

Unified Communications Adoption and Trends Within the Healthcare Sector

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ENTERPRISE STRATEGY GROUP

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Research Objectives

This eBook explores how healthcare organizations are faced with communications-related issues, particularly when operating with outdated and/or distributed siloed solutions. The research sought to:

- 1. Explore the benefits of consolidating healthcare communications to optimize resources and reduce inefficiencies to improve patient experience as well as healthcare worker operations.
- 2. Investigate the benefits of UC solution deployment flexibility and platform customization as a means to combat systems' complexity.
- 3. Explore emerging AI automation and workflow capabilities that have already gained significant traction in healthcare communications.

The data discussed in this eBook is from a web-based survey of 100 respondents employed at enterprise-sized (1,000+ employee) healthcare providers, knowledgeable about the organization's purchase process for UC&C/UCaaS purchasing.

For more information about these respondents, please see the "Research Methodology and Respondent Demographics" section of this eBook.

HIGHLIGHTED FINDINGS:

96% of all respondents agreed or strongly agreed that consolidating communications systems would improve their ability to manage and scale communications.

97% of organizations reported ROI benefits from UC consolidation, including easier scalability, better compliance, and reduced operational costs.

91% said customizability is very important or critically important to improving efficiency in day-to-day operations and workflows.

96% of respondents endorsed AI-driven clinical support as highly effective.



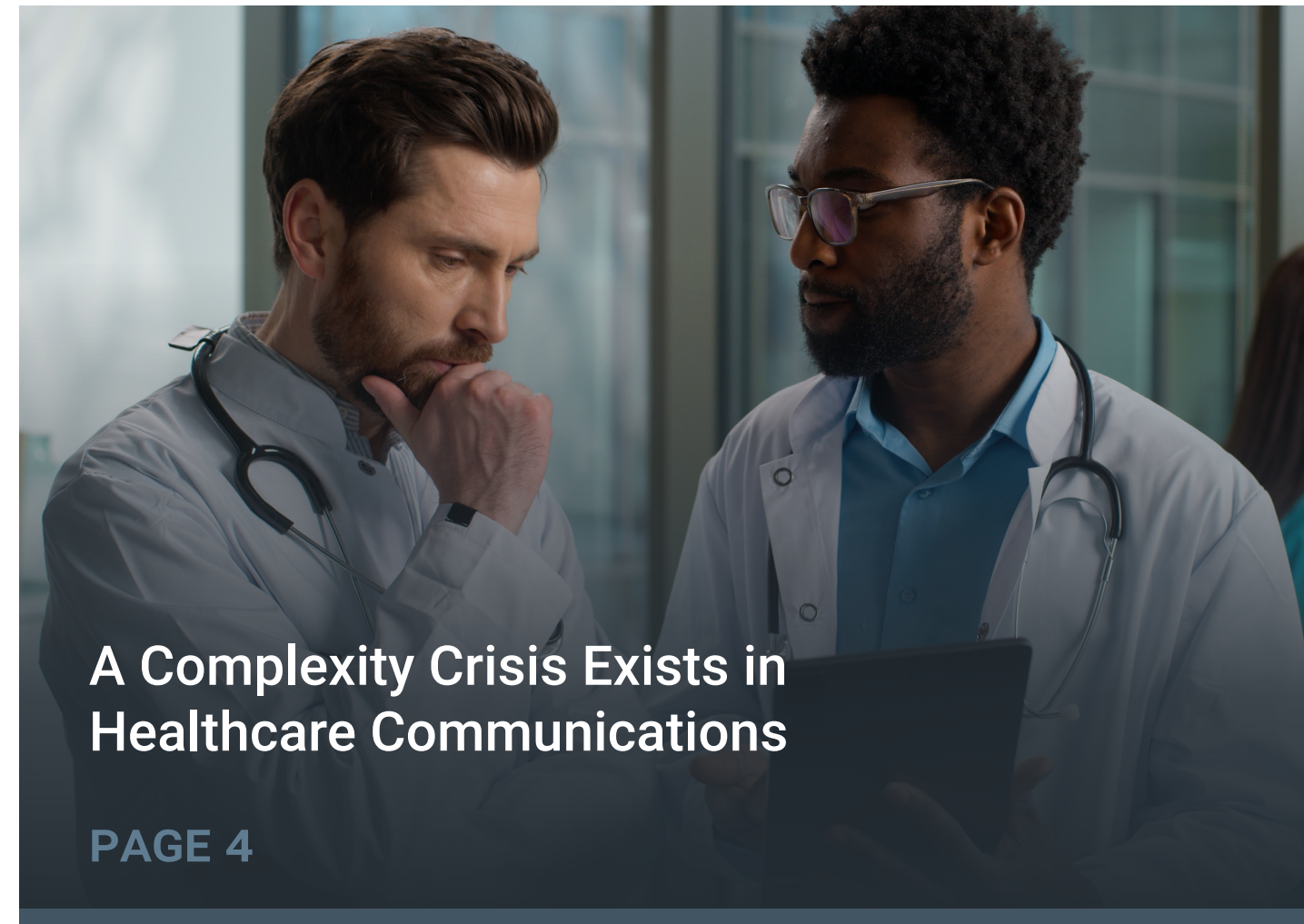
Introduction

Healthcare emergencies demand instant access to critical information. Every second spent searching for data delays care for patients, nurses, and physicians alike. Antiquated, legacy communication systems create inefficiencies that healthcare teams simply cannot afford.

Modern UC solutions transform this by integrating data from multiple sources and ensuring the right information reaches the right people instantly. Beyond emergency response, these platforms enhance the entire care experience, enabling seamless patient interactions from appointment scheduling to test results, while AI-augmented systems reduce administrative burden for healthcare workers through automated tasks and intelligent alert prioritization.

The result is a comprehensive communication ecosystem that saves lives during critical moments while improving daily operations and delivering responsive experiences for patients and providers alike, all while providing a clear and strong ROI.

