



CLÍNICA  
Nª Sª DEL PERPETUO SOCORRO

## Clínica Nª Sª del Perpetuo Socorro

Clínica Nª Sª del Perpetuo Socorro, located in Las Palmas, Grand Canary, is one of the most technologically advanced Spanish hospitals, not only in terms of amenities and services, but also in terms of internal processes, medical histories, and patient relation management. The Clinic provides services to private or insured patients, and maintains agreements with the Canarian Service of Health.

In 1996, the clinic decided to invest the necessary funds in order to enter the private health market. As part of the conversion, La Clínica Nª Sª del Perpetuo Socorro decided to expand the catalogue of services offered, invest in electromedicine and incorporate a System Integrated of Management (SIG) for the entire organization.

Once defined that the SIG would be supported by SAP, Clínica Nª Sª del Perpetuo Socorro began an establishment project in 1999, transforming activities to eventually incorporate all processes into the new system. With this undertaking the clinic truly became a 21st century paperless organization. Altitude Software has been selected to implement the contact center and provide vanguard personalized attention to patients.

The medical equipment of the center covers more than 15 areas, including geriatrics; urology; cardiology; endocrinology; clinical analysis; pathological anatomy; neurology; digestive; pneumology; ophthalmology; dermatology; orthopedics; internal medicine; neurosurgery and medical recognitions. It has an area for the most minimally invasive surgeries—Laparoscopy/Arthroscopy—as well as four operating rooms and resuscitation section.

Clínica Nª Sª del Perpetuo Socorro established new quality standards in patient communication with the foundation of a healthcare call center based on Altitude Software with an Altitude SAP Connector.

Various modules of the Altitude uCI suite were utilized in the project, including Altitude Voice, which permits synchronization of voice and data in both inbound and outbound calls. Agents are provided with patient information during a call and

“The Altitude Software solution perfectly integrates with our IT infrastructure and delivers a wide range of communication channels with patients, in addition to the ability to execute outbound campaigns that are precedent in our organization.”

Jorge Petit,  
delegate counselor,  
Clínica Nª Sª del Perpetuo Socorro

### Clínica Nª Sª del Perpetuo Socorro

- Clínica Nuestra Señora del Perpetuo Socorro has invested 22.2 million Euros to modernize the organization, with 7.2 million going towards a new external consultations building.
- Clínica Nuestra Señora del Perpetuo Socorro was inaugurated in 1960 and is a pioneer in new medical technologies.
- The medical equipment of the center is used in 15 specializations.

### Organizational Benefits

- **Patient Interaction through Multiple Channels**  
New quality standards in patient communication. Wait times are reduced patients need not repeat their case to various agents as all information is provided throughout the interaction.
- **Outbound Campaigns**  
Outbound calls allow appointments to be modified with enough advance notice as not to affect patients' schedule. Likewise, informative campaigns can be executed through the various channels available.

when a call is transferred all interaction information accompanies the transfer. This provides end-users with a more enhanced and robust customer service experience, avoiding the need for a patient to repeat information to different agents.

With Altitude, Clínica Nª Sª del Perpetuo Socorro is able to interact with patients through multiple communication channels—including telephone, e-mail, SMS and Web—and advise of appointments and clinical situations. Patient contact is multi channel and utilizes all technology available in the moment. These processes directly impact the service quality delivered and received.

The following graph details different channels used to develop each process:

PROCESSES	Sen.	MAIL	SMS	FAX	PRINT	TELEPHONE
Appointment Request	E	X	X			
Appointment Change	E	X	X			
Appointment Cancelation (by patient)	E	X	X			
Test Preparation	E/S	X			X	
Appointment PD	S	X	X			X
Appointment Reminder	S	X	X			X
Appointment Cancelation (by doctor)	S					X
Results Pick-Up	S	X	X			X
Preparation appointment (GLE)	S	X	X			X

Contact center resource management is controlled through Altitude uSupervisor, which allows supervisors to streamline and efficiently organize existing resources.

Apart from totally personalized inbound attention, outbound campaigns can also provide a personalized touch by proactively contacting patients to modify or cancel appointments, provide pre-operation reminders, or explain clinical test procedures, such as fasting. Vaccination campaigns can also be created for a select client profile and automatically executed.



### Advantages of the Solution Altitude

- Patient information provided during the call in real time
- Control of call situation in every moment
- Personalized patient attention
- Customer service quality improvement

### Description of the Solution

- CTI Altitude uCI 6.2
- Switchboard Ericsson MD110
- Altitude SAP Connector
- Altitude Voice
- Altitude uSupervisor

### Contacts

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