

**LEARNING SESSION: Wednesday June 5, 3:20PM**

# How Keck Medicine of USC is Using **Conversational AI** to Enhance **Patient Self-Service**



**Patsy Regan**  
Access Center  
Operations Director



**Sheila Kelly**  
Regional Healthcare  
Account Director

Keck Medicine  
of **USC**



## **CASE STUDY:** Key learning points:

- How to **empower callers** to access more resources for **friction-free calling** experiences
- How to **reduce agent workload** by **automating and deflecting repetitive tasks**
- How to **implement AI strategically** for low risk and high impact
- How to **quantify the impact of the new tech**

