FIELD GUIDE · HEALTHCARE PATIENT SUPPORT

The Real Cost of a Broken Patient Support Experience

An executive guide to the hidden cost of fragmented support — from technology and labor to retention and renewal spend.

WRITTEN FOR

Healthcare Provider Networks — VPs of Patient Experience, Support Ops Directors

Pharma & Life Sciences — Compliance and Patient Services leaders

Behavioral & Mental Health — Care Access and Support leaders

7	8	6
named research sources cited	minute read	executive sections

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THE QUESTION

What is your support stack really costing you — in calls, handoffs, staff time, patient leakage, and renewal spend?

WHO'S BEHIND THIS GUIDE

B-TRNSFRMD is an AI-native CX and Service Management transformation consultancy, and a certified Freshworks Services Partner. UnshacklPX is our patient support platform, built on Freshdesk and Zoom.

PART ONE

Patients Are Already Telling You Something's Wrong

The cost appears before it reaches a technology invoice — in hold time, abandoned calls, and repeat contacts.

7%

Average call abandonment at healthcare patient access centers.

Patient Prism 2026 Benchmark Report

67%

Patients who hang up after five minutes on hold; more than a third give up before two minutes.

Accenture Healthcare Consumer Survey, 2025

$150K+

Average annual revenue a growing physician practice loses to missed calls and hold-time abandonment.

HFMA 2025

52%

First-contact resolution rate cited for healthcare call centers — many inquiries need another touch.

2025 healthcare call-center benchmark

THE OPERATING SIGNAL

Disconnected patient records and support channels turn repeat contacts into labor, delay, and leakage.

WHY IT HIDES

These costs rarely appear as a single budget line. They show up as headcount pressure, backlog, and renewal surprises.

WHY IT MATTERS

The next question isn't whether patients notice the friction. It's what the organization pays every time it happens.

THE DISCONNECT

The Same Patient Journey, Two Ways

The journey is the same. The economics change when the patient record is fragmented.

WITHOUT A UNIFIED PLATFORM

✖ Contact — ✖ Verify — ✖ Support Request — ✖ Resolution

Each gap is a re-entered detail, a repeated question, or a dropped thread.

WITH UNSHACKLPX

✓ Contact — ✓ Verify — ✓ Support Request — ✓ Resolution

One record follows the patient through every step — less re-entry, less repetition, less friction.

THE RENEWAL QUESTION

Every broken handoff gets more expensive as volume grows — and harder to see inside the stack.

WHY IT MATTERS AT SCALE

At 10,000 contacts a month, a small amount of repeat work becomes a recurring operating cost.

THE TEST

If the same journey runs thousands of times, the economics of each handoff matter.

WHAT BREAKS FIRST

Usually the handoff between phone and ticketing — the point where a patient's context is most likely to get lost.

WHAT FIXES IT

Not more staff. One record, shared across every channel, so context survives the handoff instead of resetting.

PART TWO

The Cost Doesn't Stop at the Call Center

Support friction compounds into retention, reputation, and reimbursement.

1 in 5

Patients switched healthcare providers in the past year — and nearly 90% cited difficulty doing business with the organization.

American Hospital Association consumer survey, 2024

84%

Patients who check online reviews before choosing a provider.

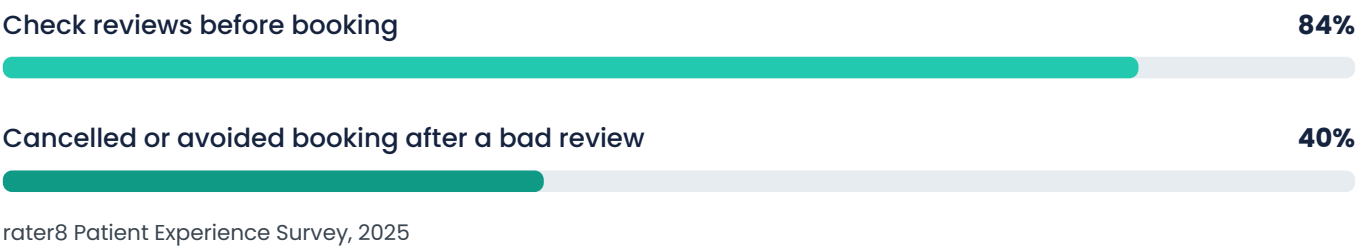
rater8 Patient Experience Survey, 2025

25%

Share of a hospital's CMS Value-Based Purchasing score tied to patient experience.

CMS Hospital Value-Based Purchasing Program

REVIEWS AND BOOKING BEHAVIOR



rater8 Patient Experience Survey, 2025

THE EXECUTIVE IMPLICATION

Patient support is not a back-office cost. It can influence whether a patient stays, books, and rates the organization — and how performance is rewarded.

