

8x8

Connected Care:

How Modern Communication
Tools Elevate the Patient
Experience





Introduction

In the noisy corridors of modern healthcare, a quiet revolution is taking place—not in surgical suites or high-tech labs, but in how we communicate with patients.

For decades, healthcare communication has lagged behind other industries – fragmented systems, inconsistent messaging, and a frustrating mix of phone trees and forgotten voicemails. Meanwhile, patients have evolved. They text, video call, tap apps, and expect immediacy, clarity, and control.

Healthcare is no longer just about what you do. It's about [how you connect](#).

This eBook is your blueprint for transforming patient engagement using modern communication tools – SMS, voice, messaging apps, and video. Whether you're a CTO, care coordinator, or communications lead, you'll find practical insights, tech breakdowns, and a map to real-world ROI.

Let's get into it – because better conversations lead to better care.

The Communication Landscape in Healthcare

SMS, Voice, Video, Messaging Apps – A New Operating System for Care

The modern healthcare toolkit has evolved. What used to be faxes and front-desk phone calls is now an ecosystem of intelligent, interconnected communication channels:

- **SMS & Voice:** Ubiquitous and reliable. Great for reminders, alerts, and quick responses.
- **Messaging Apps:** Familiar and immediate. Platforms like WhatsApp and Viber deliver rich, two-way conversations.
- **Video:** The face-to-face experience – digitally delivered. Ideal for virtual consults, triage, and coaching.
- **Omnichannel Integration:** It's not about using more channels – it's about [using them together](#).

Providers must now communicate with the agility of a startup and the precision of a surgeon. Your patients aren't just listening – they're engaging. If you're still relying solely on call centers and appointment cards, you're already behind.





Regulatory Realities You Can't Ignore

This isn't retail. We're dealing with PHI, sensitive data, and life-impacting decisions. Regulations like HIPAA, GDPR, and local laws aren't hurdles – they're foundational guardrails.

- HIPAA-compliant architecture for every channel
- Data residency laws respected at every endpoint
- End-to-end encryption, audit trails, and consent management baked into workflows

The tech exists. The question is – are you deploying it responsibly?

Patients Expect More – And They Should

Your patients live in a world where an Uber arrives in 3 minutes and a refund hits their card in 24 hours. Their healthcare communication should feel just as responsive:

- **Instant access:** They want updates now – not 3 days after lab results come in.
- **Personalization:** No more generic messages. Context matters.
- **Frictionless UX:** One-click video. No app downloads. Plain-language texts.
- **Trust by design:** Show patients their privacy is protected – don't just say it.

If you can't meet these expectations, someone else will. And that someone might not be a hospital – it might be a health-tech disruptor.

Core Technologies & Product Overviews

Modern healthcare communication isn't just about using new tools – it's about [using the right ones the right way](#). Here's a closer look at the pillars of patient communication in today's connected care model.

SMS and Voice: The Foundation of Reliability

SMS might not be flashy, but it's effective. Appointment reminders, medication alerts, and short updates reach patients where they already are – their phones. Voice messaging and IVR add a human touch, especially for those who prefer to hear information rather than read it.

The [strength of SMS and voice](#) lies in their reach. They don't require high-speed internet or app downloads. They're universal, fast, and trusted. Add layers like voice authentication or text-to-speech for accessibility, and you've got a channel that works for nearly every demographic.

But they're best used for quick hits – not deep interaction. That's where messaging apps and video come in.

When backed by a CPaaS like 8x8, these channels gain [advanced capabilities](#) – like programmable voice flows, voice-based verification, and secure, encrypted delivery that meets global compliance standards.





Messaging Apps: Where Engagement Happens

Whether it's [WhatsApp](#), Viber, or a secure platform tailored for healthcare, messaging apps offer rich, two-way conversations that feel personal and immediate. Patients are already familiar with the interface. They check it often. They trust it.

[Rich messaging](#) – like buttons, images, or even mini-forms – turns static updates into interactive experiences. It's where you can answer a quick question, send a follow-up file, or escalate a concern to a live provider – all without losing the thread.

These apps enable asynchronous communication, letting patients respond when they're ready. That flexibility matters, especially in mental health, chronic care, or caregiver situations where timing can be sensitive.

Video & JaaS (Video-as-a-Service)

Video consultations are most effective when they're frictionless. [8x8 JaaS \(Jitsi-as-a-Service\)](#) allows healthcare providers to embed HIPAA-compliant video into apps or workflows – no downloads, no plugins. Just secure, browser-optimized care delivery, even in low-bandwidth environments.

Whether it's a one-off consult or long-term telehealth program, having a scalable, developer-friendly video platform is critical – and 8x8 delivers it without the complexity.



