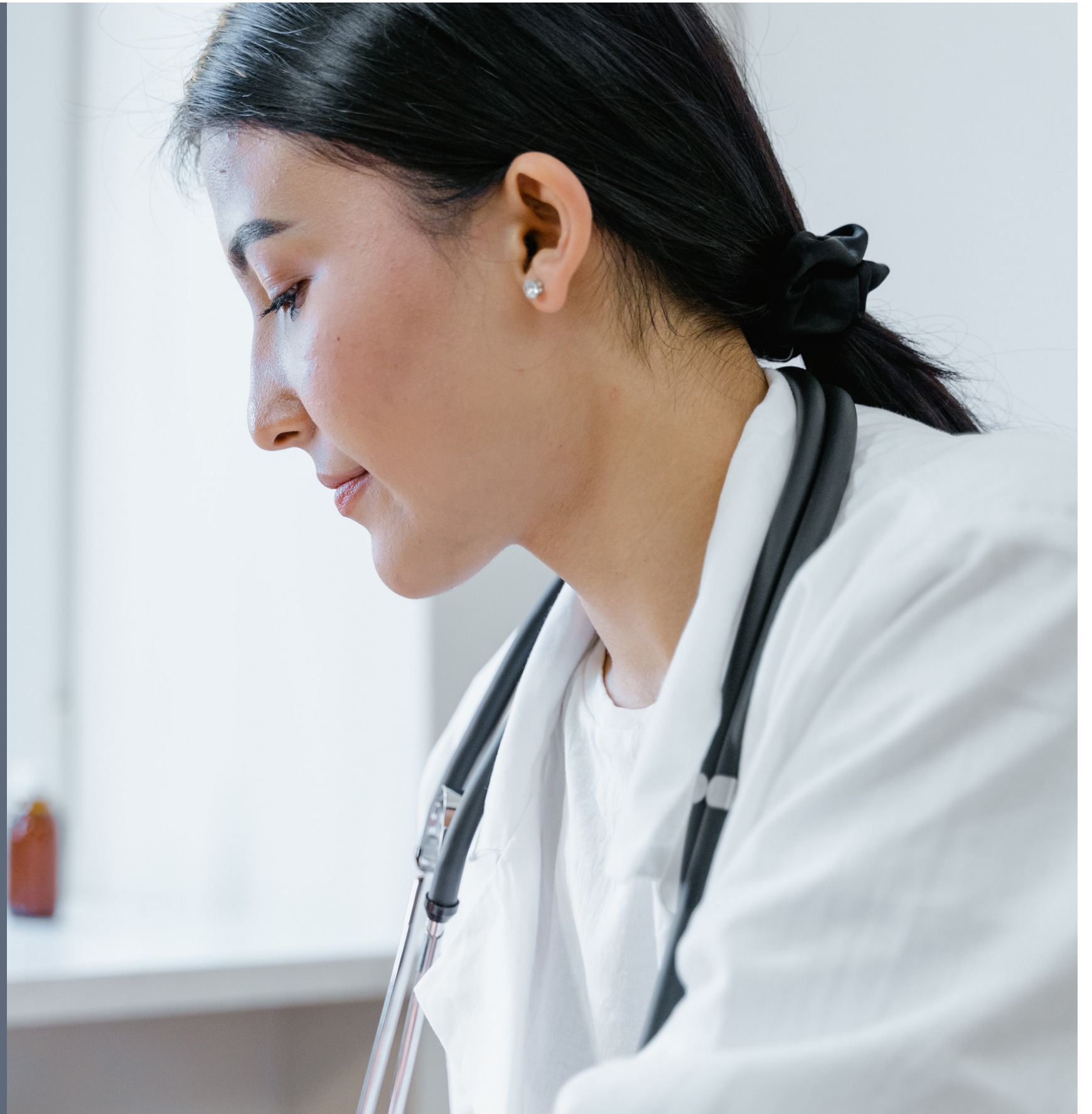




---

## Partnering with **Revation** for Enhanced Patient and Provider Engagement





## REVATION: WHO WE ARE AND WHAT WE DO

We believe in the power of human relationships and that innovation in communication will connect people to help live healthier lives. Revation Systems serves hundreds of healthcare customers in the U.S. with its cloud-based, secure chat/email/voice/video communications platform with the ability to drive experience across digital and physical channels. Our flagship solution, LinkLive, is secure unified communications software hosted in the cloud that offers a broad range of capabilities including rich digital messaging, a seamless ability to engage humans across physical and digital channels, and leading voice and video communications.

