



HealthTalk A.I. 2022

Improving Patient Access through Patient Engagement Technology



HealthTalk A.I.: Improving Patient Access through Patient Engagement Technology

Why This Spotlight?

Patient engagement solutions are transforming healthcare by facilitating better care quality for patients and improving administrative and operational efficiency for clinicians and staff. HealthTalk A.I.'s patient engagement tool aims to increase patients' satisfaction and access to care by improving communications between provider organizations and patients, identifying care gaps, coordinating care, and automating scheduling. This report provides a first look at customers' experiences with the HealthTalk A.I. solution.

What Does HealthTalk A.I. Do?

(A Customer Explains)

"HealthTalk A.I. provides our main application for sending surveys to our patients. We send reminders to patients about their upcoming appointments and provide instructions on how to perform a telehealth visit. We use the system for quality improvement as well. We have reached out to patients who need follow-up appointments. We can communicate with patients through text. HealthTalk A.I. has a platform where patients can schedule their own appointments." —Analyst

Bottom Line

All HealthTalk A.I. customers are very satisfied with the software and acknowledge that the tool drives patient communication outcomes. Further, most respondents report that the vendor provides high-standard customer service and avoids nickel-and-diming. Less than half of interviewed customers find the system to be challenging to use as it requires additional manpower to analyze data and compile reports. A couple of customers reported functionality issues. In terms of future improvements, one customer suggested improved integration, and another suggested improved training for clinical and administrative staff.

Key Competitors

(as reported by HealthTalk A.I.)

CareMessage, Luma Health, WELL Health

Number of Customers Interviewed by KLAS

7 individuals from 7 unique organizations (HealthTalk A.I. shared a list of 10 unique organizations; the list represents 91% of the customers that are eligible for inclusion in this study)

Top Reasons Selected

Efficient and easy-to-manage patient outreach tool, sales experience, competitive pricing, timely onboarding and implementation during COVID-19, relationship with vendor representatives

Survey Respondents—by Organization Type (n=7)

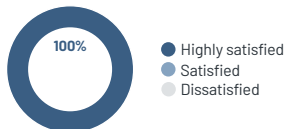
■ Clinics ■ Home health agencies



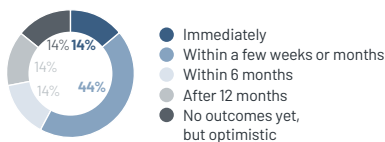
HealthTalk A.I.

Customer Experience: An Initial Look

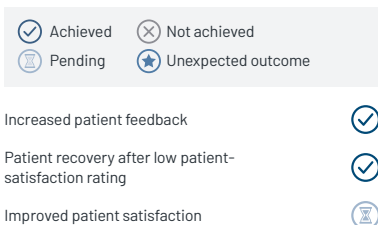
Overall Customer Satisfaction (n=7)



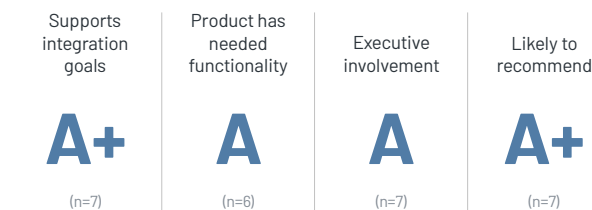
Time to See Outcomes (n=7)



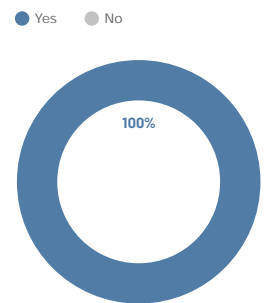
Outcomes Expected by Customers



Key Performance Indicators (1-9 scale)