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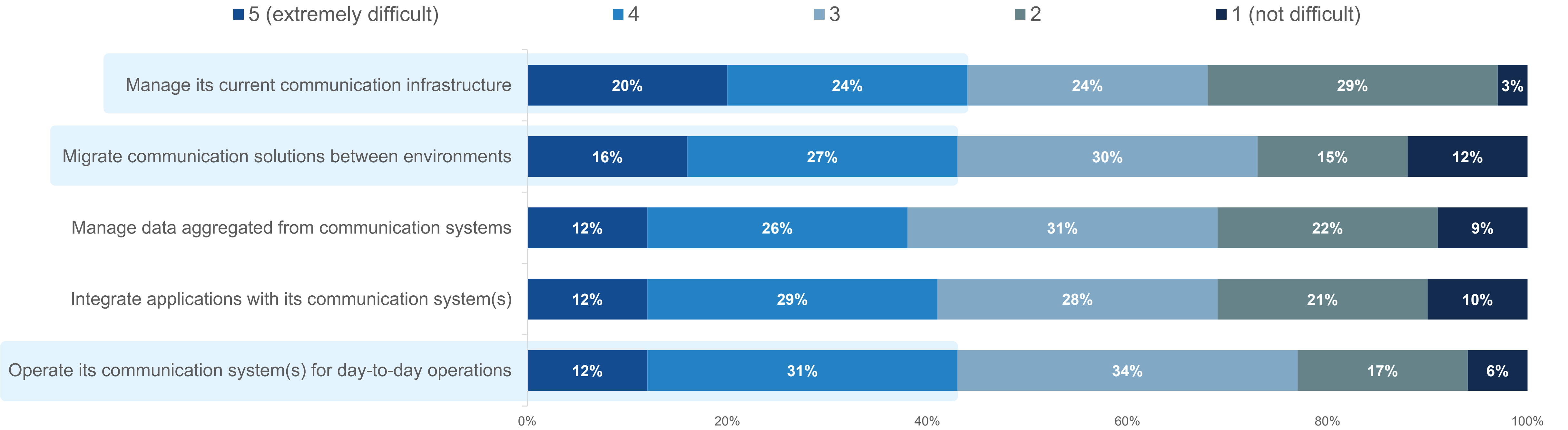
A Complexity Crisis Exists in Healthcare Communications

The Complexity of Healthcare Communication and Its Impact on Operations

Healthcare organizations face significant operational challenges that directly impact care delivery. Respondents identified communication infrastructure management as the greatest burden, with 44% of respondents rating it difficult to very difficult on a five-point scale. When nearly half of organizations find basic infrastructure management challenging, it signals a fundamental mismatch between system design and real-world requirements.

Daily operations and solution migration follow at 43% each, highlighting where healthcare IT teams struggle most. These findings reveal a critical gap between sophisticated communication needs and the practical realities of managing complex systems.

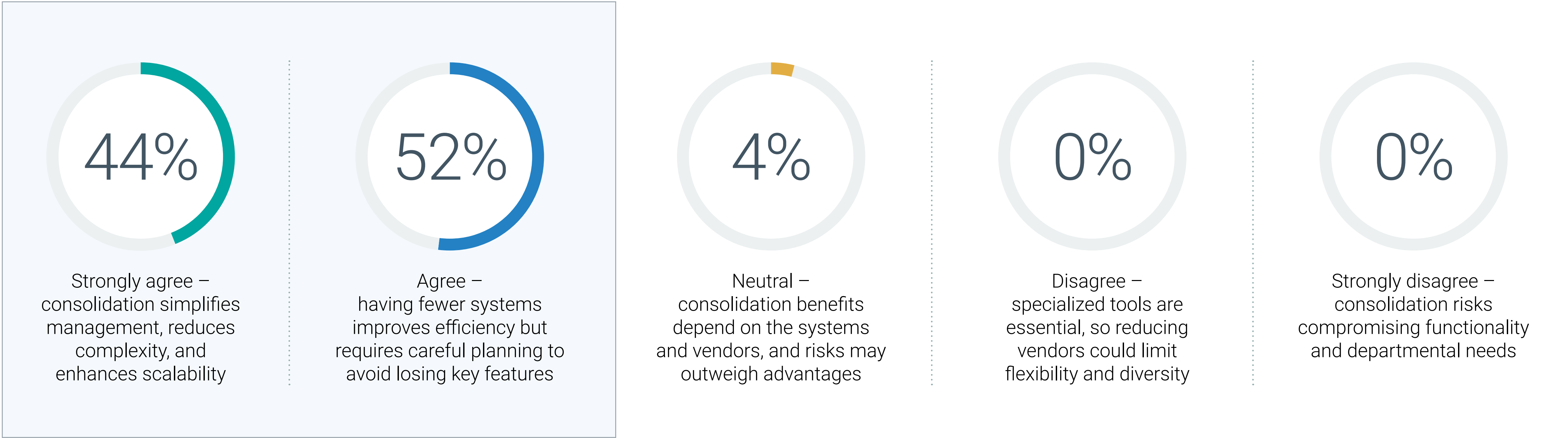
On a scale of 1 to 5 (1 being not difficult, 5 being extremely difficult), how difficult is it for your organization to complete the following tasks?



The Case for Communication Consolidation in Healthcare

Ninety-six percent of healthcare organizations agreed that consolidating communications systems would significantly improve their ability to manage and scale infrastructure. This near-universal consensus shows mature understanding of unified platform benefits. However, the consolidation drive also mirrors broader IT strategies focused on minimizing inefficiencies, often as a result of communication silos, vendor sprawl, and operational complexity. Healthcare organizations recognize that managing multiple point solutions creates unnecessary overhead, increases security vulnerabilities, and complicates staff training.

Please choose the response that best reflects your level of agreement with the following statement: Consolidating systems and/or reducing the number of vendor solutions can improve our organizations’ ability to manage and scale communications.