Revation offers all the advanced, sophisticated capabilities that are expected in a contact center like skills-based routing, session recording, workforce management, agent scheduling, compliance & audit reporting, and quality monitoring tools. We also offer a broad range of digital capabilities from chat, secure mail, and co-browsing to the ability for patients and associates to engage the facilities and caregivers at a healthcare organization. Since our founding in 2003, Revation has been dedicated to the belief that the quality of communications can be enhanced, while the costs and hassles can simultaneously be reduced, by using virtual communications enabled by a cloud-based platform.

### In Other Words...





## WHY HEALTHCARE ORGANIZATIONS WORK WITH US

LinkLive is a powerful platform for healthcare organizations who need to enable secure communications between patients, caregivers, and business partners across digital and physical channels. For many of our clients, LinkLive is critical as they work to increase the quality of care while also reducing the cost of care.

LinkLive can be quickly and efficiently deployed, and its SaaS-based model minimizes downtime almost entirely with virtually no learning curve for contact center agents to adopt and begin using.



### HEAR IT FROM OUR CLIENTS

*"An installation like Revation's LinkLive solution can literally be spun up the same day, the next day or within 30 days depending on the complexity of the application. That process and the ease of designing workflows to begin taking live calls in the contact center is short and relatively straight-forward, and there are many staff at Revation who took care of a lot of those steps for me. The implementation of LinkLive was really stress-free for my telecom team. It was really easy in the big picture,"*

Former LinkLive User

## Secure and Auditable

Security is at the core of Revation's DNA; both at the organizational level and for our technology architecture. The security of our solutions is an approach that starts from the ground-up and influences every product brought to market. We never compromise around ensuring the security of our customer's data — in the two most tightly regulated markets — remains protected.

We practice a three-fold approach that we refer to as Policy & Process, Infrastructure and Architecture (PPIA).

### Policy & Process

- Internal certification for our people and processes.
- 100% US-based development.
- Formal documentation of requisite processes and best practices.
- 3rd party compliance and certification:
  - PCI
  - HITRUST
  - HIPAA/HITECH
  - SOC2

### Infrastructure

- All servers owned and managed by Revation and located in the U.S.
- Three stage access to all servers and information stored.
- Tier 4 design methodology, with two stages to access data, and a third to access servers.

### LinkLive Architecture

- Purpose-built, security first approach. Many other solutions start with an application and then attempt to secure it. Our first line of code was secure messaging - not messaging that we secured.
- Media agnostic security across all modes.
- Rigorous, proprietary testing and quality assurance process.



## If Numbers are More Your Style:

Over **30 million** lives served with population health outreach.

Available to more than **80 million** digital banking users.

Nearly **135,000** human interactions each and every day.

**Top 10** healthcare security solution providers. \*

## EXPERIENCE WITH HEALTH CARE COMPANIES

The LinkLive platform was built with best in class security and provides reliable communications, which has been validated with our HITRUST Certification. HITRUST is a standardized methodology and framework to measure compliance and risk effectively and to consistently deliver our service. Revation's HITRUST assessment encompasses over 600 controls spanning a multitude of areas including the way we collect information, our testing procedures, and how we address federal, state, and industry requirements.

It's a comprehensive approach to regulatory compliance and risk management, normalizing over 20 of the most common security and privacy standards, including PCI, ISO2700, HIPAA, NIST and COBIT. HIPAA is a regulatory baseline for data protection that ensures confidentiality, integrity and availability of all data. Regardless of whether the data is being created, received, maintained or transmitted, HIPAA simultaneously protects data against security threats. Due to vague HIPAA guidelines, organizations are often inadequately implementing sufficient security measures and rarely have the internal expertise and oversight resources to effectively manage HIPAA's required and "optional" measures. This frequently leads to organizations implementing insufficient security processes and leaving their systems vulnerable to threats. HITRUST is a solution to some of the vague guidelines stated in HIPAA.

HITRUST was established to maintain a security framework that ensures confidentiality of sensitive medical information in a way that is applicable and utilized by both covered entities and business associates. We think it's cool, because it captures our security first approach, and we were the first cloud contact center to be HITRUST certified where we support many healthcare organizations today.

