

Text "Hello" to (888) 517-3464 to test drive HealthTalk A.I.

Digitizing intake, engagement, and scheduling for a best-in-class experience.

Patients hate paper. They hate filling out redundant forms. They're tirelessly serving as their own advocates to correct perpetually inaccurate information. They rely on their providers to guide them toward the care they need. Identifying and scheduling that care is a challenge — patients' schedules don't always align with provider schedules, and calling during office hours isn't always feasible. Playing phone tag or being put on hold can lead to frustration and patients giving up on seeking, scheduling, and obtaining proper care. Even telehealth can be clunky and difficult to use.

HealthTalk A.I. replaces disparate intake, engagement, and scheduling solutions with one seamless platform, so patients have a positive experience while accessing the right care, in the right setting, at the right time.



INTAKE

Replace pens, clipboards, and repeat forms with digital records and online forms they can complete before they arrive. Records are accurate, so patients don't have to repeatedly correct information.

ENGAGEMENT

Automate the referral process, so patients know where to go next, with open lines of communication between patients and providers.

Patients receive check-ins via text message, in their preferred language, so they know when they need to be seen and can get the care they need for the best health outcomes.

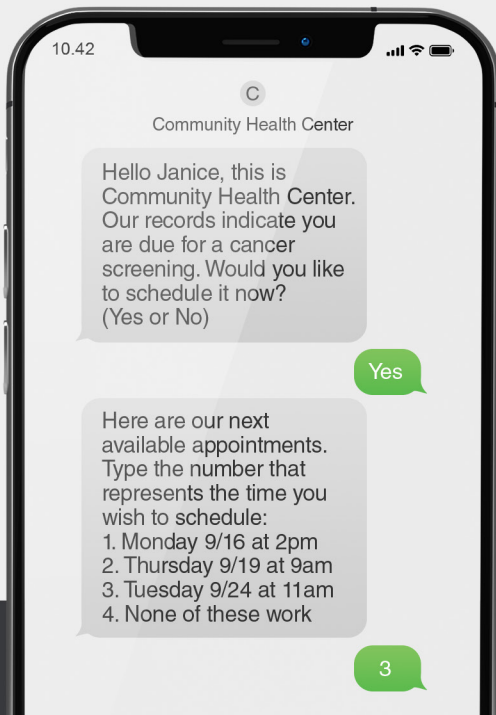
Let patients ask questions when and how it's convenient for them — all from their phones.

AI SCHEDULING

Make scheduling easy and automated. Give patients the ability to pick a time that's right for them, from their phone. No waiting on hold. No phone tag. No interrupting their work day to call the doctor's office.

Automate triage so patients know where they're going next and why.

Connect patients and clinicians quickly and easily with telehealth that doesn't require downloads or account creation.



Patients demand telehealth, but technical barriers remain. In a recent study, **78.8% of patients** said they would choose a virtual appointment for future follow-up care. However, **27.5% of patients** reported technical issues when trying to use telehealth for virtual appointments.

Optimizing intake, engagement, and scheduling for staff satisfaction and higher quality.

Clinicians and staff didn't get into healthcare to scan documents, enter data, and make countless phone calls to try to resolve scheduling and administrative issues. They got into it to help patients get the best clinical care. But providers only have a small glimpse into their patients' experiences during the brief time they're in the office. Technical and geographical barriers to care cause no-shows and negatively impact revenue and patient retention.

HealthTalk A.I. replaces disparate intake, engagement, and scheduling solutions with one seamless platform, so clinicians and staff can focus on providing the best care, engaging in meaningful work, and filling their schedule with the appointments their patients need.



INTAKE

Patients are more prepared for their appointments when their paperwork is completed in advance. Staff can focus on patient care - not document scanning or data entry.

Digitized forms also improve accuracy and give clinicians a holistic picture of each patient.

ENGAGEMENT

Automate outreach via text message in patients' preferred language.

Provide a digital "open door" to give providers insights into what patients do or don't understand about their care.

Give them automated tools to proactively identify gaps in patient knowledge and gaps in care. Generate encounters when gaps are identified.

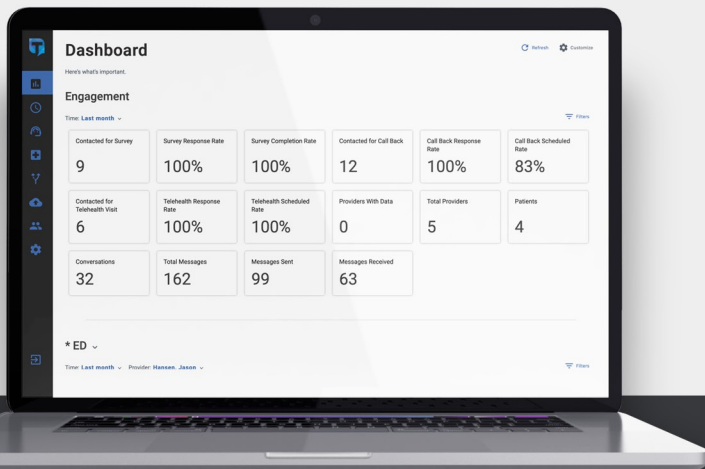
Track referrals so you're in the know, and patient care doesn't slip through the cracks.