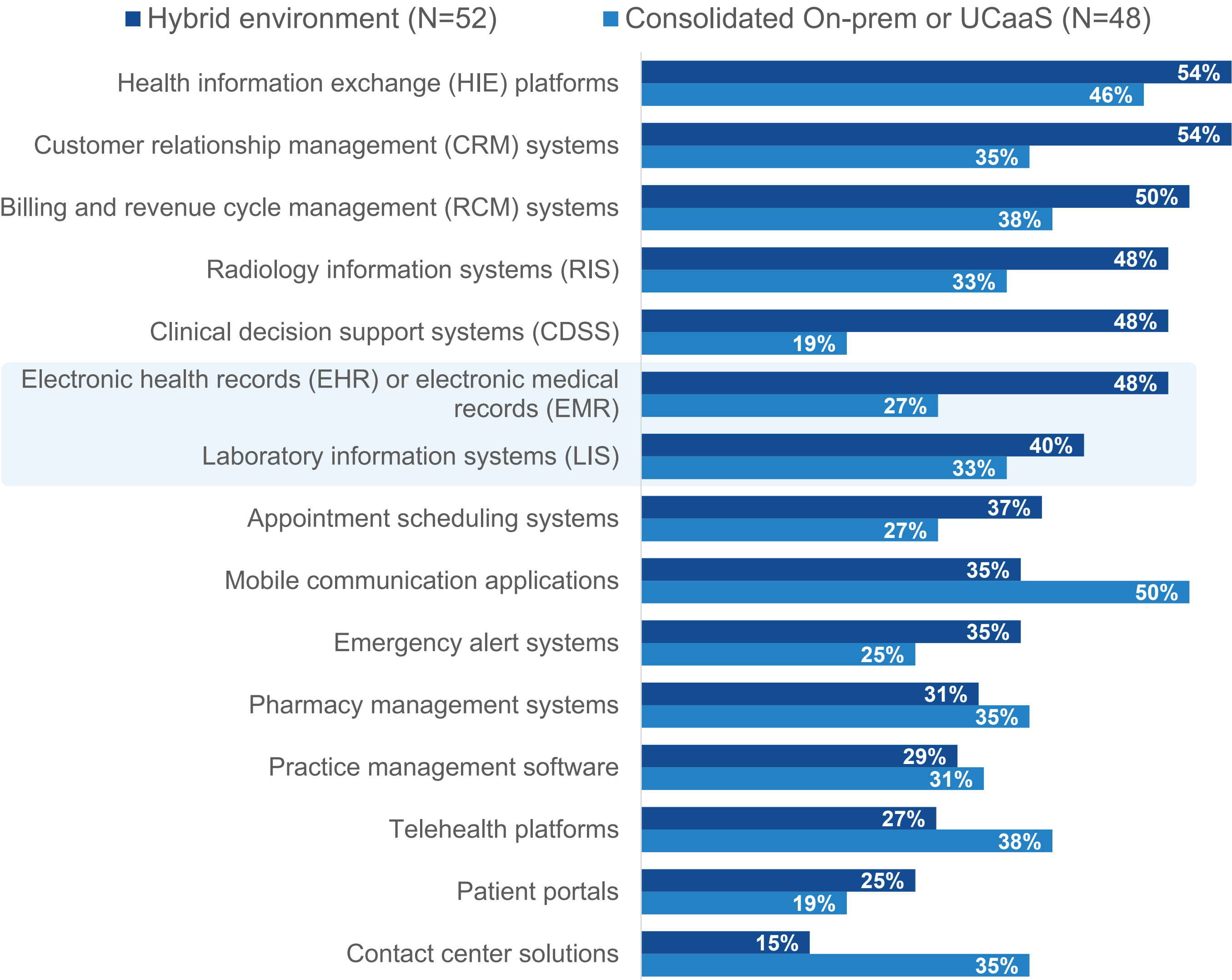
Hybrid Solutions Benefit Clinicians but Complicate Patient Engagement

Healthcare organizations using hybrid communication solutions demonstrate significantly stronger integration with core clinical systems. These environments show a 2.5x higher likelihood of integrating with clinical decision support systems and 78% greater integration rates with electronic health records compared to traditional setups.

The advantages of hybrid architectures focus on clinical workflow optimization, enabling improved information flow between communication platforms and patient care systems. The result is more informed decision-making and reduced context switching for clinical staff.

However, hybrid environments are 2.3x less likely to integrate with contact center solutions. This gap suggests that, while hybrid communications excel at internal clinical workflows, they struggle with patient-facing communication channels and external engagement platforms.

Which applications does your organization’s communication system(s) integrate with?





Why Customization Matters for Efficiency

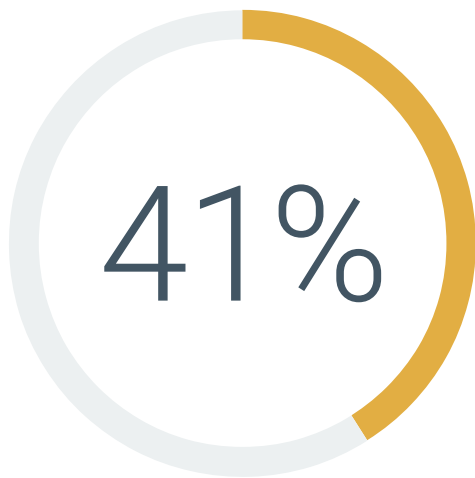
Healthcare organizations recognize customization as fundamental to operational success, with 91% rating customizability as very important or critically important for improving day-to-day efficiency.

This reflects the unique protocols, specialized workflows, and diverse user needs of healthcare environments that off-the-shelf solutions rarely address without significant adaptation.

Ultimately, the data shows that customization is essential for operational effectiveness. A plurality of respondents who cited customizability as being very or critically important identified scalability and their ability to achieve regulatory compliance as a benefit to their UC system (42%).

When communication tools adapt to existing workflows rather than forcing changes, organizations achieve measurable efficiency gains.

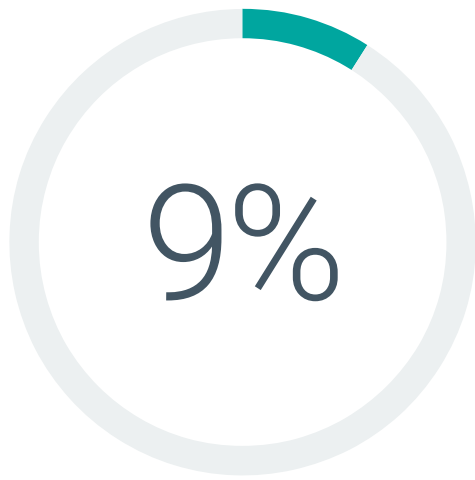
In your opinion, how important is the customizability of communication system to improving the ease and efficiency of your organization’s day-to-day operations and workflows?



Critically important – customizability ensures systems align with unique workflows, maximizing efficiency and operational ease



Very important – tailored solutions improve adaptability and streamline daily processes



Moderately important – customization is helpful but not always critical for improving workflows