Our industry-leading approach provides healthcare organizations with reliable, secure communications that can be deployed in a matter of weeks rather than months. Our cloud-based software as a service solution is ready for custom integration to the applications organizations use most. It is easily integrated with existing email clients, such as Microsoft Outlook, as well as corporate directories. Such integration allows for a quick and easy transition. Additionally, our solution works with any website or online portal to provide online presence and live chat options, making it easy to connect with patients.

We serve multiple segments across the healthcare ecosystem including payers, providers, population health organizations, government, and community social service organizations. And we have established relationships with some of the industry's largest companies offering a unique combination of secure, HIPAA-compliant communications with virtual call center and secure multi-point video capabilities that support a wide variety of use cases.

\* Healthcare Tech Outlook - 2019

## DON'T TAKE OUR WORD FOR IT

### Top 5 U.S. Payer

With many aspects of the healthcare industry moving to mobile care delivery, the organization's case workers that spend much of their workday away from their desk performing on-site patient case management visits had a significant need for a mobile solution that enabled them to both communicate with fellow employees and document data.

Revation's Mobile Worker solution provides case workers — who are frequently on-the-go — with the tools they need to communicate from on-site case visits efficiently and securely, all from one integrated application. Our solution provides agents with one easy-to-use mobile tool that can be accessed from any mobile device, enhancing productivity when away from the office. Mobile worker enables over 750 case managers and field agents for this payer to have secure, auditable and HIPAA compliant conversations with patients and their team members while in the field.

Powered by LinkLive, our mobile worker application provides agents with multi-modal communications, patient relationship management and other logistical applications directly from their mobile device, making it easy to securely communicate by dialing out directly from the application on their mobile device.



In March 2020, Arizona Governor Doug Ducey declared a statewide public health emergency due to COVID-19. The executive order focused on patients in need of care, enabling them to receive the right level of care at the right time -- all while maintaining HIPAA compliance and the highest degree of security.

With the additional goal of ensuring that hospitals will not be overwhelmed due to high patient volumes, Revation implemented its LinkLive solution with a series of secure conference huddles. The virtual contact center answers the industry's call for tools that enable providers to perform essential coordination functions for their practices without detracting from the provision of care at the right time, in the right way and at lower cost.



In 2012, Fairview Health Services began searching for a more efficient patient transfer solution. Its aging communications system made it increasingly difficult to connect several health system personnel together when transferring physicians. This resulted in long call center wait times and higher abandonment rates. For critically ill patients, this could mean the difference between life and death. Furthermore, for Fairview, it meant foregoing complex, high-value cases. It was critical to ensure adequate capacity for patients in need of care with ability to get individuals to the right level of care at the right time all while maintaining HIPAA compliance and the highest degree of security.

Fairview selected LinkLive Healthcare, Revation's cloud-based multi-media communications platform, built specifically for the patient transfer process. They saw how Revation's dynamic huddle technology could expedite real-time conferencing with no limit to the number of participants. The solution's drag-and-drop functionality enables transfer agents to seamlessly pull available resources into a conversation in real time. As a result of using LinkLive, 80% of calls are now answered in 15 seconds or less and abandonment rates are consistently under 1% on admission lines. And these metrics are available via LinkLive's MMP reporting platform on a regular or ad hoc reporting basis.



Banner Health found that referral volume had declined significantly between 2016 and 2018. The transfer team determined that part of the problem was an unstable communications platform that created leakage in their patient admission, discharge, and transfer (ADT) processes. This not only put patients at risk, but it meant that referring hospitals might direct patients elsewhere. This problem was costing Banner Health millions of dollars per year.

Banner chose LinkLive Healthcare for three key capabilities: the security and stability of the platform; a comprehensive view into transfer center operations and actionable metrics; and ease of integration with other key solutions. The use of LinkLive resulted in a \$14 million dollar benefit within the first year for the organization.

### Former LinkLive Client

*The LinkLive Client's* contact center was being held back by old, outdated on-premises technology. Their phone system not only struggled to keep up with call volume, but also was falling short of meeting today's increasing data privacy and security demands. In addition to old technology and subsequent high call abandonment rates, *The LinkLive Client* was lacking a platform that could provide real-time insight to key performance indicators (KPIs), such as average speed of answer, average handle time and abandons, capturing the real-time performance of their contact center.

