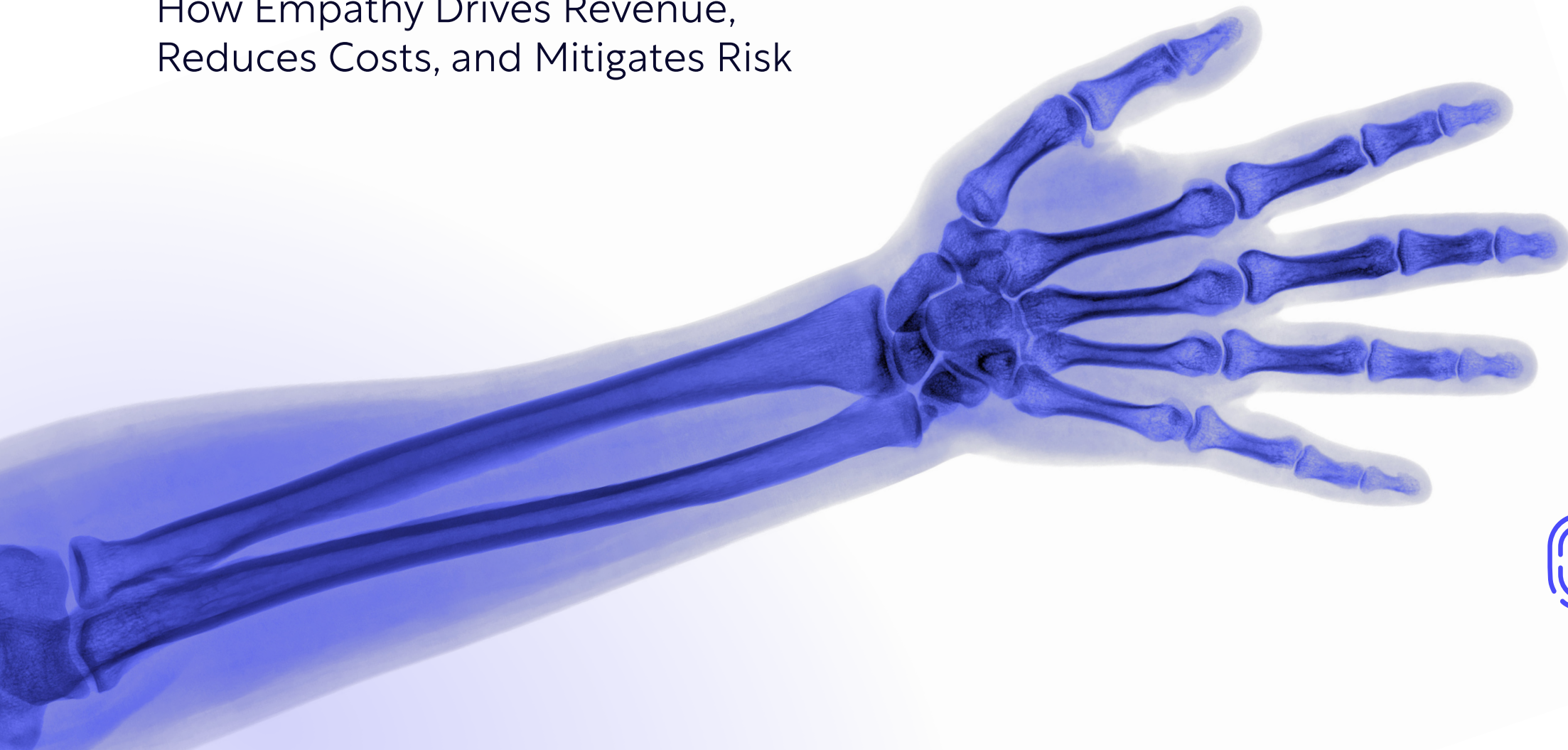



The Heartbeat of Healthcare CX

How Empathy Drives Revenue,
Reduces Costs, and Mitigates Risk



foundever[®]
BUILT ON SITEL & SYKES



Empathy matters

The pulse of better CX

76% of younger adults say managing healthcare is “overwhelming” and “time-consuming.” For adults overall, it’s 65%.