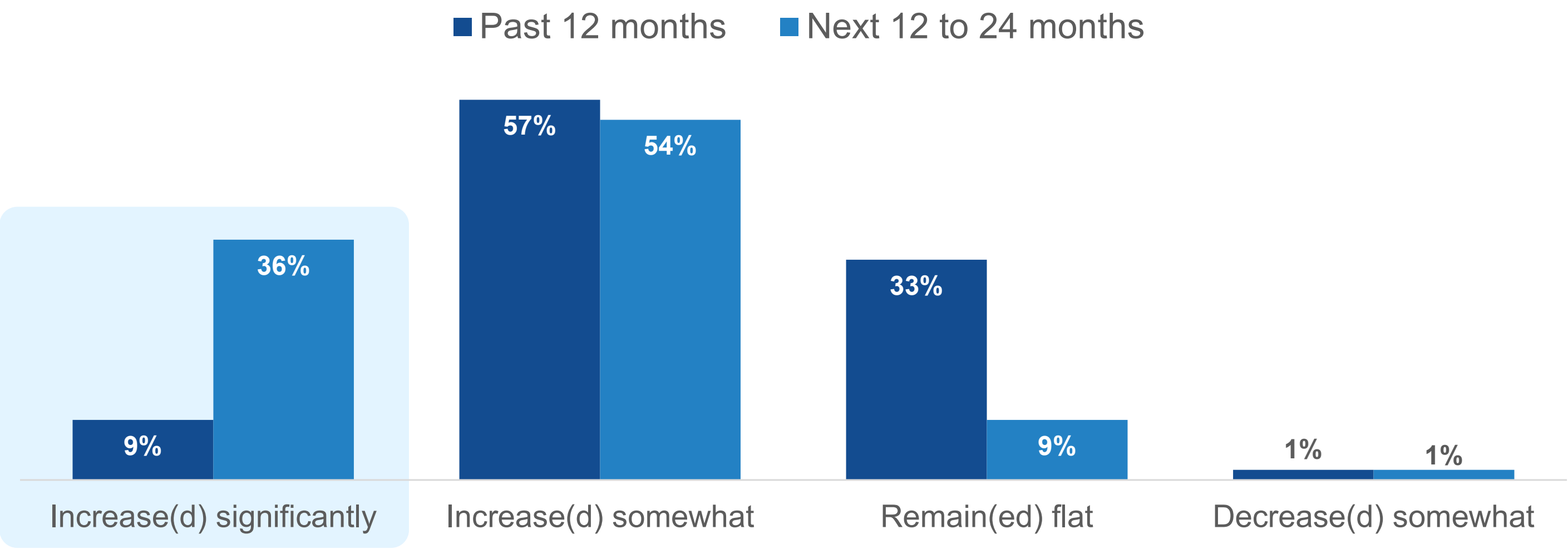


The Momentum Shift Toward Unified Communications




Healthcare Organizations Are Accelerating UC Investments

Healthcare organizations are signaling a major shift toward UC investment. Survey data reveals respondents are four times more likely to plan significant UC investments over the next two years compared to actual spending in the past year, indicating substantial momentum building in the sector. The investment outlook appears overwhelmingly positive, with only 9% of organizations expecting flat spending and a minimal 1% planning to decrease UC budgets.

Please indicate how your organization’s investment in UC systems has changed over the past 12 months and is anticipated to change within the next 12 to 24 months.



When looking at the data of those respondents anticipating either a somewhat or significant increase in UC investments in 12 to 24 months (N=60), the following responses were found to be the top (3) drivers of such investments:

- **40%**
Enhancing staff satisfaction by reducing communication barriers and simplifying workflows
- **38%**
Supporting telehealth and virtual care to expand access to healthcare services
- **38%**
Lowering operational expenses via cloud-based UC platforms with predictable subscription models

