

CRISIS RESPONSE IN
HEALTHCARE:

**HOW FLEXIBLE
CONTACT CENTERS
CAN SUPPORT
PUBLIC HEALTH
EMERGENCIES**

The Critical Role of Contact Centers in Healthcare Crisis Management

In times of public health emergencies—whether it's a global pandemic, natural disaster, or widespread outbreak—the healthcare system is stretched to its limits. Rapid, efficient communication becomes critical to delivering timely care, disseminating accurate information, and supporting the needs of both patients and healthcare providers.

In these moments of uncertainty, flexible and agile contact centers, like those provided by Liveops, become essential pillars in crisis management.

Flexible contact centers offer a scalable solution that allows healthcare organizations to manage fluctuating demands, provide vital information, and handle urgent cases with reliability.

This whitepaper explores the crucial role that these contact centers play in crisis response, and how Liveops can act as a trusted partner, ensuring preparedness and operational continuity during public health emergencies.

The Impact of Public Health Crises on Healthcare Systems

Public health emergencies—whether driven by infectious diseases, natural disasters, or human-made crises—place unprecedented pressure on healthcare infrastructures. Hospitals, clinics, and call centers must suddenly handle surges in patient inquiries, requests for medical information, and support for overwhelmed healthcare staff.

The World Health Organization (WHO) reports that during pandemics, healthcare call centers often see call volumes increase by 30-50%, while natural disasters like hurricanes can result in up to a 300% spike in emergency calls.

In these situations, the ability to quickly scale up operations and adjust to the needs of the crisis is crucial for healthcare providers to maintain the trust and safety of the public.

Key Challenges During Public Health Emergencies:

- Surge in patient inquiries regarding symptoms, treatment, and resources
- Increased need for outbound communication, such as vaccination outreach
- Coordination between various public health entities and medical facilities
- Limited staffing capacity due to illness, burnout, or displacement
- Ensuring accuracy and timeliness of critical information dissemination

How Flexible Contact Centers Support Crisis Response

Agility, adaptability, and scalability are the cornerstones of an effective crisis response system. Flexible contact centers, particularly those that operate in a virtual environment, provide the capability to ramp up and down efficiently. They enable healthcare organizations to meet rapidly changing demands without sacrificing quality or service.

1. Scalability to Handle Call Volume Surges

One of the greatest advantages of flexible contact centers is their ability to expand quickly. Whether a healthcare crisis requires the onboarding of hundreds of new agents or the rapid deployment of certified specialists, Liveops' on-demand model ensures that staffing levels match the needs of the moment.

Liveops' network of 20,000+ independent agents can be mobilized to assist with everything from patient triage to providing logistical information, ensuring that healthcare systems don't falter under pressure.



2. Enhanced Communication & Coordination

Public health crises demand effective coordination between multiple agencies, providers, and the public. Agile contact centers act as a communication hub, ensuring that vital information reaches the right people at the right time.

For instance, during the COVID-19 pandemic, some contact centers managed over 1.2 million calls regarding vaccine appointments and eligibility in just one quarter.

By offering multilingual support and leveraging cloud-based technology, Liveops agents are able to respond to calls in real time, mitigating delays and ensuring clear communication across a variety of platforms.



3. Remote Capabilities Ensure Continuity

In a crisis, physical locations may be compromised or inaccessible. The virtual model that Liveops offers eliminates geographical limitations, allowing agents to operate from any location.

This distributed model ensures that even when a region is impacted by the crisis (such as in the case of a natural disaster), operations can continue uninterrupted. Virtual contact centers have reported 98% operational uptime during major crises, enabling uninterrupted service to the public.

4. Speed & Efficiency in Crisis Communications

During emergencies, time is of the essence. Whether facilitating COVID-19 testing or distributing hurricane evacuation information, Liveops agents are certified to deliver accurate, timely responses.

Healthcare providers partnering with flexible contact centers benefit from speed, accuracy, and the ability to adapt messaging on the fly, ensuring that the latest health advisories and information are always accessible.

Liveops: A Proven Partner in Healthcare Crisis Response

For over two decades, Liveops has provided agile contact center solutions, and their expertise in healthcare crisis management is unparalleled. From supporting pandemic response efforts to assisting with disaster recovery during hurricanes and other natural calamities, Liveops' flexible workforce has consistently demonstrated their ability to deliver during critical moments.

Notable Examples of Liveops' Crisis Response Expertise:

- During the height of the COVID-19 pandemic, Liveops agents handled hundreds of thousands of calls regarding vaccination schedules, COVID-19 symptoms, and appointment coordination, reducing the burden on healthcare facilities and ensuring patients received timely information.
- In the aftermath of natural disasters like Hurricane Harvey, Liveops rapidly scaled its workforce to assist displaced populations, providing crucial information about shelters, relief services, and medical assistance.

The Future of Crisis Response: Leveraging AI & Automation

The future of crisis response lies in combining human agility with the power of technology. Liveops is at the forefront of incorporating AI-driven automation into its contact center solutions. By using intelligent automation tools, such as chatbots and AI-assisted triage systems, healthcare organizations can manage routine inquiries more efficiently, allowing agents to focus on high-priority, complex cases that require human empathy and expertise.

Additionally, Liveops can integrate data analytics to provide healthcare systems with real-time insights into call trends, enabling faster, data-driven decision-making during crises. This proactive approach empowers healthcare organizations to anticipate and address issues before they escalate.

Conclusion: Preparing for Tomorrow's Crises Today

The need for agile, scalable contact centers will only continue to grow as public health crises become more complex and frequent. By partnering with Liveops, healthcare organizations gain access to a flexible, reliable solution that adapts to the unique demands of each crisis, ensuring that they remain resilient and responsive when it matters most.

In times of uncertainty, preparation and agility are key—and Liveops stands ready to support healthcare systems in every phase of crisis response, from initial preparedness to long-term recovery.

A close-up photograph of a woman with curly hair, smiling broadly and wearing a headset with a microphone. She is pointing her index finger towards the camera. The entire image is overlaid with a semi-transparent blue filter.

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