(AAPA-Harris Poll, 2023)

That’s not a patient or member problem—that’s a business problem.

Empathy in healthcare has often been treated as a soft skill, nice to have but not tied to results. In reality, it’s the heartbeat of better CX performance and better patient and member service: *steady, reliable, and vital to organizational health.*

It means anticipating needs, cutting through red tape, and making every touchpoint feel effortless.

But empathy isn’t something you just add on. It has to be built into every interaction, every channel, and every system.

The empathy gap

When support skips a beat

When patients and members reach out, they're already on edge—confused by surprise bills, panicked over scheduling, or anxious about test results.

They want empathy. Instead, they often get:

- Fragmented systems
- Scripted, robotic conversations
- Staffing models that collapse under seasonal surges

Even worse, compliance is often bolted-on, not baked-in, leading to regulatory risk and inconsistency. For healthcare orgs, that means planned cost savings can often vanish—along with patients and members.

The result

Lower revenue, increased compliance risks, and higher operating costs.

The alternative

Empathy-driven CX that builds trust and drives measurable ROI.



Empathy + technology + data = ROI

The formula for ROI

Top healthcare organizations know that when people, processes, and technology align around empathy, everything works better. CX shifts from a cost center to a powerful revenue driver and compliance safeguard.

This isn't about doing more with less—it's about doing the right things, consistently.

The challenge

How do you make this strategy repeatable and measurable?

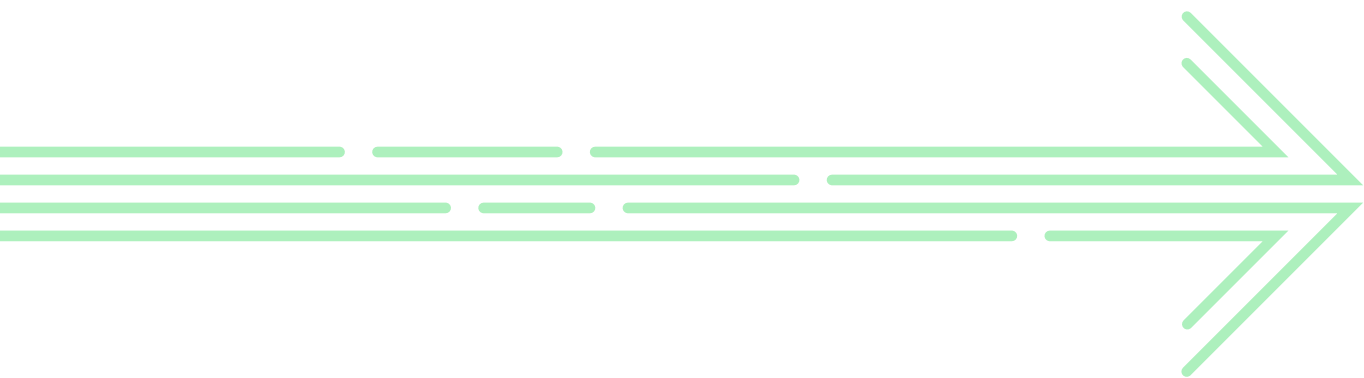
How to get it right

- > **Empathy-trained agents**
who see the person behind every call—and anticipate their needs
- > **AI tools**
that guide real-time decisions without losing the human touch
- > **Omnichannel orchestration**
so journeys flow from one touchpoint to the next
- > **Compliance**
built in from the start with global operating standards
- > **Flexible staffing models**
that adapt to healthcare's unique demands

Good for patients. Good for business.

Empathy in action

If you’re wondering how empathy translates to tangible results, here are the levers it moves—and the capabilities that move them.