Common Challenges & How to Overcome Them

Delivering care remotely is no longer just about having video calls – it's about ensuring every interaction between patients and providers happens [smoothly, securely, and inclusively](#). Healthcare communication technology brings tremendous potential, but it also faces real-world barriers: connectivity issues, digital literacy gaps, and the need to maintain accessibility across diverse patient populations.

This section outlines the most common challenges in implementing communication tools for care delivery – and practical ways to address them.

Challenge 1: The Bandwidth Breakdown

Video is powerful – but not everyone has fiber at home. In rural or under-resourced regions, patients struggle with buffering screens and dropped calls.

What to do: Use adaptive streaming that adjusts quality to network strength. Offer SMS or voice fallbacks. Design interactions that degrade gracefully – not collapse entirely.

Challenge 2: Digital Literacy Isn't Universal

Not every patient is a digital native. Some barely know how to tap a link. That's not their fault – and it's not an excuse for poor engagement.

What to do:

Build accessible-by-default experiences:

- [No-download](#) video links
- Simple, large buttons
- Clear, non-technical language
- Multilingual support
- Proactive guidance (even via voice)

Smart design = fewer support calls = faster care.

Challenge 3: Compliance Complexity is Real

Trying to track HIPAA, GDPR, and a dozen local laws can feel like coding while blindfolded. Add in multiple vendors and tools, and things spiral fast.

What to do:

Choose tools that are:

- Built for healthcare from the ground up
- Offer auditing, role-based access, and zero-trust security
- Come with pre-vetted compliance documentation
-

[Get legal, compliance, and IT](#) on the same page before rollout. Prevention beats incident response every time.



Use Cases Along the Patient Journey

Modern communication tools don't just support healthcare – they reshape the entire patient experience. From the moment someone considers making an appointment to the weeks or months following a procedure, every touchpoint is an opportunity to build trust, improve outcomes, and simplify care.

Before the Visit: Pre-Care Empowerment

The patient experience begins long before they step into a clinic – or log into a telehealth session. It starts with confirmation, onboarding, and clarity.

Imagine receiving a [secure video link](#) to verify your identity, followed by a personalized SMS confirming your appointment. No apps to install, no portals to wrestle with. Just simple, secure, human communication.

Health campaigns – like seasonal vaccine drives or preventative screening reminders – become more effective when delivered through familiar platforms like WhatsApp or Viber. And instead of overwhelming patients with paperwork at check-in, pre-visit education can be shared days in advance, using [short videos or rich messages](#) that set expectations and calm nerves.



During the Visit: Real-Time Connection

In the moment of care, clarity and responsiveness are everything. A patient might be unsure whether to head to urgent care or wait for a callback. A nurse might need real-time input from a remote physician. A caregiver could have questions during a virtual consultation.

These moments demand live chat, video consultations, and fallback voice options that [don't break under pressure](#).

Messaging apps shine in triage – quick, efficient, and familiar. When escalation is needed, a seamless shift to video – without asking the patient to download yet another app – is the difference between frustration and relief.

Even behind the scenes, tools like [voice IVR](#) systems streamline coordination. Staff can quickly route calls, authenticate users with voice, or mask phone numbers to protect patient privacy.