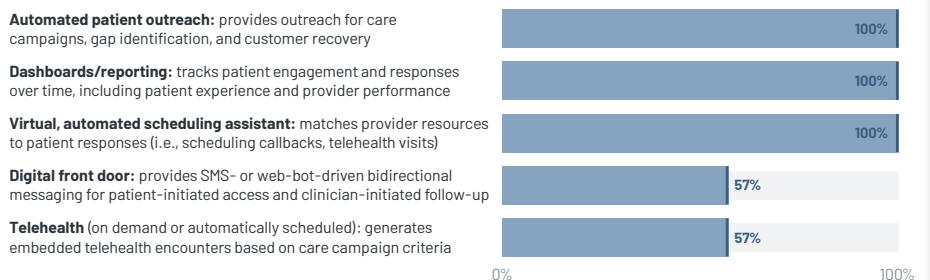
Would you buy again? (n=7)



Grading scale				
A+ = 8.55-9.0	B+ = 7.65-7.91	C+ = 6.75-7.01	D+ = 5.85-6.11	F = <5.22
A = 8.19-8.54	B = 7.29-7.64	C = 6.39-6.74	D = 5.49-5.84	
A- = 7.92-8.18	B- = 7.02-7.28	C- = 6.12-6.38	D- = 5.22-5.48	

Adoption of Key Functionality

Percentage of interviewed customers using functionality (n=7)



Strengths

Improved efficiency with patient communications



"As soon as we started actively using the product and sending surveys to patients, we saw outcomes. The system helps us reach out to our patients more efficiently. The outreach process is less time consuming. We can use the care campaigns for things like rescheduling when someone misses an appointment." —Analyst

Supportive vendor relationship and proactive customer service



"We have a great relationship with the leaders at HealthTalk A.I. If I email them, they get back to me within an hour. They understand how our system works. If we have issues, I reach out, and they connect me with someone who can get things fixed very quickly. From that standpoint, the customer service is great." —President

Lack of nickel-and-diming



"Nickel-and-diming drives me crazy, and HealthTalk A.I. hasn't done any of that." —CEO

Opportunities

System requires user involvement in data analysis and reporting



"The product is great, but a lot of people need to be involved on our end to analyze data and put in reports. That exceeds our bandwidth. The vendor's reports are meaningful, but when we present them to a hospital administrator or client, we need everything to be concise. That takes a lot of time. Users have to be willing to do things with the data that the system gives them or that data won't be useful to them." —Director

One customer reported that lack of integration creates functionality issues



"Getting to patients' charts in the product could be a little bit easier. I know the vendor struggles with certain integrated functionality. There are some pieces that are more clunky than needed." —Analyst

One customer suggested more structured training



"I would like to see more recorded trainings or webinars that would be useful to end users like our front office staff. Even more importantly, I would like to see admin user trainings. There is not a resource guide, so sometimes when the vendor makes updates, I don't see release notes. If they had more structured training, that would be helpful." —Director

KLAS' Points to Ponder

The Positives: The HealthTalk A.I. solution uses chatbot and NLP functionality to support a higher level of patient engagement and outreach that improves clinical efficiency and patient satisfaction. The product can be used to improve patient scheduling, patient-satisfaction surveys, referral management, and care-gap identification while supporting multiple languages. These functions can also reduce patient readmissions, wait times, and drops during transitions of care. Data analytics can help identify service needs and patients that need higher levels of interactions.

Organizations should consider the following:

The Solution's Long-Term Viability in Healthcare

Patient engagement and outreach services are becoming a key foundation for healthcare organizations that want to improve their branding and care-delivery capabilities. Using AI to facilitate chatbot functions that automate patient communications will reduce the amount of staffing needed to support these services. The HealthTalk A.I. solution enables users to easily design text-based (SMS) communications and use NLP to capture patient information, which can be analyzed for continuous process improvement. These capabilities differentiate the solution and ensure its competitive position in the market.

Impacts and Trade-Offs of the Underlying Technology

HealthTalk A.I.'s solution is intuitively designed to facilitate easier implementations and training. The vendor's AI service, which supports chatbot functions, uses patient and PHI data in its algorithms

to identify patient characteristics. This information is then analyzed to personalize follow-up interventions with patients. Some customers do not have EMR integration, and that is needed to optimize the value of the HealthTalk A.I. solution. Customers would also like to see timely communications about system updates and more virtual training, especially for administrators.

