



## Backgrounder: Technology

CallAssure is an interactive voice response system (IVRS) developed by Vocantas for the healthcare market with particular application in hospitals and managed care facilities.

Vocantas has over a decade of experience in advanced computer telephony and speech technology. With CallAssure, the company has created a solution that has won high acceptance from patients and has proven to be effective at reducing workload and associated costs while increasing the quality of patient care.

Because the CallAssure system was developed at the behest of healthcare providers looking for an improvement in monitoring discharged patients, the needs of both the clinician and the patient are integrated into the core technology of the system. High-integrity data are gathered for better-informed nurses, optimized patient safety and minimized secondary treatment costs, re-admissions and potential liability.

Traditionally, healthcare environments adopt technology solutions only when they will have a proven positive impact. CallAssure is the only system of its kind to have completed independent clinical trials in North American hospital environments with favourable results.

CallAssure is a plug-and-play system that integrates easily into existing phone systems. The system can be hosted by Vocantas, or reside on-site at the healthcare facility. The number or identity that shows in the respondent's call display is determined by the healthcare facility.

Call scripts are developed by Vocantas and the healthcare provider, with the client ultimately determining what information is of best use to its particular facility. Extensive work and research is conducted at the outset of a CallAssure implementation to determine the most useful questions. Multiple scripts can be programmed into the system for easy client access and are easily customized post-launch, should adjustments be required. Business rules, set by the healthcare facility, determine call flow. For example, a positive response to a particular question might trigger a call back from a nurse or determine the call-back strategy and frequency if the patient is not reached on the first try.

CallAssure utilizes natural, easy to understand speech technology. The voice on the system is that of a trained actor, not a robotic system, ensuring that questions are easily understood, an important factor when considering the age and health of a considerable portion of the patients who will be using the system. In addition, the system has complex language and grammar functionality that allows for more flexible acceptance of patient responses. For example, there are 54 responses programmed into the system for a positive answer; the system recognizes the confidence level of a response, judges it against to determine whether the patient is indicating a more positive or negative answer, and adjusts the business rules accordingly.



IVRs are traditionally associated with telemarketing and the frustrating reality that such calls are unsolicited and occur at inconvenient times. CallAssure mitigates these frustrations. Hospital administration provides patients with detailed information about CallAssure and how the system works as part of standard patient care plans. The healthcare facility can determine the schedule of the calls based on the preferences of its patient base by ensuring, for example, that no calls are made during dinner time. CallAssure employs optimized technology such as call progress analysis to determine whether an answering machine or a live person has taken the call. CallAssure does not utilize a predictive dialer system so there is no lag between the respondent answering the phone and the start of the session.

CallAssure strictly adheres to privacy policies in both Canada and the U.S., ensuring that patient information is kept secure and that only the appropriate hospital resources have access to private health information.

CallAssure is a registered trademark of Vocantas Inc. The names of other companies or products mentioned herein may be the trademarks of their respective owners.

### **About Vocantas**

Vocantas is a developer of interactive voice response systems (IVRS) that use advanced computer telephony and speech technology to provide its customers with cost-effective customer outreach solutions. The company's easy-to-use, turn-key solutions offer customizable core features and optional enhancements that integrate seamlessly with existing systems. Its products have particular application in the healthcare, education, utilities and customer service environments where they have been proven to increase efficiencies while minimizing operational costs. For more information, please visit [www.vocantas.com](http://www.vocantas.com).

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