



## CUSTOMER INTERACTION SERVICES

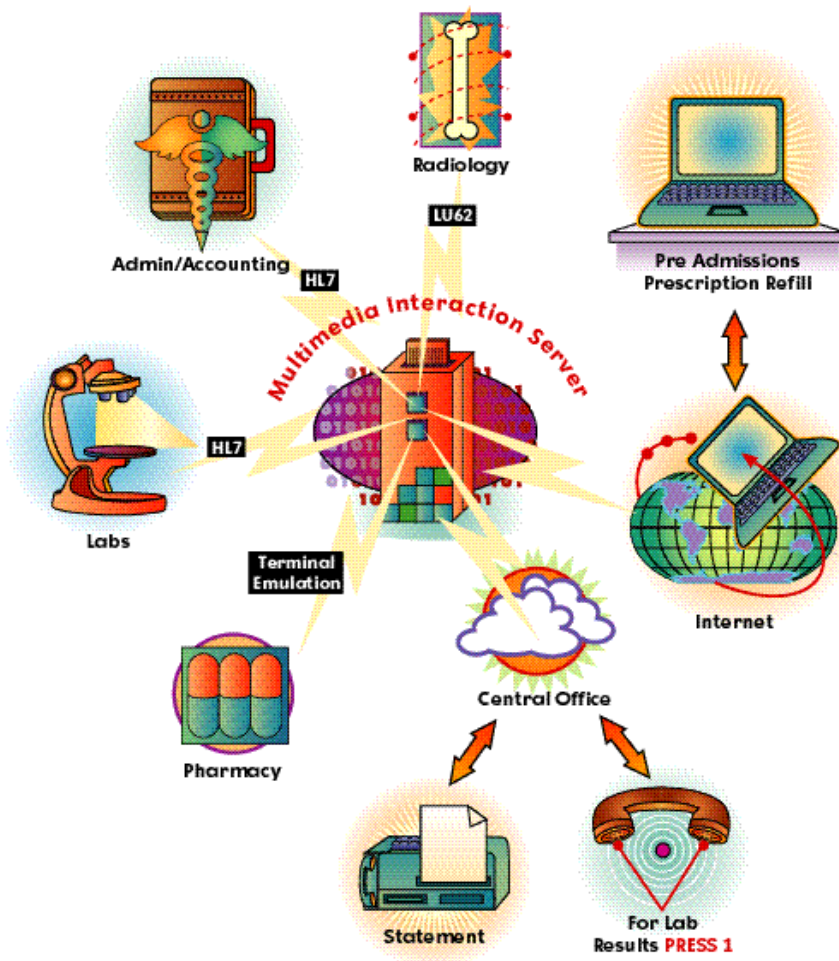
MULTIMEDIA SOLUTIONS TO HELP YOU INTERACT MORE SUCCESSFULLY WITH YOUR CUSTOMERS

### MULTIMEDIA SOLUTIONS HELP HEALTHCARE ORGANIZATIONS COMPETE AND WIN

Unsurpassed care and service. You know it's a key part of forging and maintaining relationships with patients—particularly in today's quality and cost-conscious healthcare environment.

More physicians' offices, hospitals, outpatient facilities, labs, diagnostic centers, insurance companies, pharmacies, suppliers and other healthcare organizations are meeting today's challenge with Customer Interaction Services from BellSouth Business, through BellSouth Communication Systems, Inc.

### OUR PORTFOLIO OF SOLUTIONS



#### AT A GLANCE

- LEVERAGE THE LATEST TECHNOLOGY AND PROCESS DESIGN INNOVATIONS TO BEAT THE COMPETITION.
- IMPROVE THE INTERACTION EXPERIENCE FOR BOTH YOUR INTERNAL AND EXTERNAL CUSTOMERS.
- GIVE CUSTOMERS ACCESS TO INFORMATION VIA PHONE, INTERNET, FAX, E-MAIL AND PAGER WHEN IT'S MOST CONVENIENT TO THEM.
- DECREASE THE COST OF CUSTOMER SERVICE WHILE INCREASING PROFITS AND REVENUES.

## BELLSOUTH MULTIMEDIA HEALTHCARE SOLUTIONS

Our solutions lead to highly integrated environments in which people have many ways to access and deliver information: phone, fax, pager, email, Internet, Intranet and kiosk. Information technology and workflow become streamlined, and information itself becomes a strategic asset for enhancing customer service and revenues.

Our portfolio of custom solutions includes:

- **INSTANT LAB/RADIOLOGY/PATHOLOGY RESULTS.** Physicians can receive lab, radiology, pathology or other results instantly. The results can be available online or sent via the phone, fax, pager or email.
- **PATIENT ACCOUNTING.** Patients can review bills, request itemized statements and check status of payments online or over the phone.
- **ENROLLMENT** Members can enroll or update insurance coverage and search physician directories over the phone or the Internet.
- **PRESCRIPTION REFILL.** Patients can order prescriptions over the phone or Internet. Labels can be printed and pills can be counted automatically via interface to automated bin system.
- **PRE-ADMISSIONS.** Hospital admission forms can be completed and submitted over the Internet or kiosk.
- **COVERAGE VERIFICATION.** Coverage information can be accessed immediately over the phone or the Internet.
- **CENTRALIZED SCHEDULING.** Patients can schedule appointments, lab tests, x-rays, etc. via the phone, Internet or community based kiosks.

Customer Interaction Services from BellSouth Business can help enhance relationships with your customers, increase revenues and reduce costs. For more information, please contact:

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