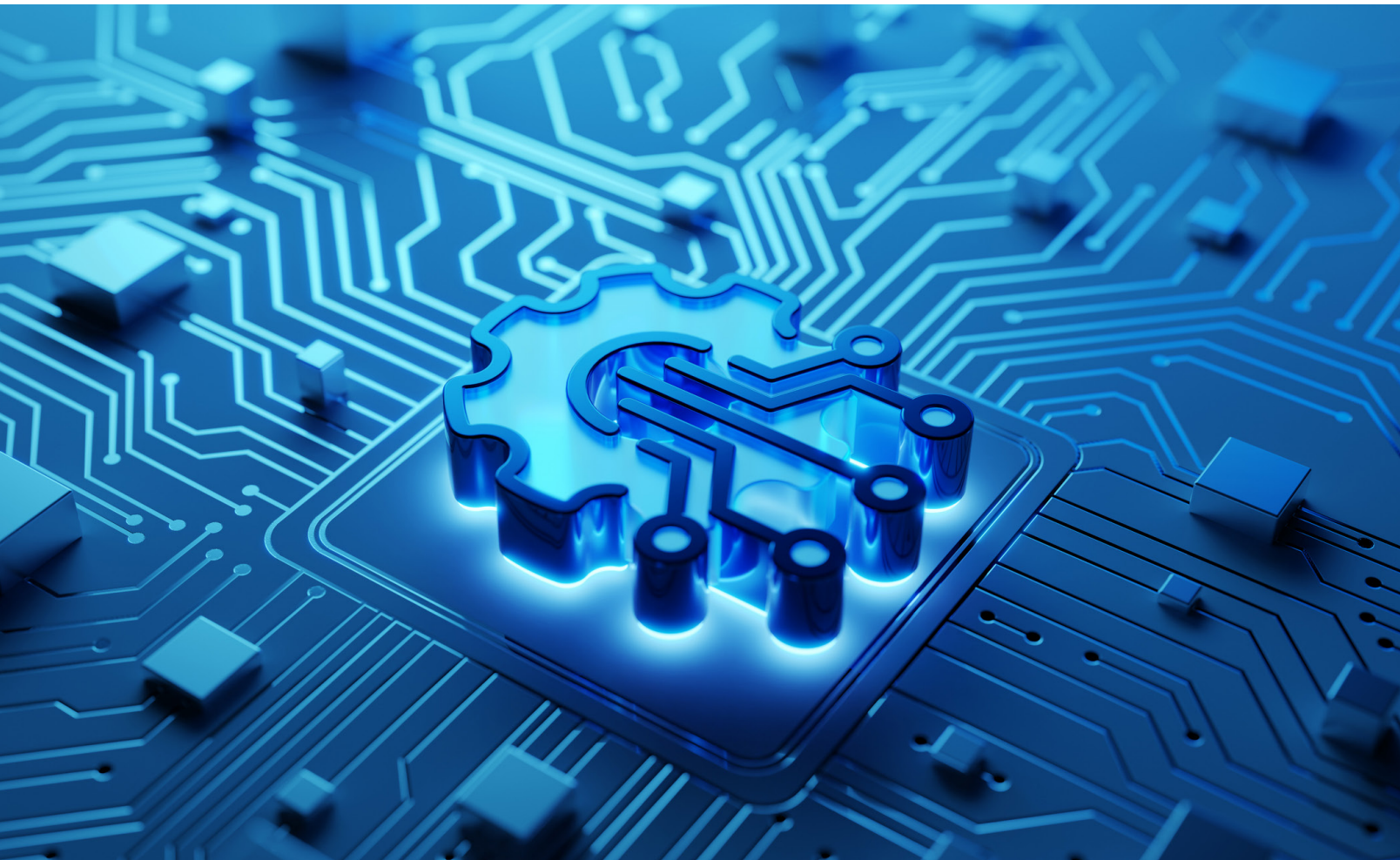


**AI Delivers Tangible Benefits
to Healthcare Communication**

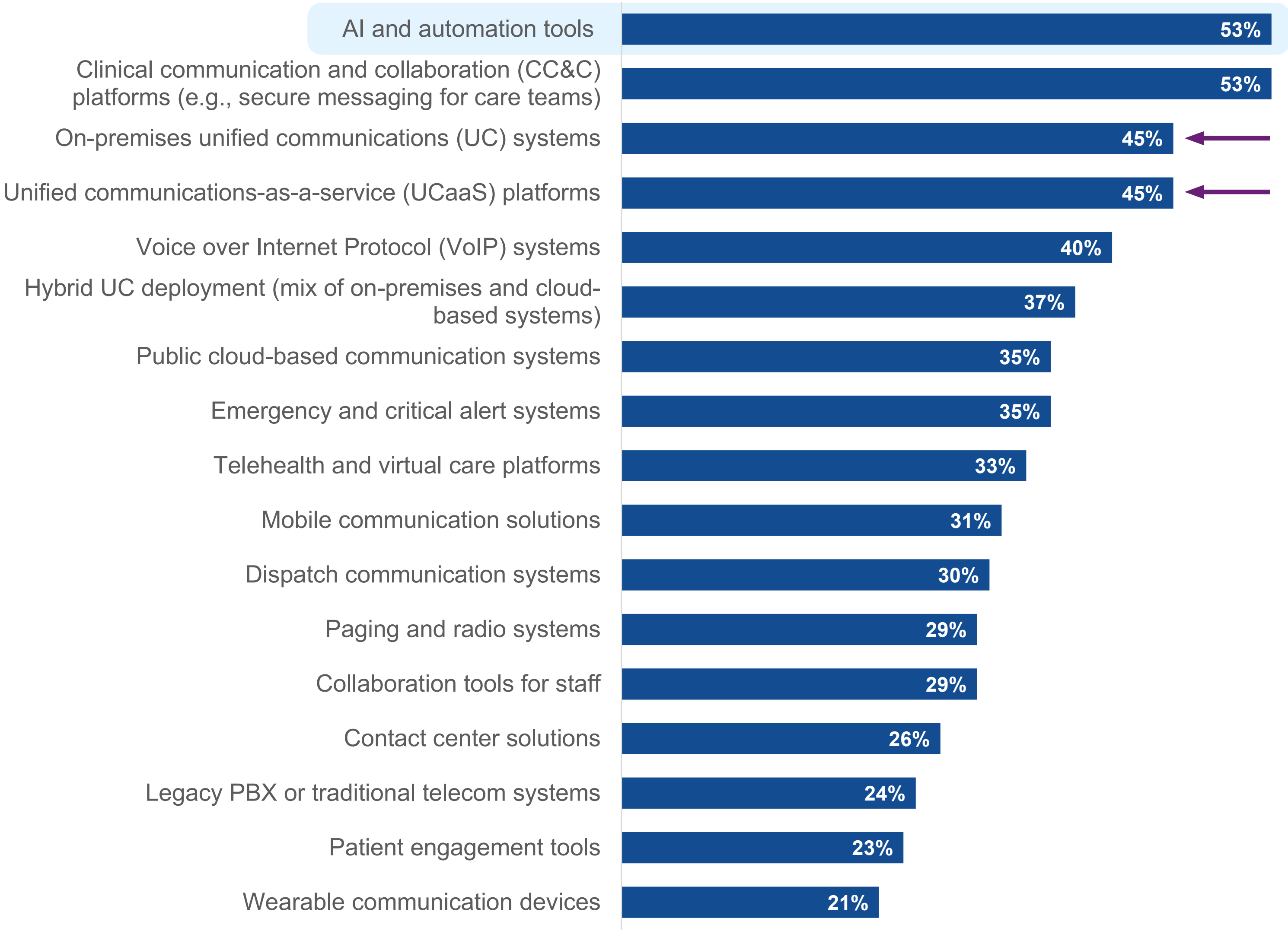
Technology Stack Preferences in Healthcare Communication

Healthcare organizations are prioritizing intelligent automation in their communication infrastructure. AI and automation tools led technology adoption at 53%, tied with clinical communication and collaboration platforms, indicating these capabilities are now considered essential rather than supplementary.

The infrastructure landscape reveals balanced preferences, with on-premises and UCaaS solutions each capturing 45% adoption rates. This split highlights the diverse deployment needs across healthcare organizations.



What types of communication technologies does your organization currently use?

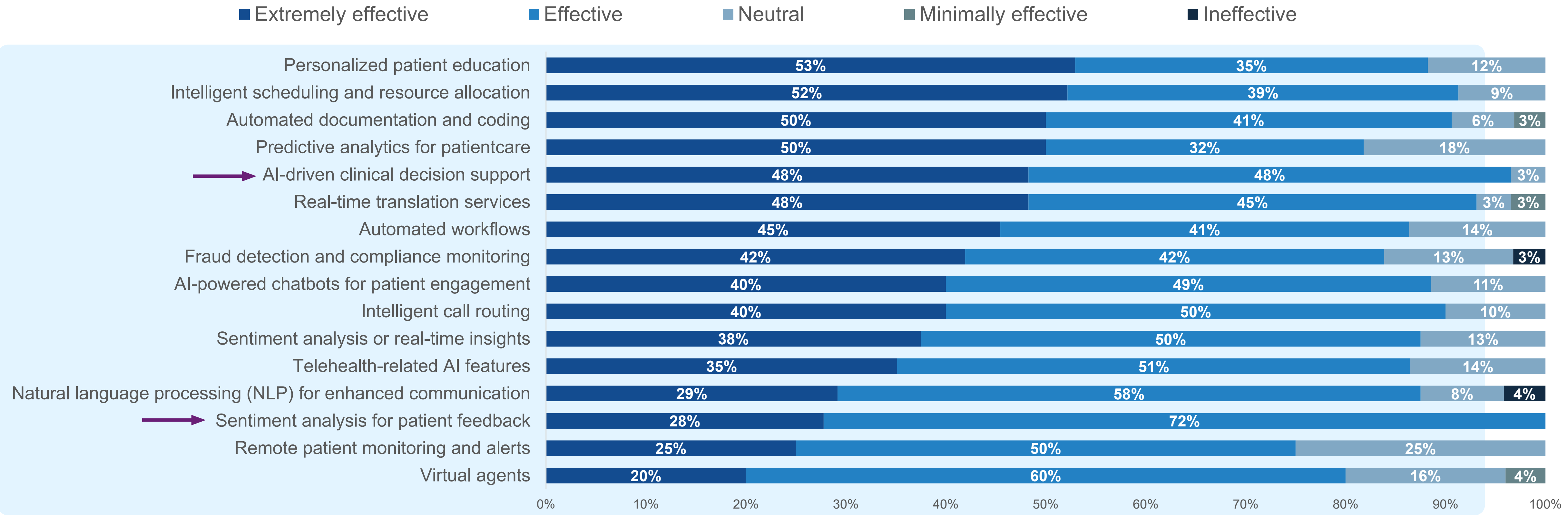


AI Delivers Measurable Results in Healthcare Communication

Healthcare organizations are seeing strong returns from AI integration in their communication platforms. Survey results highlight two standout performers: Sentiment analysis for patient feedback received 100% effectiveness ratings, while AI-driven clinical support earned 96% approval from respondents.