After the Visit: Sustained Engagement

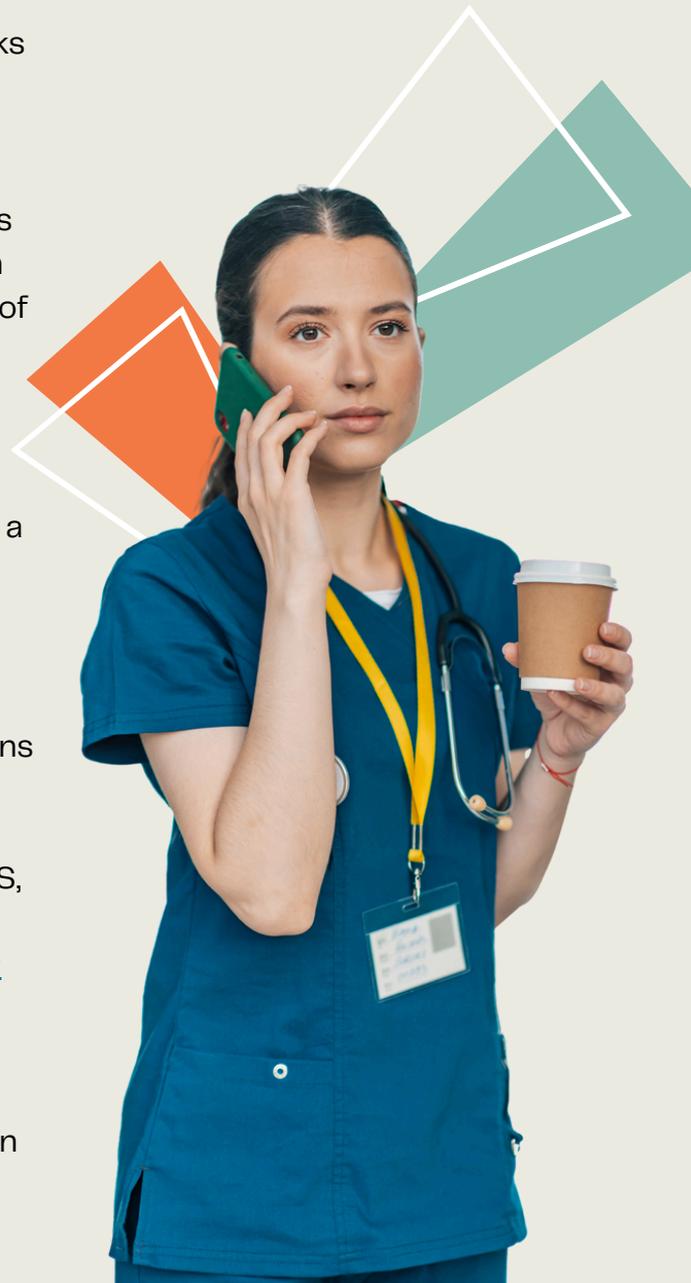
Care doesn't end when the call ends or the patient walks out. The post-care window is where outcomes are solidified – or lost.

[Follow-up instructions sent via SMS](#) or messaging apps reduce confusion and increase adherence. Patients can rewatch a video walkthrough of their care plan instead of relying on memory or scribbled notes.

Feedback surveys – delivered immediately, while the experience is still fresh – provide insights to improve future care. And prescription reminders, sent just when a dose is due, can be the nudge that turns intention into action.

For chronic or long-term conditions, consistent communication matters even more. Scheduled check-ins through SMS or video can feel personal without being intrusive. Organizations like CareMonitor have adopted 8x8's CPaaS to manage long-term care, combining SMS, secure video, and authentication workflows – all from a unified platform. The result? A [30% cut in development time](#) and over 1,000 daily patient interactions at scale.

That's not just operational efficiency. That's care delivered with confidence, consistency, and compassion – powered by infrastructure designed for healthcare realities.





Benefits & ROI

If you want buy-in from executives or operational teams, good intentions won't cut it. You need proof. Fortunately, modern communication tools deliver.

Engagement That Drives Outcomes

Patients who feel seen and heard show up more often, follow instructions more closely, and report higher satisfaction. An SMS reminding someone of an appointment can reduce costs [by up to 98%](#). A post-op video that explains recovery instructions can cut readmissions and calls to triage lines.

But beyond numbers, the quality of connection changes everything. A patient who gets a quick message answering their concern feels respected. A caregiver who can ask a question without waiting on hold feels empowered.

Operational Efficiency That Frees Teams

Every time a chatbot handles a scheduling query or an IVR routes a call correctly, a staff member gains time back. Multiply that across days and departments, and you start seeing real shifts in efficiency.

Take Kalix, a digital health platform that integrates 8x8 JaaS to power secure, scalable video care. They now handle over 950,000 minutes of calls monthly – while saving [\\$1,840 in overhead](#) and freeing 30 developer hours per month. And with HIPAA baked in from day one, the focus stays on care – not compliance headaches.

Intangible Gains with Tangible Impact

You can't measure trust in dollars. But you can see its effect in feedback surveys, brand loyalty, and word-of-mouth referrals. Patients trust systems that communicate clearly. They stay with providers who make them feel safe, respected, and informed.

And that trust? It builds your reputation far beyond what any marketing budget can buy.



Implementation & Best Practices

Modernizing communication in healthcare isn't about replacing humans with bots or forcing patients into rigid channels. It's about building systems that meet people where they are – securely, efficiently, and at scale.

Assessing Readiness with a Platform Mindset

Start with infrastructure. Can your current systems handle real-time SMS triggers, encrypted video sessions, and fallback voice workflows? Are your data policies aligned with HIPAA, GDPR, and regional compliance?

Platforms like 8x8 CPaaS offer pre-built functionality to handle these complexities – allowing IT and ops leaders to deploy quickly without reinventing their tech stack.

Choosing Channels That Fit Context, Not Just Trend

SMS might work for prescription reminders, but live chat could be better for behavioral health check-ins. Video works brilliantly for post-op consults – if the patient has bandwidth and digital access.

The beauty of a platform like 8x8 is that it doesn't force you to choose. You orchestrate channels dynamically – chat to video, SMS to voice – based on real-time signals and patient context.



