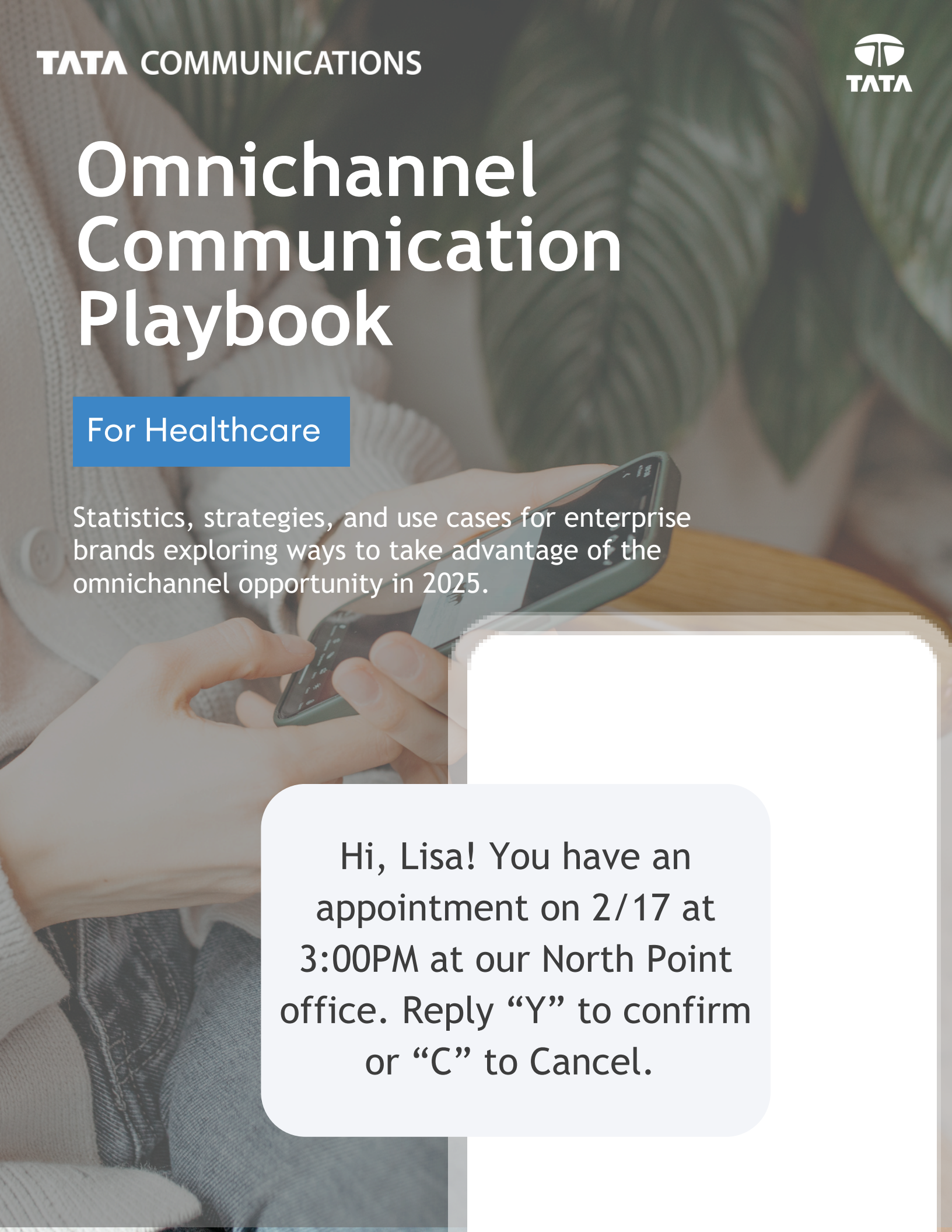
TATA COMMUNICATIONS

Omnichannel Communication Playbook

For Healthcare

Statistics, strategies, and use cases for enterprise brands exploring ways to take advantage of the omnichannel opportunity in 2025.



Healthcare Today

61%

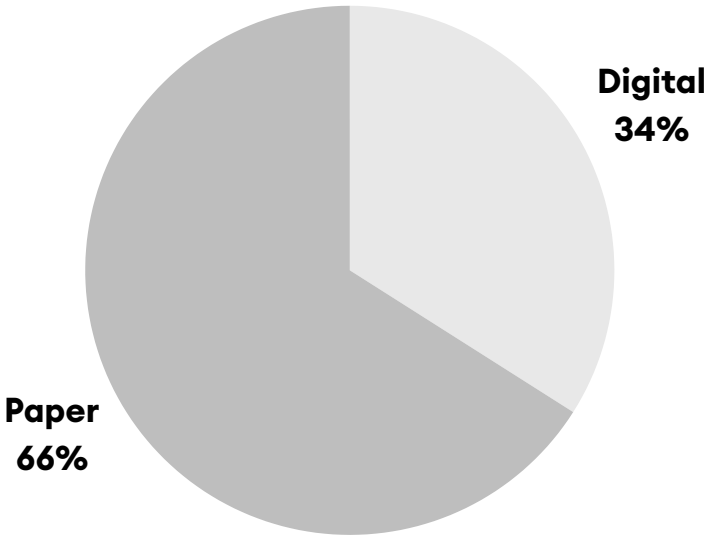
want a healthcare communication experience that more closely resembles their online retail experience.