These robust performance metrics indicate AI has transitioned from pilot programs to established operational tools. Sentiment analysis is consistently providing actionable patient feedback insights, helping organizations pinpoint satisfaction patterns and communication breakdowns with dependable precision.

How would you rate the effectiveness of the AI capabilities within your organization’s communication solutions?



Operational Efficiency: Healthcare’s Top AI Implementation Focus

Healthcare organizations are implementing AI primarily to accelerate patient interactions and streamline analysis. Three key drivers above the line illustrate this theme: telehealth patient analysis (39%), AI chatbots (37%), and AI-driven clinical decision support (31%).

This distribution reflects healthcare’s dual focus on patient-facing efficiency and clinical optimization. Telehealth analysis enables quick processing of remote patient data for informed virtual consultations. AI chatbots handle routine inquiries and scheduling, freeing clinical staff for higher-value work. Clinical decision support provides real-time insights that enhance diagnostic accuracy and treatment planning.



Which AI-driven features in your communication solutions does your organization have?



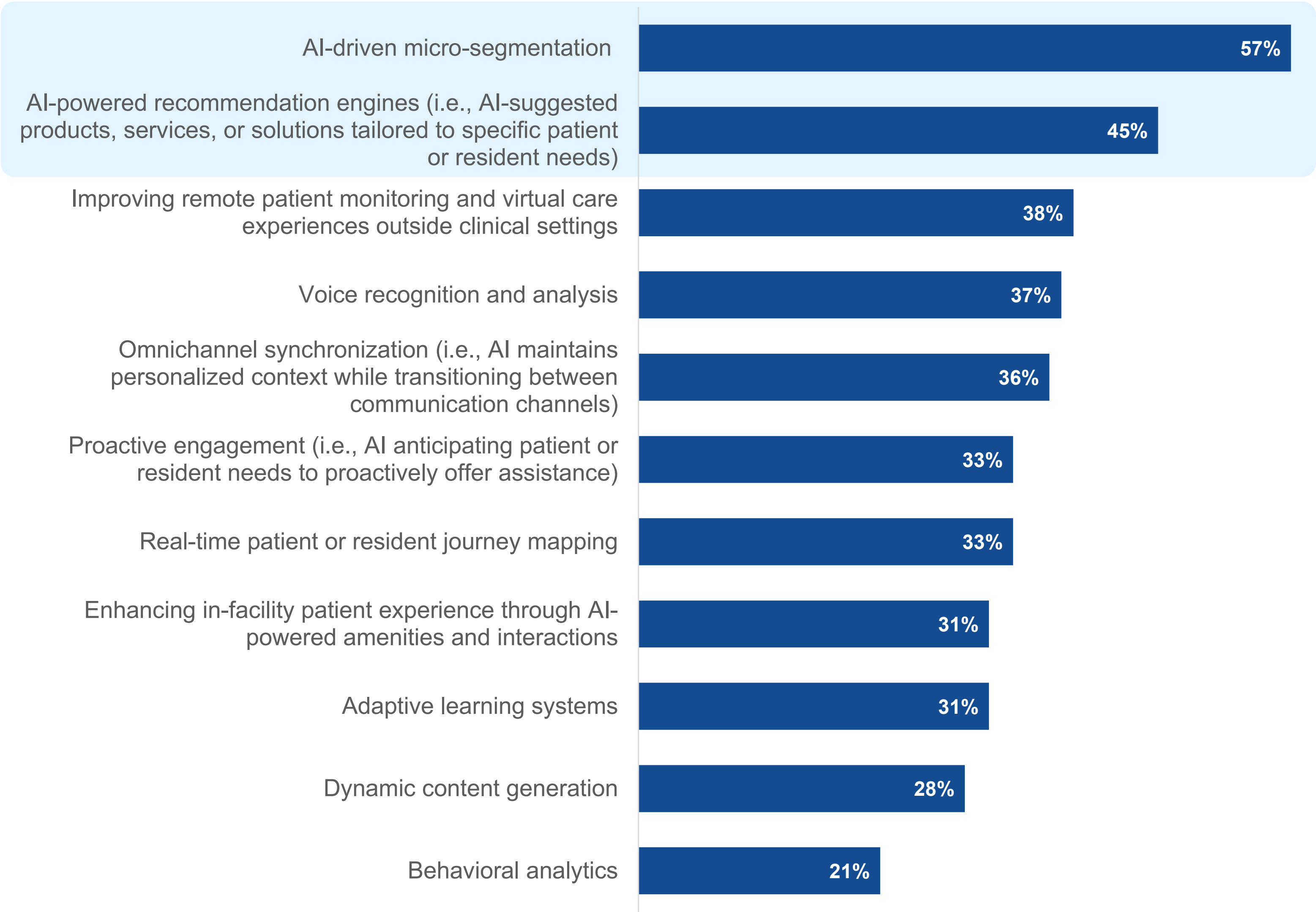
AI-driven Personalization Helps Improve Patient Communication

Healthcare organizations are increasingly leveraging AI to deliver more targeted patient experiences. Fifty-seven percent of respondents identified AI-driven micro-segmentation as one of their primary methods for enhancing patient interactions, utilizing behavioral data to create more precise communication strategies.

This represents a shift from traditional demographic-based segmentation. By analyzing patient behavior patterns such as appointment scheduling, portal usage, and response rates, healthcare systems can create specific patient cohorts that enable more relevant messaging.

AI-powered recommendation engines are gaining traction, with 45% of organizations recognizing their value in personalizing services. These systems analyze patient histories, preferences, and clinical needs to suggest appropriate care pathways and content.

What AI-driven advancements in communication systems do you believe will be most critical for delivering hyper-personalized customer experiences in the future?





Conclusion

UC Investment Provides a Pathway for Elevated Patient Interactions and Operational Excellence

Healthcare organizations are grappling with increasingly complex communication systems, but the solution is straightforward: strategic integration, modernization, and the adoption of advanced technologies such as AI and UC. By streamlining vendor relationships, consolidating platforms, and focusing on adaptable infrastructure, healthcare providers can achieve greater operational efficiency, enhance patient satisfaction, and realize improved ROI. Key performance indicators (KPIs) reported by participants include:



Key Takeaways:

- Simplifying Complexity**
Consolidated systems minimize operational challenges, reduce vendor-related friction, and streamline training and support processes.
- Modernizing for Growth**
Flexible deployment options and hybrid environments enable healthcare organizations to adapt to evolving operational demands and scale effectively. Communication solutions featuring vaunted customization via APIs can help improve flexibility.
- Revolutionizing with AI**
AI technologies, from sentiment analysis to personalized patient care, are reshaping healthcare communication workflows and driving efficiency.