As the clinic looked to transition to a cloud-based solution, security of patient data was a priority for the organization. As LinkLive is HITRUST CSF certified and therefore did not require a security audit, *The LinkLive Client* was able to implement LinkLive in just 30 days. They also implemented a real-time data center with LinkLive's Measuring, Monitoring & Planning (MMP) real-time reporting platform.

*"Before using LinkLive, we were at a 10-20% abandonment rate, with the goal of reaching 5%. We had no recording, auditing, or quality assurance. Revation's Measuring, Monitoring & Planning (MMP) tool helped us achieve the 5% abandonment rate with the staff we [already] had,"*

Former LinkLive User

TO VIEW  
MORE CASE  
STUDIES,  
[CLICK HERE!](#)

---

## BENEFITS OF LINKLIVE FOR THE HEALTHCARE INDUSTRY

Every healthcare organization's needs are unique. Revation's solutions are flexible and can be tailored to work with specific needs.

Here are four common use cases that demonstrate the power and flexibility of the LinkLive solution.



### 1 Reduced Leakage

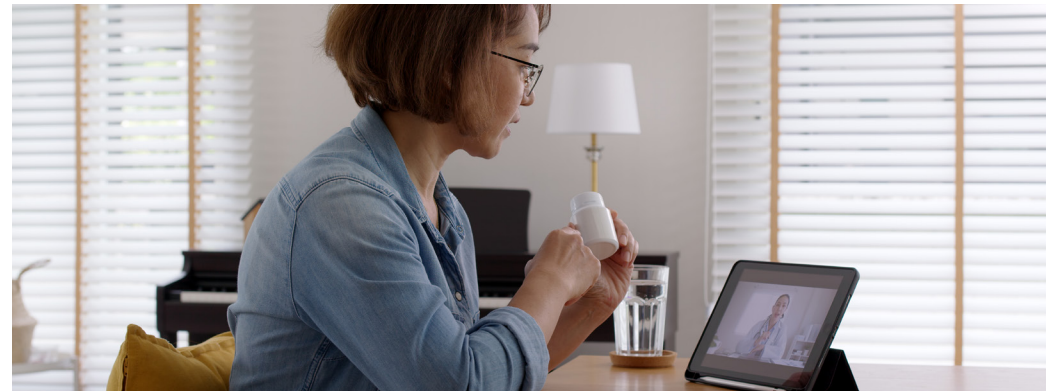
A survey of healthcare executives published in October 2020 found that hospitals and health systems were projected to lose more than \$323 billion last year. Surprisingly, more than 20% of those surveyed don't know exactly which service lines are most impacted by patient leakage, and 27% of health systems don't have adequate technology in place to resolve the problem. Only 31% who have a plan to keep patients within their healthcare networks believe they have the right tools to accomplish their goals. Some organizations are using their electronic health record (EHR) systems to track leakage, but respondents who use their EHR as a solution to patient leakage aren't satisfied with the technology.

Hospitals and other healthcare organizations often focus on the front end of patient engagement while neglecting the revenue impact of patient transfers. One of the greatest challenges surrounding patient leakage is the lack of data and insight that healthcare executives have on the issue. This lack of data makes it challenging for healthcare organizations to track the amount of patient leakage they are experiencing and the subsequent impact that it has on bottom-line revenue. As healthcare systems become aware of the value that reducing patient leakage has when it comes to the organization's revenue, investing in integrated unified communications (UC) is the first step to retaining patients. After all, when it comes to patient satisfaction, communication is key.

Today, healthcare organizations look to their patient transfer teams and deep EMR communications integrations to improve the quality of care through a digital-first approach with the goal of enhancing communication workflows to redefine the patient transfer process.

Our LinkLive solution streamlines communications and improves agent experiences, enabling healthcare organizations to optimize their workflow processes while reducing overall leakage.





## 2 Revenue and Appointment Optimization

With the rise in digital interactions, revenue and appointment optimization teams are beginning to reimagine their communications strategies. Many are looking for a complete all-in-one solution that includes features such as online appointment scheduling, a reminder system to minimize no-shows, and an efficient rescheduling capability to enable patients to move appointments as conflicts arise.