EMR and Telehealth Integration Considerations

Patient information received from services should not have to be entered into multiple enterprise systems, so patient engagement products should be evaluated based on their ability to interoperate with EMRs, scheduling systems, telehealth platforms, and population health solutions. HealthTalk A.I. has established initial interfaces with 90 EMR vendors. Patient engagement products should also be evaluated for their interoperability with clinician workflows that enhance the operational efficiency of patient engagement functions within enterprise



Mike Davis

HCIT market research and analysis expert with 40+ years of experience

systems; this interoperability will be critical for identifying and reducing care gaps that impact patient safety and care quality.

Supporting Enterprise Analytics with Patient Engagement Data

Patient engagement data should be designed to integrate with enterprise data warehouse and analytics solutions, and patient engagement surveys should be constructed to support and enhance other types of patient information used in enterprise analytics, such as social determinants of health. Standard care-service verbiage that can be easily mapped to ICD-10, HCPCS, and CPT-4 codes will facilitate more accurate analyses of patient populations and should be used when possible. Systems that use NLP, such as the HealthTalk A.I. solution, will facilitate better data capture and labeling to support enterprise analytics.

HealthTalk A.I.: Company Profile at a Glance

Founder

Jerrod Ullah

Year founded

2017

Headquarters

Ashburn, VA

Number of customers

22 live (from 11 unique organizations), 30 under contract (from 12 unique organizations)

Number of employees

7

Funding

Completed seed round in 2021

Revenue model

Payments by population size

Target customer

Primary care practices, community centers, emergency provider organizations

Healthcare market

National

Healthcare Executive Interview



Jerrod Ullah, Founder & CEO

What is your background?

I am CEO and founder of HealthTalk A.I., a company focused on improving access to care, scaling care coordination, and enhancing patient acquisition and retention. I have over 20 years of clinical and healthcare product management experience defining, building, and supporting market-leading software and health information technology. I started my career working as a neonatal intensive care nurse at a Level IV NICU. My passion for healthcare technology led me to work for Inova Health System as a senior analyst and clinical technologist, implementing and sustaining multiple clinical applications. I have also served in leadership roles in product management and marketing for several leading HIT companies, including CareFusion, Get Well, Zebra Technologies, and ViiMed. My blend of product management and healthcare subject matter expertise allows me to shape solutions that resonate in the healthcare market.

Why was HealthTalk A.I. started?

Access to care is still too difficult for patients and providers. Apps and portals have barriers, and clinicians and staff are in short supply. HealthTalk A.I. was founded to fundamentally change the way providers and patients connect, giving providers a better way to identify and close care gaps.

What is HealthTalk A.I.'s biggest differentiator?

Time to value. When a provider buys HealthTalk A.I., they can quickly receive value in weeks, not months. The system is effective as a standalone patient engagement system, and we can also integrate with 90+ EMRs. Further, our system has referral-management and patient-acquisition functionality that communicates health services offered and connects patients to the correct site and level of care based on the services they need and their location. A few customers are utilizing this functionality at present.

How is the AI solution used as part of the product?

The AI solution is used in the product for NLP and analysis. Patient and PHI data is used to create data models, and the data is accessible to clients.

Solution Technical Specifications (provided by HealthTalk A.I.)

Cloud environment

Aptible (compliance & security certifications), AWS

Development platform

Google Angular 9

Database environment

.NET Core

Mobile application environment

Bot technology platform, mobile and web applications

Security platform

Aptible (compliance and security certifications)

Confidentiality

HIPAA compliant

Data encryption

Data encryption at rest and in transit

Integration approach

Integration with 90+ EMRs

HITRUST certification

None

Report Information

Reader Responsibility

KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS's best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to klasresearch.com/faq.

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Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.



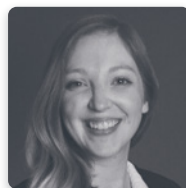
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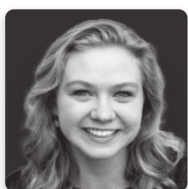


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Our Mission

Improving the world's healthcare through collaboration, insights, and transparency.

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www.KLASresearch.com

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