Artera™ Conversation Builder

AI-Enabled Conversations for Healthcare

Tension between staff efficiency and patient experience

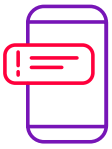
Healthcare staff juggle a mix of routine daily responsibilities along with handling difficult questions and unexpected requests from patients. Tools that automated daily tasks improve staff efficiency, allowing staff to focus on higher level tasks. These simple, effective automated workflows can tackle the predictable tasks they were designed to resolve, but have not been adaptive to unexpected situations, such as a patient who remembers a billing question after being asked to confirm their appointment. As new options emerge for patients to receive care outside of traditional spaces, healthcare organizations continue to look for the best way to balance staff efficiency with a personal patient experience.

Leverage patient responses to guide conversations

Newly developed technologies are now nimble enough to serve patients through the entirety of unprompted conversations which provides patients with a more efficient experience. Artera Conversation Builder uses conversational sequences to independently navigate complex, multi-step patient communication, just like you would. Healthcare organizations can get started quickly using industry-proven templates or design their own custom conversations to provide an even better patient experiences.

Using Natural Language Understanding (NLU), Conversation Builder interprets unstructured patient responses based on the intent of the communication. If a patient chooses to use a thumbs up emoji instead of text to respond, Conversation Builder understands the patient is saying yes to the question that was asked. This provides a more personalized customer experience, while allowing staff to focus on the complex and high priority tasks that their roles demand.

If the conversation requires escalation to a staff member, Artera Conversation Builder allows immediate notification and action to be taken when certain patient responses are received. All interactions are kept in the patient channel in perpetuity with the patient's complete communication history.



95%

At Sansum Clinic, 95% of Conversation Builder conversations with which patients engaged were addressed without staff intervention.



93%

of patients text, and 98% of text messages are opened within 3 minutes.

"It really has made a difference being automated. We've already had the ability to send campaigns and broadcasts, so that already in itself reduces a lot of the workload on staff. But having patients be able to respond and have that automated message go out really takes it to the next level."

Diana Delgadillo
Sansum Clinic



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RECOMMENDED USE CASES

Leverage pre-built templates in the Content Library to get started quickly.

ADMIN

MyChart Enrollment Prompting

Increase MyChart sign-up and activation with automated enrollment processes.

CLINICAL

Pre-Procedure Preparation

Prepare patients for procedures with time-saving outreach workflows.

ADMIN

Telehealth Setup Support

Help patients with their specific technical needs using multi-step logic.

CLINICAL

Post-Appointment Follow-Up

Improve outcome management with consistent follow-up processes.

ADMIN

Appointment Cancellation Verification

Reduce false positive cancellations with automated verification.

HOW IT WORKS

Create automated, multi-step conversations to communicate with patients, take additional actions, and escalate to staff when needed.

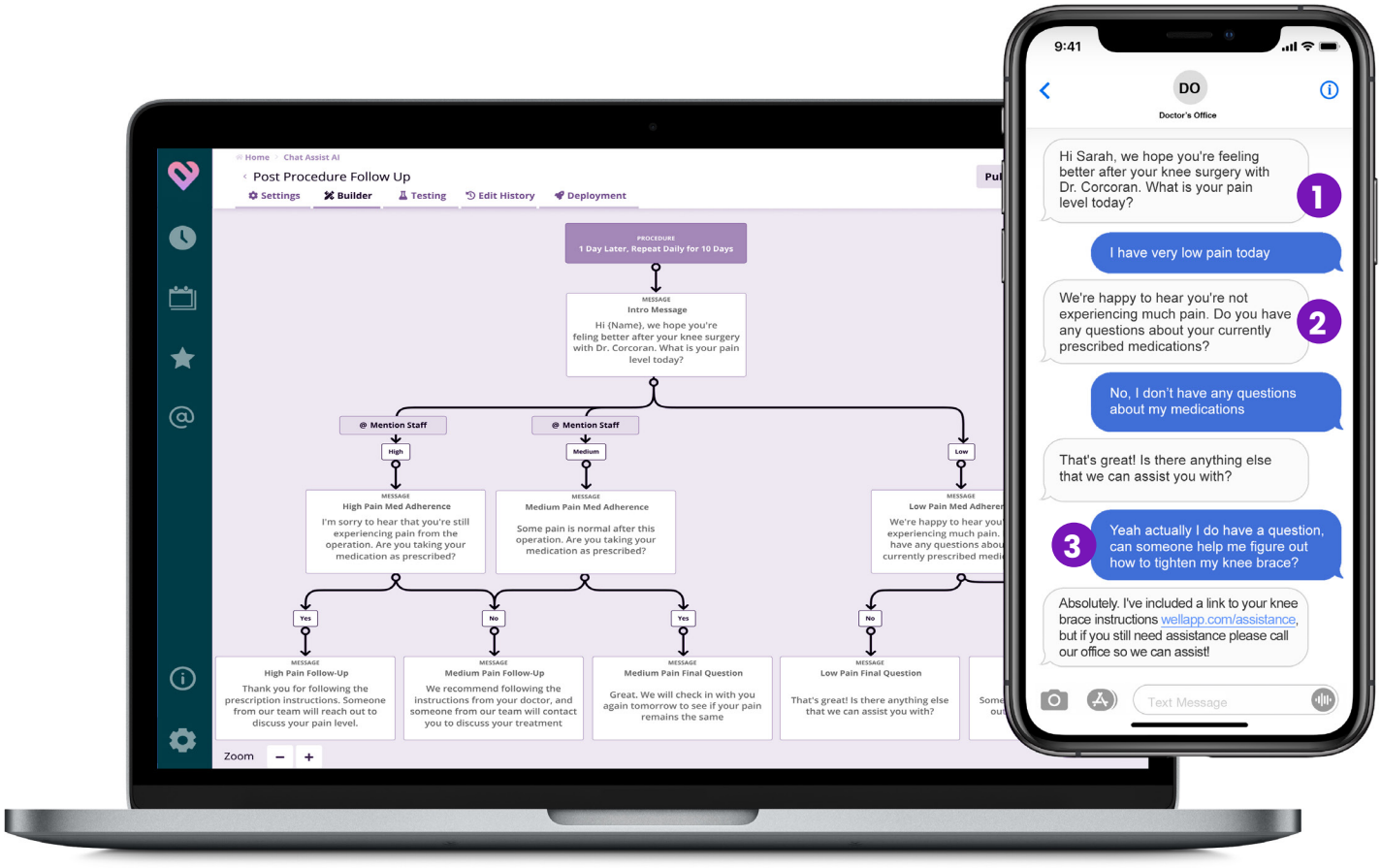


Image shows example conversation using ChatAssist AI, actual patient and provider view may differ.

1 Conversational language is used instead of rigid response lists (eg: "Press 1 for Low").

2 An appropriate follow-up question was automatically initiated based on the intent of the patient's response.

3 Already engaged with their doctor's office, the patient was able to get support for an additional question from a staff member.

BEST IN KLAS PATIENT OUTREACH 2022

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