Design with Frictionless UX at the Core

No downloads. No clunky logins. No long wait times. This isn't just good design – it's compliance with dignity.

8x8 JaaS, for example, supports browser-optimized video consults with one-click access. And when paired with tools like number masking and real-time authentication, the result is secure, seamless care delivery that just works.

Integration That Doesn't Break the Back Office

Communications shouldn't live in a silo. With open APIs and event-driven architecture, 8x8 integrates deeply with EHRs, CRMs, scheduling systems, and fraud tools. That means fewer duplicate records, smoother workflows, and [faster implementation timelines](#).

You move fast – without cutting corners.

KPIs That Go Beyond Delivery Rates

Don't just measure whether a message was sent. Measure whether it mattered.

Track:

- No-show reduction
- Average patient response time
- Survey scores post-interaction
- Admin hours saved
- Dev time cut through low-code deployment

If you're using a platform like 8x8, much of this is visible out-of-the-box, so you can adjust and optimize as you scale.





Future Trends & Innovations

Healthcare isn't just going digital – it's going predictive, immersive, and intelligently automated. But it's not about chasing trends for trend's sake. It's about solving real patient problems with scalable, secure tech.

Conversational AI That Listens and Acts

AI bots will never replace clinicians – but they can triage symptoms, book follow-ups, and check in after discharge. Powered by secure voice or chat channels, these tools reduce burden on staff and shorten care cycles.

AR and Remote Diagnostics Are Closer Than You Think

Imagine a wound care nurse remotely guiding a patient via video, using AR overlays to instruct dressing changes in real-time. Platforms with embedded video SDKs and low-latency delivery – like 8x8 JaaS – are bringing this vision to life.

It's not science fiction. It's clinical reality, delivered through smart, accessible infrastructure.

The True Power of Omnichannel: Seamless Escalation

The patient starts a chat. Their needs grow urgent. Without leaving the thread, they're escalated to a voice call, then a video consult, with full context carried forward. No repeats. No reauthentication. Just flow.

That's what 8x8's [orchestration engine](#) is designed for – healthcare-grade escalation across channels, without disrupting the experience.

Authentication That Works Without Hassle

Patients want security – but not friction. Biometric options like voice and facial recognition are gaining traction. Combined with number masking, OTPs, and low-code authentication tools like [Desclope via 8x8](#), identity becomes both trusted and invisible.

The result? Verified access that keeps fraud out and care in motion.





Future Trends & Innovations

Healthcare isn't just going digital – it's going predictive, immersive, and intelligently automated. But it's not about chasing trends for trend's sake. It's about solving real patient problems with scalable, secure tech.

Conversational AI That Listens and Acts

AI bots will never replace clinicians – but they can triage symptoms, book follow-ups, and check in after discharge. Powered by secure voice or chat channels, these tools reduce burden on staff and shorten care cycles.

AR and Remote Diagnostics Are Closer Than You Think

Imagine a wound care nurse remotely guiding a patient via video, using AR overlays to instruct dressing changes in real-time. Platforms with embedded video SDKs and low-latency delivery – like 8x8 JaaS – are bringing this vision to life.

It's not science fiction. It's clinical reality, delivered through smart, accessible infrastructure.

The True Power of Omnichannel: Seamless Escalation

The patient starts a chat. Their needs grow urgent. Without leaving the thread, they're escalated to a voice call, then a video consult, with full context carried forward. No repeats. No reauthentication. Just flow.

That's what 8x8's [orchestration engine](#) is designed for – healthcare-grade escalation across channels, without disrupting the experience.

Authentication That Works Without Hassle

Patients want security – but not friction. Biometric options like voice and facial recognition are gaining traction. Combined with number masking, OTPs, and low-code authentication tools like [Desclope via 8x8](#), identity becomes both trusted and invisible.

The result? Verified access that keeps fraud out and care in motion.



Why It's Time to Act

Healthcare doesn't need more dashboards. It needs better connections.

Better connections between patients and their care teams. Between channels and workflows. Between technology and trust.

Modern communication tools – like SMS, voice, messaging apps, and video – aren't just optional anymore. They're essential. They reduce costs, elevate patient experiences, and give overworked teams the gift of time.

Platforms like 8x8 are quietly powering this transformation, giving healthcare providers the tools to communicate with confidence, at scale, without sacrificing compliance or compassion.

You don't need a multi-year roadmap. Start with a small use case. Test it. Measure. Learn. Then expand. Whether it's a secure video triage flow or automated post-visit messaging, every small improvement compounds.

Healthcare doesn't need flash. It needs follow-through.

And that begins with connected care – [powered by 8x8 CPaaS](#).

