



## Revolutionize the Contact Center to Optimize Clinical Resources

*Optimize valuable nursing resources by implementing a predictable, efficient triage experience for non-clinical agents and in self-service channels*

### **Meet patients where they choose to find care!**

Over 30% of non-clinical agent Contact Center calls are patients seeking care direction for new illness/symptoms and over 65% of patients admit to feeling lost when seeking care! Providing a seamless journey for patients facing new illnesses or symptoms goes beyond traditional methods like physician directories, static websites, or chatbots with numerous and cumbersome questions and high dropout rates (up to 80%) or directing all of those patients to a nurse contact line. Patients desire a smooth and intuitive experience that swiftly directs them to the appropriate care through self-service, efficient options.

### **Isabel Revolutionizes Patient Access - Virtual Self-Triage and...**

- Isabel is vetted and proven to perform as well or better than traditional nurse triage protocols or self-service triage based on these protocols
- 60 second Self-Triage with only **11 questions** and a **97% completion rate minimizes drop off**
- Never forces a patient to self-diagnose to get care by forcing them to choose a condition or a chief complaint/which symptom is bothering them the most without limitation
- Isabel covers unlimited free text / auto-complete symptoms and over 6,000 conditions
- Predictable experience across all access channels including chat, IVR, website, portal, app, etc.
- Outperforms standard nurse triage protocols for high acuity situations
- Triage venues are configured with your clinical team to optimize appointments and scheduling
- 92% patients said they would use again!

### **... Non-Clinical Agent Virtual Triage**

- Documented results at Banner Health in partnership with MedChat (450 non-clinical agents supporting 1,100 providers in over 280 locations)
  - 35% call center labor productivity gain representing \$9M in annual savings
  - Improved Urgent / Same Day scheduling rate by +10% resulting in \$600K minimum incremental revenue/year
  - Trusted and endorsed by Banner Medical Group Clinical Leadership Team
  - Anecdotal patient feedback is that Banner non-clinical agents seem more empathetic
  - Plans to expand scheduling across all service lines, including more complex specialties estimated to save additional \$2M annually in agent costs

# Banner Health Case Study

30% of patients are seeking care for new symptoms/illness when they contact your organization. When they call your non-clinical agent Contact Center they want a predictable, accurate experience without limitations or endless questions or transfer to another agent.

Patients want a seamless experience when calling their provider.

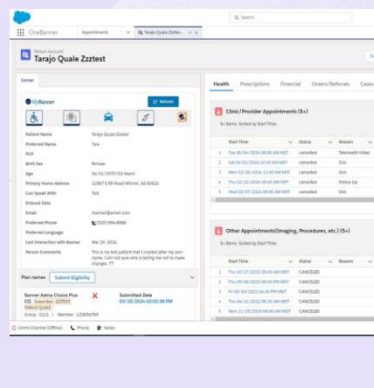


of US patients are satisfied with their healthcare provider's call center service.

## Fulfilling Demand with the Intelligent Call center

### Solution: OneBanner - an Intelligent Call Center Agent Platform

- 1 Implementing a call center at scale is a challenge due to the inherent complexity in healthcare
  - Intelligent, data rich, AI enabled call center agent platform built on Salesforce Health Cloud
- 2 OneBanner - Health Cloud Agent Platform
  - Patient calls - Genesys cloud embedded CCaaS screenpops patient
  - Agent sees relevant patient 360 in a single pane of glass
  - Agent uses Medchat + Isabel Agent Assist AI bot to triage Sofia's symptoms
  - Agent is guided through a scheduling workflow to pick the right provider
  - Cerner The patient is scheduled and all data flows to the EMR
  - SF Einstein recommends other appointments and offerings Sofia should have to be her healthiest



Isabel's Virtual Triage / Symptom Checker assists non-clinical agents in getting patients to the right care with the right urgency without utilizing valuable clinical resources. Not only is it an empathetic experience, but the tool also helps drive ROI in labor productivity and scheduling accuracy!

Isabel Triage delivers for in the non-clinical agent Contact Center and can be deployed in any access channel or workflow delivering the same benefits and ROI. Isabel Triage is predictable, efficient and accurate in all delivery channels including IVR, virtual agent, bot, portal, website, etc.

### Big Data + AI = Big Revenue and Savings



#### Measured Benefits

- When marketing makes the phones ring, we answer, and we convert!
- ACR reduced from 10% to 2%
  - Extra Revenue generated from increased appointments due to reducing abandoned calls = **\$14M per year\***
- Call center can support more doctors with less agents
- Labor savings = **\$9M per year\*\***
- Able to schedule accurately - right patient, right provider, right time, which reduces cancellations and no-shows
- \$700k more revenue per year\***
- Promote Add-on visits for care gaps
- \$600k more revenue per year\***

\*\$100 for an office visit code of 90213 for all revenue calculations  
\*\*\$50k total cost for a call center FTE

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