CASE STUDY

Central Florida Health Care

Leverages AI & Automation via Artera to Improve Operations and Generate Revenue

Central Florida Health Care (CFHC) is a cornerstone of community health, providing quality, affordable primary and preventive care across Polk, Highlands and Hardee Counties in Florida. As an FQHC, CFHC serves a diverse and moderately rural patient population with a comprehensive suite of services, including primary care, pediatrics, OB/GYN, dental, and specialty care like rheumatology and endocrinology. CFHC's vision is to improve health, enhance quality of life, create solid partnerships and focus on excellence.

- Founded in 1972
- 16 Locations
- 83K Patients
- EHR: Athena

The Results

32% reduction in no-show rate (22% to 15% YoY)	**5x** in daily patient recall outreach (200 calls to 1K+ texts)
530,880 Flows Messages Sent	**6,250** hours of staff time saved
120K appointments booked via campaigns	**82K** unique patients reached

Challenge

At CFHC, the team is committed to evolving alongside the needs of their communities, with a particular focus on improving patient access. Greg Hall, Director of Clinical Operations at CFHC, explains, "By analyzing referral data, we can pinpoint where patients face barriers to accessing specialty care. From there, we strategically expand our services to close those gaps." This commitment to adaptability also extends to how CFHC engages with patients. Specifically, with the surge of agentic AI, this innovative FQHC wanted to leverage the latest cutting-edge solutions to advance its communication strategy.

One major challenge they first identified was a communication breakdown: many patients tend to ignore phone calls, especially from unfamiliar numbers. This highlighted the need for a more effective way to connect. Hall notes, "Let's be honest, when we see a call from a number we don't recognize, most of us don't answer. That's a universal experience."

This communication breakdown led to operational hurdles that impacted both patient access and staff productivity, as the organization handles approximately 800,000 calls per year (60-70K calls per month). This immense volume led to a high call abandonment rate, climbing to over 16%. Each unanswered call represented a potential loss of patient care and revenue for the organization.

The challenges also extended beyond the centralized call center:

- **High No-Show Rate:** With a no-show rate of 22%, empty appointment slots were a drain on resources and a barrier to providing timely care.
- **Inefficient Clinical Outreach:** Clinical teams were burdened with manual patient outreach. Internal policies required three call attempts on three different days to patients to close a task, leading to an ever-growing backlog. Clinical staff spent valuable time on administrative follow-ups rather than patient care.

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- **Language Barriers:** Serving a large Spanish and Creole-speaking population, CFHC struggled to communicate effectively across these languages, adding another layer of complexity to patient engagement.

Ultimately, CFHC needed a "best of breed" solution that could help manage call volumes, decrease no-show rates and offer a more seamless way for patients and staff (clinical and Call Center) to connect. The organization sought a partner with proven expertise in the FQHC space to help transform its communication strategy.

Solution

CFHC went live with Artera in September 2024, seeking to leverage automation and modern communication channels to address its challenges head-on. The implementation process itself was a major win. Jerry Rains, CFHC's IT Director, remarked that the "Artera implementation was the most comprehensive, most professional, most responsive implementation experience that I've ever been a part of at CFHC."

This seamless integration, backed by Artera's robust implementation process and team, allowed CFHC to deploy initial workflows across all locations (managed in the centralized Call Center). Following a successful launch, CFHC began a phased rollout to its clinical teams. This enabled nurses to use on-demand conversational messaging for tasks like medication refills or answering clinical questions, routing conversations directly to the appropriate health center, instead of back to the main Call Center.

Some of CFHC's automated and AI-powered workflows include:

- **Ticklers [via Campaigns]:** Using Artera Campaigns, CFHC automated its "tickler" process. Previously, a single staff member manually made around 200 calls a day, reminding patients to schedule annual visits. With Artera, CFHC now sends over 1,000 tickler-related messages simultaneously, dramatically increasing its outreach capacity and helping patients return for necessary care. "We're hugely dependent on these tickler Campaigns, and it's had a really big return for us in some instances," said Hall.
- **No-Show Rescheduling (via Flows Agents):** CFHC initiated Flows Agents for no-show rescheduling. This means if a patient no-shows, they get an automated message 24 hours later, along the lines of: "Hello, we noticed you didn't show up for your appointment. Would you like to reschedule?" If yes, the patient is routed to an agent to reschedule, ensuring they get the care they need.
- **Two-Step Cancellation Verification (via Flows Agents):** In addition to no-show rescheduling, CFHC launched a two-step cancellation verification process via Flows Agents. This two-step process ensures patients do not accidentally cancel their appointment, and minimizes mistakes when texting back in.

Beyond AI-driven workflows, CFHC leverages Broadcasts for mass patient communication, especially during adverse weather conditions like hurricanes. The team also uses Artera's language translation feature, which automatically translates messages into a patient's preferred language, proving particularly useful for many Spanish and Creole-speaking patients.

Results

The partnership with Artera delivered immediate and measurable results, enhancing CFHC's patient engagement and operational efficiency. The most significant impact has been on appointment attendance and patient outreach efforts, ensuring more patients receive care and optimizing provider schedules.

- 32% reduction in no-show rate (22% to 15% YoY)
- 5X in daily patient recall outreach (200 calls to 1K+ texts)
- 530,880 Flows Messages Sent
- 6,250 hours of staff time saved
- Revenue Generated via Campaigns / Ticklers (120K appointments booked)
- 82K unique patients reached

Both staff and patients have responded positively to Artera as well. According to CFHC's Call Center Manager, Mark Heatherly, "Artera has been a game-changer for us. Our patients and staff are very happy with it. We get a lot of messages from patients thanking us, saying, 'This is a whole lot easier for me.'"

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This flexibility has proved critical, as patients can respond to messages at night or on their own time, knowing their request would be handled.

Above all, Hall is confident that CFHC has not only reduced communication barriers but developed greater patient trust: "Patients today just want to text – they don't want to have to talk to anybody. They want to be able to ensure the information that they get is from a legitimate source. I believe Artera has helped us improve upon that, developing a greater level of trust with patients," explains Hall.

What's Next for CFHC & Artera: Scaling AI to the Next Level

As a leading innovator in the FQHC space, CFHC has embraced AI-powered solutions from the beginning. After successfully implementing Flows Agents, the organization is now advancing to Artera's autonomous AI Agents, hoping to further streamline workflows and reduce the burden of routine scheduling on its busy call center staff.

> With Artera's AI Agents, we can offload some lower-level work, automating routine requests and allowing staff to focus more on critical patient interactions and customer service.
>
> **Greg Hall,** Director of Clinical Operations at CFHC

"Not every call requires higher-level intervention. With Artera's AI Agents, we can offload some lower-level work, automating routine requests and allowing staff to focus more on critical patient interactions and customer service. We're confident this will be an overall positive for us and our patients," said Hall. As the team prepares to set up AI Agents, Hall always comes back to one question: "How can we maximize the value of live staff engagement with our patients, while simultaneously leveraging AI Agents to manage appointment scheduling and routine patient needs?"

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