Ready to Transform Your Healthcare Communication Infrastructure?

The evidence is clear: Healthcare organizations investing in UC are positioning themselves for operational excellence and improved patient outcomes.

Take Action Today:

Audit your current communication complexity: Identify redundant systems and vendor overlap that is draining resources. Assess whether bringing disparate systems together could unlock hidden operational value.

Prioritize platform consolidation: Streamline to unified solutions that reduce training costs and operational friction.

Invest in flexible, API-driven infrastructure: Choose solutions that adapt to evolving healthcare demands and scale with your organization.

Implement AI-powered capabilities: Deploy sentiment analysis, automated patient engagement, and clinical decision support tools.

Partner with Mitel: Connect with healthcare communication solutions designed for your organization’s unique workflow requirements and compliance needs.



LEARN MORE

GET IN TOUCH

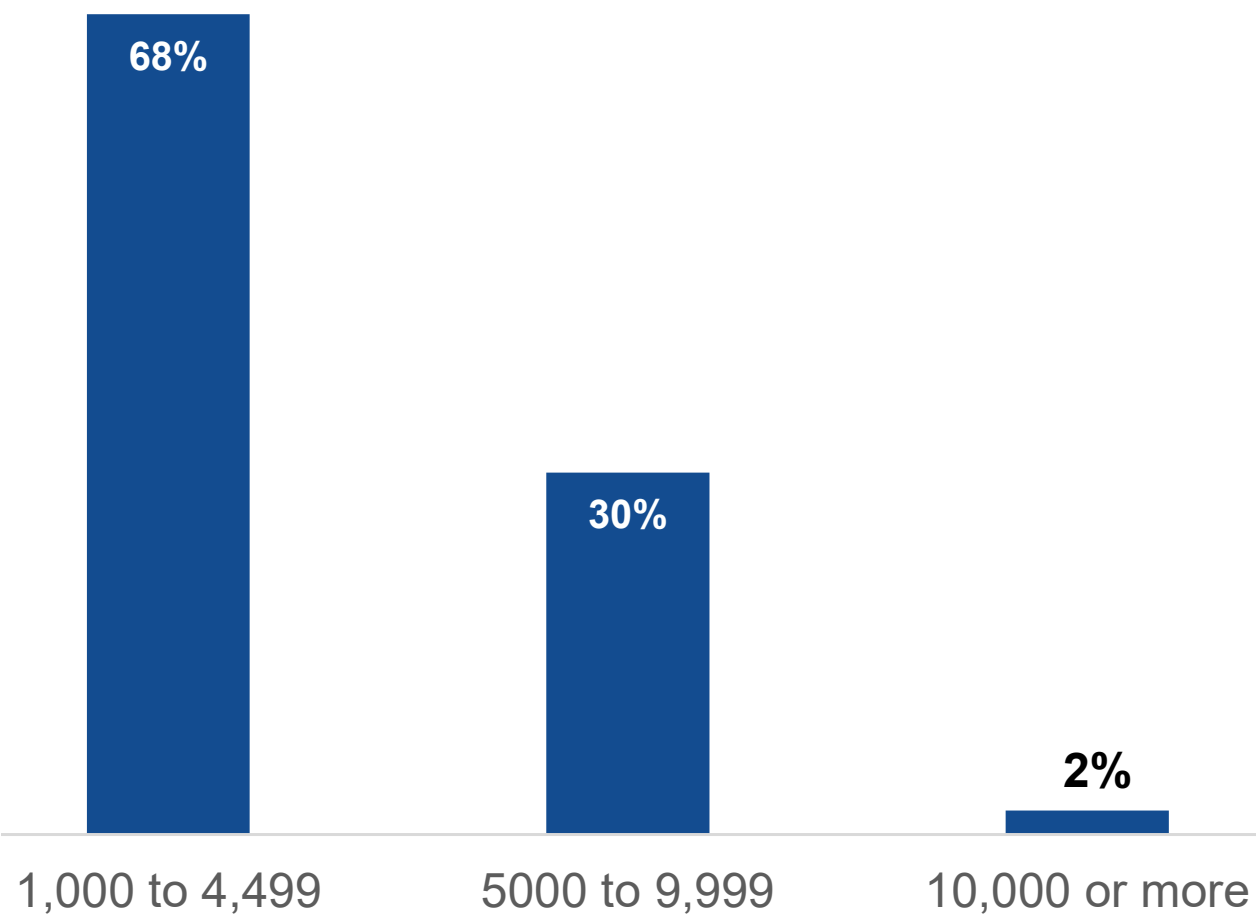


RESEARCH METHODOLOGY AND DEMOGRAPHICS

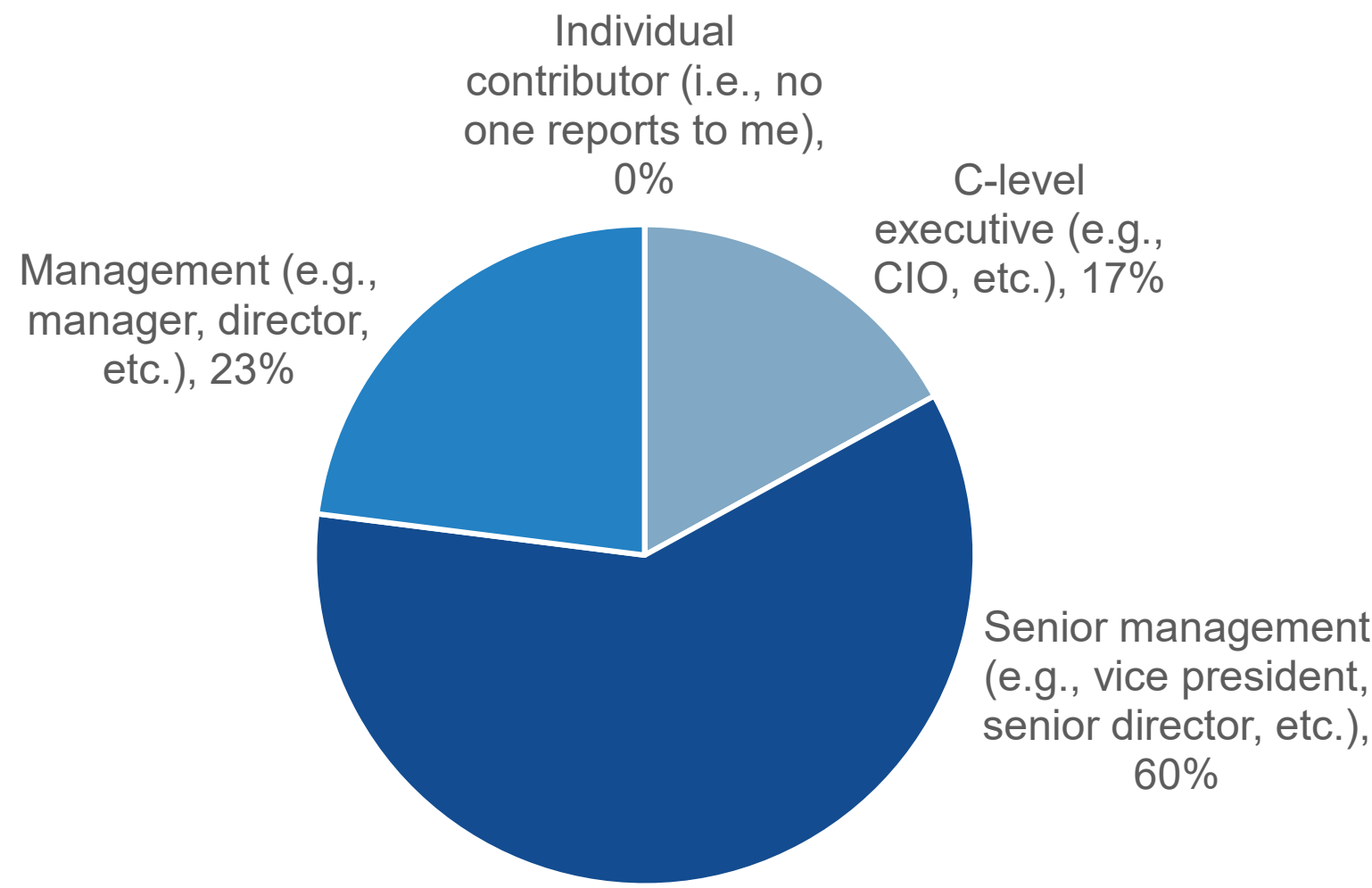