FOUNDEVER CAPABILITIES	HEALTHCARE KPIs	OUTCOMES
<ul style="list-style-type: none">• Empathy training• Specialized agents• Omnichannel support	<ul style="list-style-type: none">• Member retention• STAR ratings• CAHPS scores	Revenue protection
<ul style="list-style-type: none">• AI-powered Agent Assist• Smart routing• Self-service optimization	<ul style="list-style-type: none">• FCR• AHT• Repeat call volume	Cost reduction
<ul style="list-style-type: none">• Built-in compliance• Real-time monitoring• Specialized training	<ul style="list-style-type: none">• HIPAA compliance• Audit readiness• Grievance reduction	Regulatory protection
<ul style="list-style-type: none">• Multilingual support• 24/7 availability• Empathetic experiences	<ul style="list-style-type: none">• Member acquisition• NPS• Referral rates	Competitive advantage

So, how does Foundever deliver this model at scale for healthcare organizations?

We don't just talk empathy.

We operationalize it.

Foundever delivers scalable, human-first support built for healthcare's unique challenges. Our global team of healthcare-trained agents, powered by AI and backed by compliance-grade infrastructure, delivers empathetic experiences that perform.

*A Fortune 10
healthcare
brand saw*

\$7M

*in revenue
from a \$1M
CX investment*

*A medical device
company reduced
detractor volume by* **22%** *with
empathy
coaching*



Our core capabilities

Specialized healthcare CX delivery

- **24/7/365 omnichannel support**
across voice, chat, app, SMS, and email
- **Purpose-built workflows**
for enrollment, claims, prior authorization, and care coordination
- **Multilingual delivery**
across 60+ languages and 45+ countries
- **Human and digital orchestration**
for consistent experiences across complex healthcare journeys

Empathy-first training & healthcare expertise

- **AI-driven training**
in empathy, HIPAA, and medical terminology
- **Agent recruitment**
focused on emotional intelligence and healthcare communication skills
- **Empathy-focused coaching**
via AI simulations and real-time feedback
- **Continuous education**
on healthcare regulations, processes, and patient sensitivity

[see more](#) →

Built-in compliance & security

- **Real-time compliance monitoring, interaction recording, and embedded scripting**
- **HIPAA, HITRUST, ISO 27001, SOC 1/2, PCI DSS-certified environments**
- **Audit-readiness**
built into delivery and reporting
- **24/7 cybersecurity operations**
with MFA, encryption, and vulnerability management

CX technology-powered agent enablement

- **GenAI-powered Agent Assist**
with guided workflows and real-time compliance cues
- **Unified desktop**
with access to member/patient data and clinical context
- **Dynamic scripting and in-call prompts**
for faster, more empathetic resolution
- **Conversational AI**
for 24/7 support via chatbots, voicebots, and intelligent IVRs

[see more](#)



Scalable workforce management

- **Elastic staffing**
for regulatory cycles, open enrollment, and health emergencies
- **Global delivery network**
across onshore, nearshore, and offshore locations
- **Hybrid and remote workforce models**
for continuity and coverage
- **PeakOS model**
ensuring consistent recruiting, training, and delivery standards

Healthcare CX analytics & performance intelligence

- **100% interaction capture and analysis**
across voice and digital channels
- **Real-time sentiment, compliance, and quality analytics**
- **Dashboards**
aligned to CAHPS, STAR ratings, NPS, FCR, and member retention KPIs
- **Voice of Customer feedback loops**
integrated with clinical and operational insights

Talk to a healthcare CX expert



It's time for a new approach

Turning better CX into better business

In healthcare, empathy isn't just a feature—it's the foundation for lasting results. Every missed call, delayed claim, or compliance slip puts your ratings, revenue, and reputation at risk.

Ready for more empathetic support and better business outcomes?

Talk to a healthcare CX expert ►