When it comes to revenue and appointment optimization, having a solid communications strategy that accounts for digital interactions throughout the patient journey is key. Making every interaction personal and meaningful pays is key for successful and efficient revenue optimization.

LinkLive provides these advanced features for demanding contact center environments while enabling next generation artificial intelligence and human-based supervision – helping healthcare systems increase revenue and lower their no-show rates.

## 3 Increased Customer Satisfaction

The COVID-19 pandemic has been an urgent wakeup call to healthcare organizations. As stay at home orders and social distancing measures began to limit hours of operation for clinics across the nation, the promise of virtual care (which was once a relatively small percentage of patient visits) quickly became a necessary reality. After the pandemic began, many patients not only preferred the option of digital experiences, but now found themselves more reliant on them than ever before.

The 2020 Change Healthcare – Harris Poll Consumer Experience Index found that across all phases of the healthcare journey, consumers are seeking more modern, digital communication from both providers and payers. Most patients said they want their healthcare provider (68%) and health insurance plan (71%) to communicate with them using more contemporary platforms such as secure texting, email and chat. A growing patient preference for digital communication channels coupled with the larger cultural shift to digital experiences has ignited the shift from brick-and-mortar healthcare to a new era of virtual care.

Today's healthcare organizations have an urgent need to create a 'digital front door': a full, 24/7/365 virtual experience that can help establish sustained trust and encourage patient-provider interaction. On the surface, it may seem as though using advanced healthcare technology conflicts with providing a quality, connected and in-person patient experience. However, using technology can help to bridge the gap that exists today between in-person and virtual care.

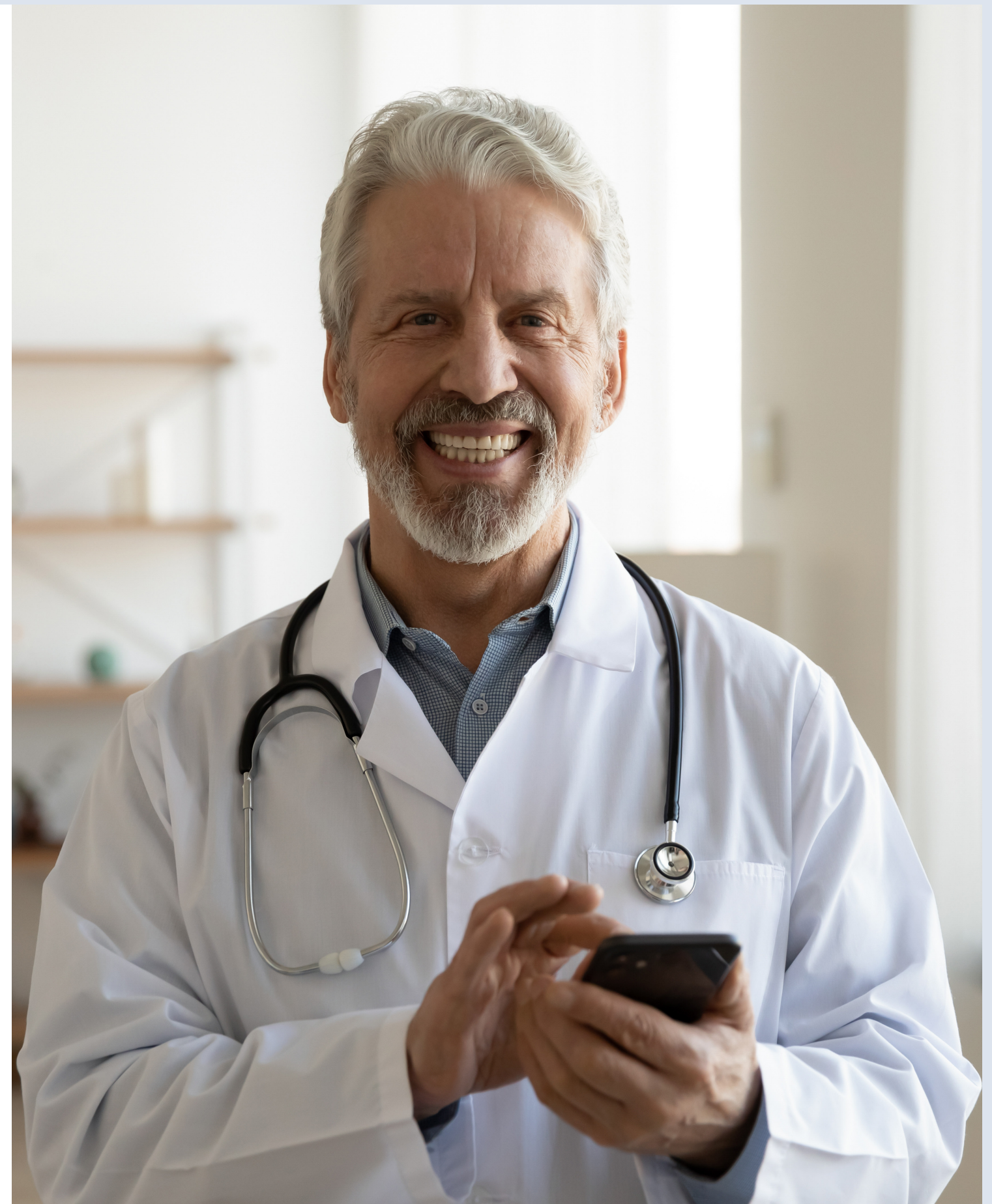
Healthcare systems must now take advantage of recent advancements in communications technology and changing patient demands to improve patient care and make that care more accessible to a broader patient population. An easy-to-deploy yet sophisticated digital strategy encourages providers to support various touchpoints in the patient's healthcare journey. In addition, it can streamline provider interactions so that much of pre-appointment information capture is automated. This saves time for both sides and facilitates the delivery of more attentive care.