To gather data for this report, Mitel commissioned Enterprise Strategy Group (now Omdia) to conduct a comprehensive online survey of 100 IT leaders employed at enterprise-sized (1,000+ employee) healthcare providers and influential in the purchase process for UC&C/UCaaS purchasing. All respondents were U.S.-based. The survey was fielded between August 19, 2025 and August 21, 2025.

All respondents were provided an incentive to complete the survey in the form of cash awards and/or cash equivalents. After filtering out unqualified respondents, removing duplicate responses, and screening the remaining completed responses (on a number of criteria) for data integrity, we were left with a final total sample of 100 qualified respondents. The margin of error for a sample of this size is + or – 9.8 percentage points. Note: Totals in figures and tables throughout this report may not add up to 100% due to rounding.

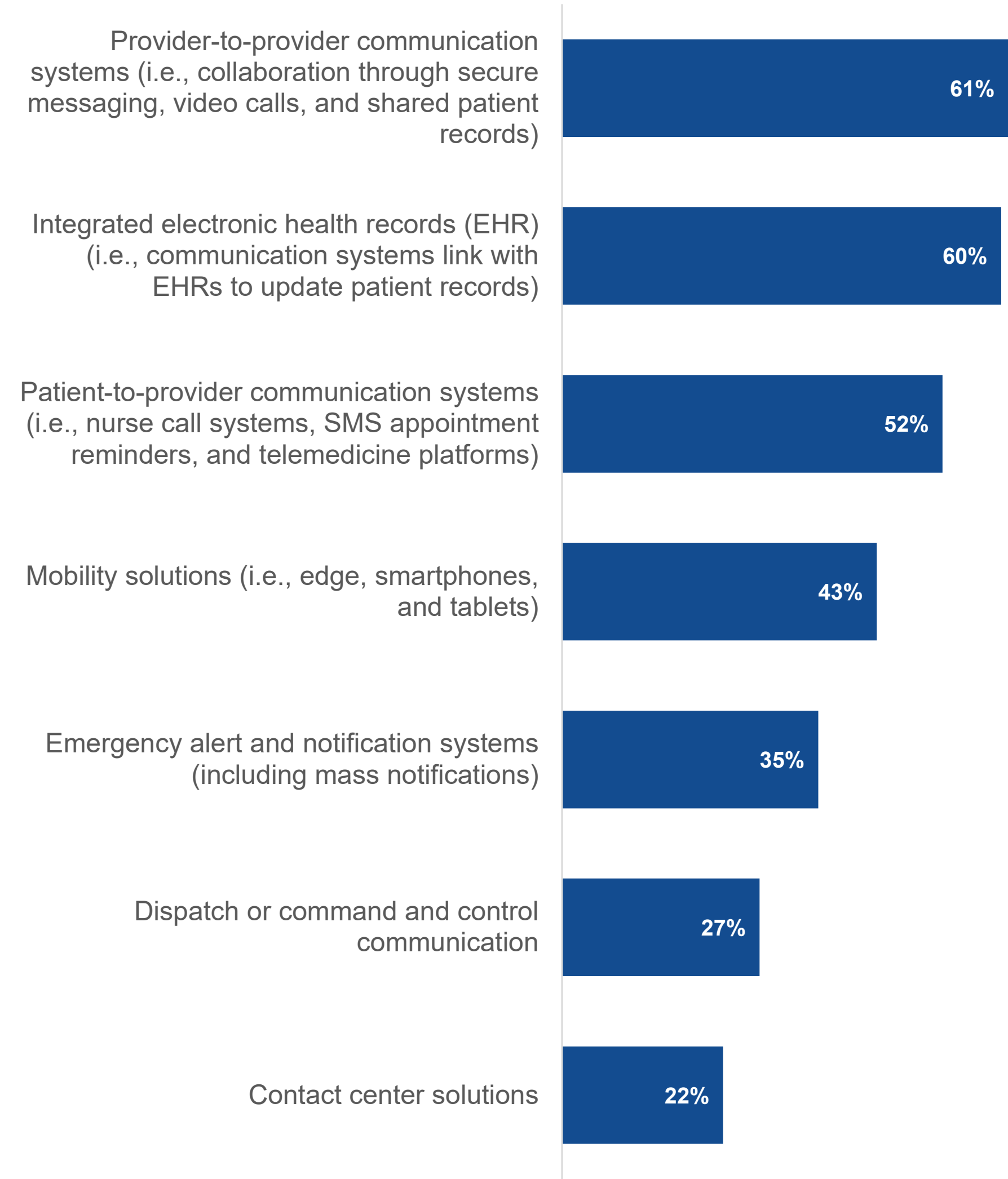
How many total employees does your organization have worldwide?



Which of the following best describes your current job function?



With which of the following areas of healthcare communication solutions are you most personally involved?



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