83%

say that expanded options for digital communication will be a key factor in choosing their future healthcare providers

60%

improved treatment adherence when patients receive automated, personalized messages.



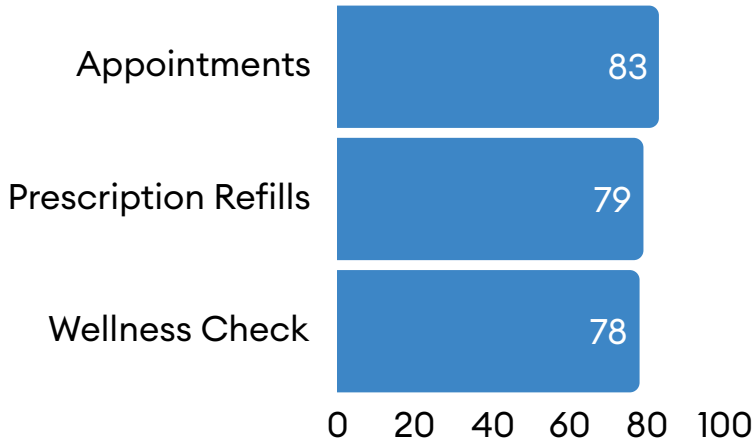
66%

of healthcare providers rely primarily on manual communications methods like paper documents and phone calls

IQVIA

Patients want to receive text messages for everything from prescription refills to wellness check reminders.

CVS



Key Communication Channels

Hi Nancy! Your medication is available for pick up today at our Main Street location.

SMS

Video

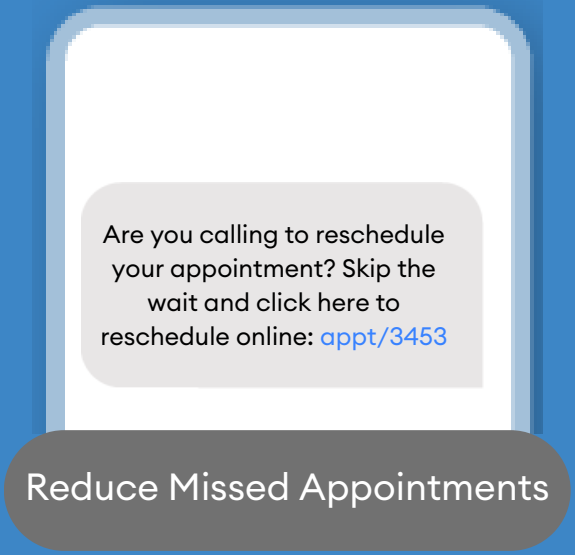
Chat

Phone

Use Cases

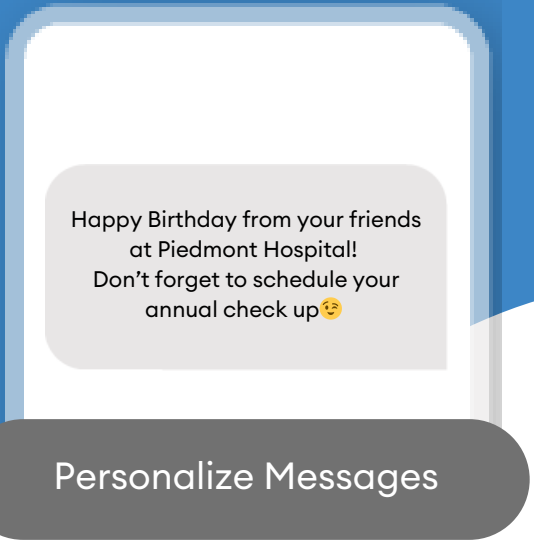
- Telehealth
- Appointments
- Clinical Trials
- Real-Time Updates
- Marketing Messages
- Request Reviews

Strategies

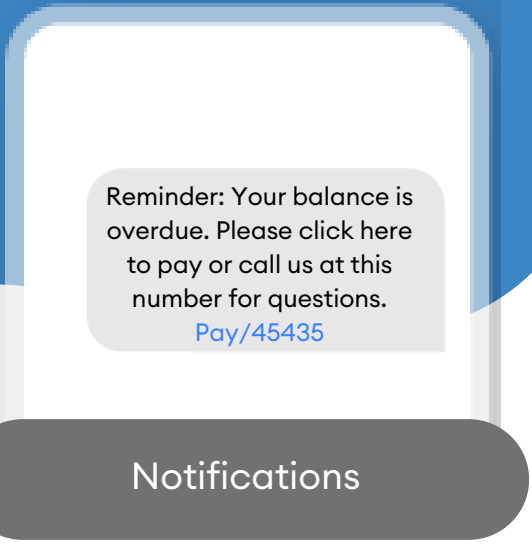


Reduce Missed Appointments

Increase Accessibility



Personalize Messages



Notifications

TATA COMMUNICATIONS

ONE PARTNER.
ENDLESS POSSIBILITIES.

Tata Communications is a trusted partner for healthcare enterprises worldwide. Discover our comprehensive suite of communication solutions from text messaging to contact center services that streamline and elevate patient communication.