



BEST PRACTICES

Healthcare

ETISAL International Group

Saudi Arabia:

- Jeddah
- Riyadh
- Dammam

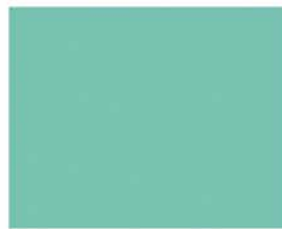
Egypt:

- Cairo (Maadi / Abassia)

India:

- Gurgaon

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www.etisal-int.com





HISTORY & INDUSTRY CHALLENGES

Today's healthcare sector is becoming a developing industry in many ways, whether by government mandate reforms, empowered consumers, new business models, and rapidly evolving technology reshaping the industry on a daily basis. To thrive in this landscape, healthcare institutions must overcome the challenges of serving a new and empowered consumer base by deliver improved patient care while reducing wait times and costs. This dictates that healthcare institutions adapt new technologies and methods to better serve patients, yet legally comply to the governmental mandates and ensure patient information confidentiality.

In an increasingly competitive healthcare industry where members have many destination choices, the way you engage your consumers over the phone and internet is fast becoming the most tangible differentiator.

At **ETISAL International**, we understand that in such a constantly evolving healthcare market, delivering a superior customer experience is key to customer satisfaction and continued business success. Our teams have a wealth of experience in providing business process outsourcing (BPO) solutions for some of the world's leading healthcare institutions and providers, assisting them in taking the time to understand their customers' unique demands and the challenges facing their businesses. We then 'tailor' our BPO solutions to best fit those needs and deliver a superior customer experience to our partners' customers with every contact we make, whether by providing first-class Contact Center Outsourcing, top-notch ITO, HRO, Back Office, Digital Document Management, or Digital Archiving & Indexing Services and advanced 'Electronic Medical Records' Platforms.



SERVICES & SOLUTIONS

Whether by wired lines, wireless technology, broadband capabilities, cables, or even satellites, **ETISAL International** combines global services, innovative technology, and advanced analytics into a customized solution designed to help its clients meet their specific business needs; focus on their core businesses giving them the most valuable asset ever.. Time!

HERE'S HOW
WE CAN
GIVE YOU
THE LUXURY
OF TIME
TO THINK,
TO ANALYZE,
TO ACT





CONTACT CENTER SERVICES

CUSTOMER ACQUISITION

- Hospital/Lab Information Lines
- Medical Advertising Campaigns Management
- Marketing Surveys Management
- Out Patient Clinics Appointment Settings

CUSTOMER CARE

- Welcome Calls Programs
- Patient Care Lines
- Lab Appointment Reservations Management
- SMS Collaboration
- Home Services (Specimen)
- Results Delivery
- Complaints Management
- Patient Satisfaction Surveys Management
- Medical Insurance Coverage Inquiries

CUSTOMER RETENTION

- Loyalty Programs Management
- Customer Satisfaction Measurement

BACK OFFICE SERVICES



DIGITIZATION

- Customer's Contract & Document Scanning
- Forms Capturing Solution
- Optical Capturing Recognition (OCR)

DIGITAL MAILROOM AUTOMATION

- Data Entry
- Data Management (Building, Profiling & Validation)
- Workflow Management
- Legacy Systems Migration

HRO SERVICES



HR STRATEGY

- Organization Structure Design
- PA System Implementation & Management
- HR Audit
- HR Scorecards Management
- Career Path Programs Design

TALENT ACQUISITION

- Assessment Programs
- Sourcing Programs
- Candidates Pre-Screening & Full Evaluation
- Recruitment Management
- Hiring Management
- Retention Management
- CV Inventory Services
- Skill Sets Inventory Services
- Hiring Peaks Management

PAYROLL & ADMINISTRATION

- Attendance Management
- Leave Management
- Payroll Processing
- C&B Management
- Medical Insurance Programs Management
- Social Insurance Management
- General Employee Relations
- Special Bonus & Incentives Management

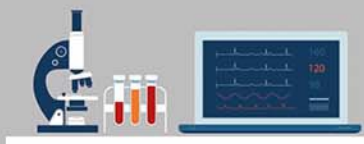
INFRASTRUCTURE OUTSOURCING

- Parking Models
- Infrastructure Rental Models
- Overflow Services
- CRM Applications Outsourcing

TECHNICAL SUPPORT SERVICES

- IT Help Desk & Services Desk
- Technical Support (All Levels)
- Incident Management
- K-base Management
- Tickets Management
- Complaints Management

ITO SERVICES





1 Professional Experience in Diversified Business Sectors with extensive 'Know-How' in operating projects of countless scopes, sizes, and nature! **ETISAL International**, also, provides its clients with valuable, high quality insights into their customers' behavior and attitude towards their products and services!

2 State of the Art Technology That You Can Rely On ensuring and maintaining the highest achievable levels of service to our clients. Our CISCO VoIP technology enables online monitoring of several aspects of the operations and ensures geographic redundancy to keep call quality superiorly up to our clients' expectations.

3 Employed Quality Control Measures to obtain prime quality levels that guarantee the best optimization to enhance our offerings to our clients in all industries and sectors, strongly backed up with professional certifications, such as ISO 9001 and COPC.

4 Security You Can Trust committed to ensuring protection to all our clients' private and sensitive information through aggressively well-established security protocols, such as intrusion detection systems and firewalls.

5 Global Cultural Knowledge and Languages Fluency through unique technical skill and a very diverse multilingual talent pool encompassing almost 31,000 students fluent in western European languages graduating from Egyptian and international universities every year. **ETISAL International** speaks all languages and we utilize this sacred resource to provide top caliber services around the globe!

6 Professional and Competent Recruitment/Training Services to relieve our clients from agent trainings headache through selecting skilled talents from **ETISAL International's** HR business unit. Fine selections of agents are made and trained on the essentials by our certified recruiters to proficiently handle our clients' customer care programs.

7 Organizations' Flexibility Stretched through 24/7 operations and beat-to-the-draw response to the dynamic clients' requirements, such as peak/seasonal/overnight times, according to what business necessitates.

8 Operational Cost Saving from ETISAL International compared to other outsourcing destinations, yet delivering outstanding contact center/BPO services by providing much higher quality, better control and more operational transparency. The European Outsourcing Association named Egypt 'Off-Shoring Destination of the Year 2010' and for many years to come, Egypt has held a strong position in the outsourcing/off-shoring markets!