## 4 Increased Patient Safety & Higher Quality of Care

Healthcare organizations are adopting new technology that enables patients to meet with a provider in a secure, one-to-one visit, offering a variety of multimedia features such as chat, audio, video, file transfer and screenshare. These services not only help organizations meet patient expectations but create greater efficiencies for providers as well. Combining remote work solutions and telemedicine helps clinics and clinicians improve operational efficiency and boost patient satisfaction.

According to a 2020 study by Syneos Health, the number of practices offering telemedicine in the U.S. grew from 59% to 76% at the height of the COVID-19 pandemic.

LinkLive streamlines patient communications while improving the agent experience and adapting to existing clinical workflows. Additionally, the solution provides patient contact center management with real-time data to create better patient experiences, including optimizing agent scheduling and aligning between volume and channel.





## ABOUT REVATION SYSTEMS

At Revation Systems, we have a passion for making the complex simple and managing risk to deliver great results. We have a security first mindset and a purpose-built approach to everything we do from our policies and processes to our infrastructure and architecture. Security is at the core of our DNA; both at the organizational level and for the architecture of our technology. Security is not a check box for us, but rather an approach that starts from the ground up and influences every product we bring to market.

Our secure solutions have been validated with our HITRUST Certification. For financial providers, HITRUST certification means that the organization in question (including its products) has already undergone rigorous scrutiny and is a verified-secure partner whose technology an organization could leverage for its digital transformation without fear, hesitation or time spent on an additional internal review.


We believe in the power of human relationships and that innovation in communication will connect people to help achieve financial security and live healthier lives. Revation Systems serves hundreds of healthcare and finance consumers in the U.S. with its all-in-one full contact center in the cloud with the ability to drive experience across digital and physical channels. LinkLive is unified communications software hosted in the cloud that offers a broad range of capabilities including rich digital messaging, a seamless ability to engage humans across physical and digital channels, and leading voice and video communications.

We offer the advanced, sophisticated capabilities that are expected in a contact center like skills-based routing, session recording, workforce management, agent scheduling, and quality monitoring tools. We also offer a broad range of digital capabilities from chat, secure mail, and co-browsing to the ability for digital users to engage the physical channels and humans at a healthcare or banking organization. Since its founding in 2003, Revation has been dedicated to the belief that the quality of communications can be increased, while the costs and hassles can be decreased, using virtual communications with a cloud-based platform.

Have Questions?  
Let's Connect!


[Click Here](#)

### MINNEAPOLIS

 225 S 6th Street, Suite 3900,  
Minneapolis, MN 55402

 1.952.392.1834

### SAN FRANCISCO

 535 Mission Street - 14th Floor,  
San Francisco, CA 94105

 1.952.392.1834

Click on one of the following  
to learn more about us!

  [WWW.REVATION.COM](http://WWW.REVATION.COM)