AI SCHEDULING

Optimize physician downtime and fill no-shows with seamless telehealth, connecting clinicians to patients who need care in the moment.

Properly address patient needs by removing the technological barriers preventing patients from understanding the next steps.

Support your population health initiatives and deliver care at the right time to achieve the best health outcomes and build trust with your patients.



In a recent survey, **58% of physicians continue to view telehealth more favorably** now than they did before COVID-19. Telehealth is here to stay, so it needs to be easy to use.

A First Look: How Jackson-Hinds Comprehensive Health Center Is Expanding Access with HealthTalk A.I.

WHO

Jackson-Hinds Comprehensive Health Center is Mississippi's largest Federally Qualified Health Center (FQHC), with 34 locations serving Jackson and the surrounding area. Committed to providing a continuum of health and social services, they serve the state's most vulnerable populations: the poor, uninsured, and underserved.



"AI is revolutionizing healthcare, and HealthTalk A.I. has empowered us to harness its potential to better engage and retain the patients we serve. Their platform has not only streamlined our operations but also enabled us to expand our patient population while optimizing resources. This allows us to focus on delivering exceptional care, improving outcomes, and strengthening our connection with the community."

Dr. Jasmin Chapman, DDS | CEO

CHALLENGE

As the largest provider of primary care services among Mississippi's FQHCs, Jackson-Hinds faced significant challenges in scaling outreach efforts to meet growing patient demand. Their goals included increasing patient encounters, addressing care gaps, and improving appointment scheduling. However, they encountered several obstacles:

- **Growth and Staffing Burden:** Labor-intensive outreach, scheduling, and patient follow-ups consumed valuable staff time, hindering scalability.
- **Limited Technology:** Existing solutions lacked automated scheduling and bi-directional engagement.
- **Accessibility Concerns:** Their patient portal struggled to drive engagement, highlighting the need for a simple, intuitive solution that ensures easy technology adoption and meaningful patient interaction.
- **Integration Needs:** They needed a platform that seamlessly integrated with their eClinicalWorks (eCW) EMR to ensure scheduling aligned with provider availability.

APPROACH

Jackson-Hinds partnered with HealthTalk A.I. to implement an AI-driven outreach and scheduling solution that addressed these challenges. Key features of the approach included:

- **Targeted Outreach:** Automated campaigns focused on specific patient cohorts to close care gaps effectively.
- **AI Scheduling:** Seamless integration with eCW enabling patients to schedule appointments directly with the appropriate providers, based on availability and location preferences.
- **Scalability:** Reducing administrative burdens, allowing staff to focus on higher-value tasks.

RESULTS

In just over a month, Jackson-Hinds launched campaigns targeting six patient cohorts.

Campaigns Targeted:

1. Patients overdue for well-child visits
2. Patients overdue for adult physicals
3. Patients due for follow-ups with their PCP
4. Patients not seen in over a year
5. Patients with an OB-GYN as a PCP overdue for a Well-Woman Visit
6. Reengagement of patients over 18 years with no listed PCP or an inactive PCP

ROI Factors Used to Measure Campaign Success:

- Staff Time Saved: Each manual outreach took approximately 5 minutes per patient.
- Labor Costs: Average hourly wage of \$15.00 for outreach staff.
- Revenue per Visit: Average gross income of \$110.00 per scheduled visit.

Results Achieved:

- ✓ **19,534** patients contacted through automated outreach.
- ✓ **896** visits scheduled, generating increased patient encounters.
- ✓ **1,628** call center hours saved, reducing staff workload.
- ✓ **\$98,566** in projected revenue from scheduled visits.
- ✓ **\$24,417.50** saved through automated outreach and scheduling.
- ✓ **\$122,977.50** in projected revenue and workforce cost savings.

Campaign Timeframe: August 9, 2024 – September 20, 2024

LOOKING AHEAD

With impressive initial results, Jackson-Hinds is planning to expand their use of HealthTalk A.I. to unlock even greater efficiencies and patient engagement:

- **Digitized Pre-Visit Intake:** Streamlining check-in documentation to reduce wait times, alleviate front-office workload, and eliminate paperwork.
- **Digital Front Door:** Enabling self-scheduling directly from SMS or their website, fully integrated with eCW.
- **Call Center Assist:** Diverting calls to SMS for scheduling, cancellations, and medication refills to decrease hold times and enhance the patient experience.

The partnership between HealthTalk A.I. and Jackson-Hinds is transforming care delivery for Jackson's vulnerable population, creating new pathways for improved access and outcomes while setting a higher standard for patient engagement.