PART THREE

What Unified Support Actually Delivers

The point isn't more technology. It's measurable change in the operating model.

40%

Average CSAT improvement across omnichannel CX engagements.

B-TRNSFRMD engagement data

41%

Average ticket deflection via AI within 90 days of proper configuration.

B-TRNSFRMD engagement data

76%

First-contact resolution rate achieved on unified support platforms.

B-TRNSFRMD engagement data

8–14 wks

Average time from kickoff to a fully operational CX environment.

B-TRNSFRMD engagement data

CLIENT OUTCOME

$1.3M

ESTIMATED ANNUAL SAVINGS

For a fast-growing U.S. urgent care provider across 200+ locations.

Moved from phone-only to unified omnichannel; resolution improved from days to hours.

B-TRNSFRMD client engagement — AI-powered support automation

WHAT THIS PROVES

The value case is operational: lower stack cost, less manual work, and faster resolution.

WHY IT MATTERS

Your own baseline is the next benchmark — especially before a renewal locks in the current model.

SELF-ASSESSMENT

Is Your Organization Carrying This Cost?

Check what sounds familiar. Three or more signals suggest the cost is already operational.

01 Fragmented History

Phone and ticket records do not share the same patient history.

02 Repeated Information

Patients repeat themselves when moving between channels.

03 Peak-Hour Hold Times

Hold times regularly exceed two minutes during peak periods.

04 Bolted-On AI

AI was bought as an add-on, rather than built into support.

05 No Real-Time View

Leadership lacks a live view of volume, backlog, and channel performance.

06 Unbudgeted Renewals

Your last renewal included a number nobody had budgeted for.

WHAT YOUR SCORE MEANS

0–1
Benchmark periodically

2–3
Cost leakage is emerging

4–6
Active renewal / transformation conversation

THE NEXT QUESTION

Your score is a signal. The next pages show who delivers the fix and how to take the next step.

IF YOU SCORED LOW

Good news — you're ahead of most organizations we assess. Worth revisiting this checklist again in six months.

IF YOU SCORED HIGH

The numbers in Parts One through Three aren't abstractions for you. Part Six shows what changes when you fix it.

SOURCE NOTE — Self-assessment benchmarks draw from the B-TRNSFRMD delivery experience described in this guide.

WHY B-TRNSFRMD

Built to Deliver, Not Just Recommend

UnshackIPX is delivered and implemented by B-TRNSFRMD — with the transformation tied to measurable operating outcomes.

THREE THINGS WE ACTUALLY CHANGE

01

Reduce Technology TCO

Consolidate licenses, integrations, and maintenance into a more predictable support stack.

02

Unify Every Channel

One view across ticketing, voice, and chat — fewer handoffs, less repetition.

03

Make AI Native

Use AI agents, Copilot, and automation to remove routine work, not add another tool.

DELIVERED THROUGH PATH TO OUTCOME™

From First Interaction to Measurable Outcome

1 **PLAN**

Assess the current state, define the outcome target, and establish the foundation.

2 **ALIGN**

Design the architecture, sequence the change, and prepare each layer for transformation.

3 **TRANSFORM**

Build, configure, and deploy — including go-live and hypercare stabilization.

4 **HARNESS**

Measure outcomes, optimize for more, and compound the value.

BUILT ON THE AI-NATIVE SUPPORT STACK

Freshdesk + Freshservice + Zoom + Thub

Ticketing, service desk, contact center, and agentic AI — implemented end to end by B-TRNSFRMD.

NEXT STEP

See These Numbers Against Your Own Support Operation.

TRNS FRMD
From Interactions to Outcomes

The UnshackIPX Assessment maps your current patient support stack against an AI-native architecture and shows where the cost, complexity, and renewal exposure sit.

Book the UnshackIPX Assessment
unshackIpx.com

> **Your patient support predates AI. Your bill shouldn't.**
>
> The renewal question every executive conversation should start with.

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WHAT THE ASSESSMENT GIVES YOU

A Clear View of Where the Cost and Complexity Sit

01

Current-State Map

How your support stack, channels, and handoffs work today.

02

Cost + Complexity

Where technology, labor, and fragmentation create avoidable load.

03

Renewal Exposure

What to challenge before the next contract or transformation decision.

30+ min That's the typical time investment for the full UnshackIPX Assessment — a single working session that maps your stack, quantifies the leakage, and identifies what a unified platform would actually change.

Sources: Patient Prism 2026 · Accenture Healthcare Consumer Survey 2025 · HFMA 2025 · AHA Consumer Survey 2024 · rater8 Patient Experience Survey 2025 · CMS Hospital VBP Program · B-TRNSFRMD engagement data.