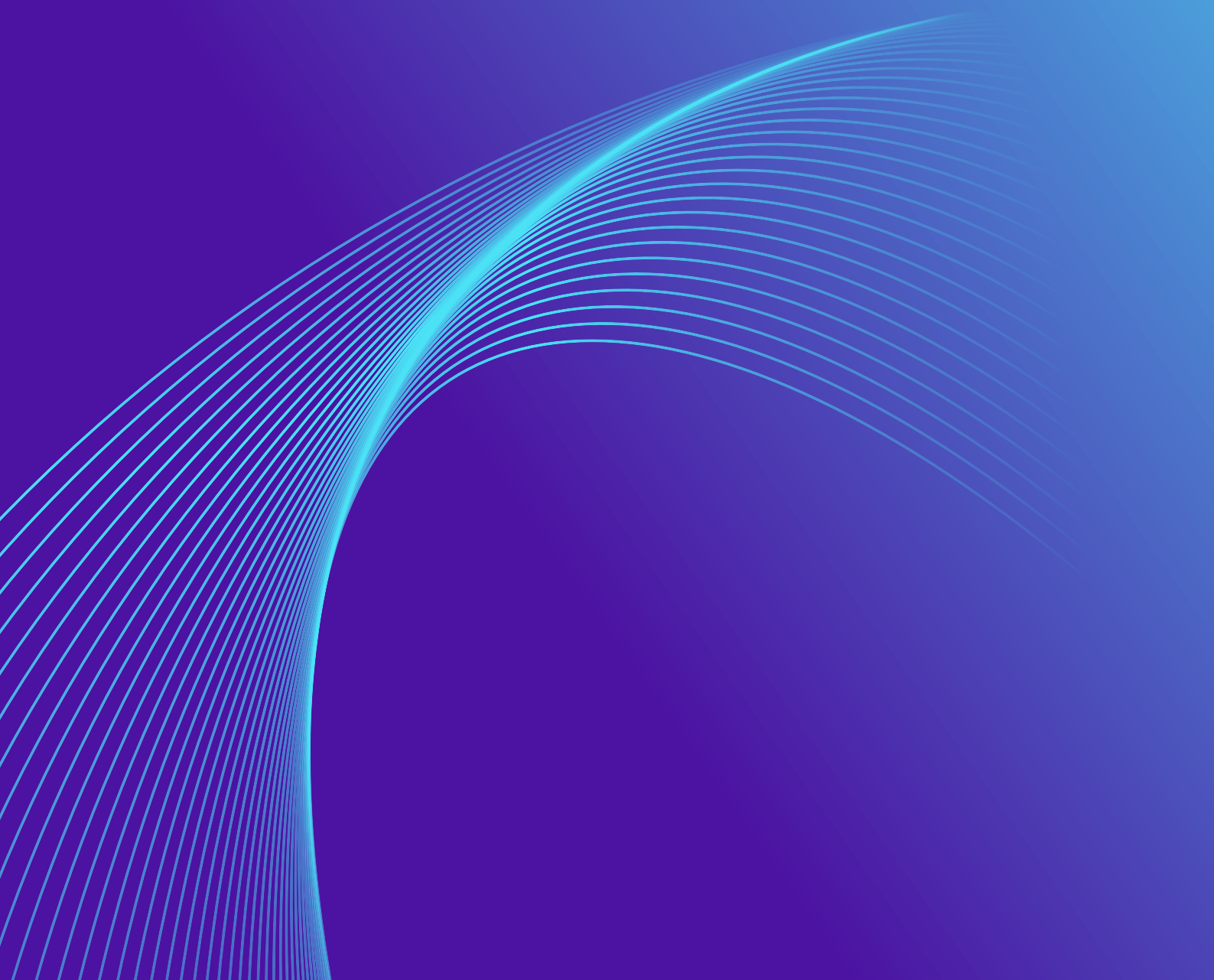ebo

Healthcare and AI

The technology transforming
patient engagement

V1.2 October 2021

EBO helps hospitals automate up to 70% of patient engagement processes within 90 days.

Transforming the Patient Experience

We have one goal: to improve clinical outcomes by bettering the patient experience.

We spoke to over 30 trust leaders across the industry to understand the problems facing healthcare today. We worked with these and organisations to design an AI-driven appointment-handling system that works for them.

EBO has successfully integrated its AI Virtual Assistant solution with multiple EPR and PAS systems, and is FHIR compatible.

Our vision is a world in which patients and healthcare providers connect more naturally and effectively. Health systems across Europe are incapable of meeting the demands being placed on them. We work to make a real impact, that can be seen in the every-day running of a hospital. This isn't about the next buzzword that claims to revolutionise the future. It's about today's real healthcare problems: long waiting lists, and citizens demanding more from their providers.

The EBO Virtual Assistant is now enabling patients to self-manage hospital services at their convenience (24X7).

EBO's Virtual Assistants – built with the support of key NHS trusts in the UK – add real value in personalised care. They give patients the choice and control over the way their care is planned and delivered, based on 'what matters' to them.

NHS

EBO is a pioneer in patient/ provider engagement automation.

We help healthcare organisations solve today's biggest user challenge: communication at scale.

Patient experience outside the hospital

Many of the Healthcare leaders we meet say that communication is the number one area in need of improvement in patient care. It also has the highest potential for cost efficiency changes within their organisation

45+ WTE
per year just for managing bookings

A typical mid-sized hospital dealing with an average of 275,000 appointment events each year requires an administrative staff of over 45 Whole Time Equivalents (WTEs) just for managing bookings.
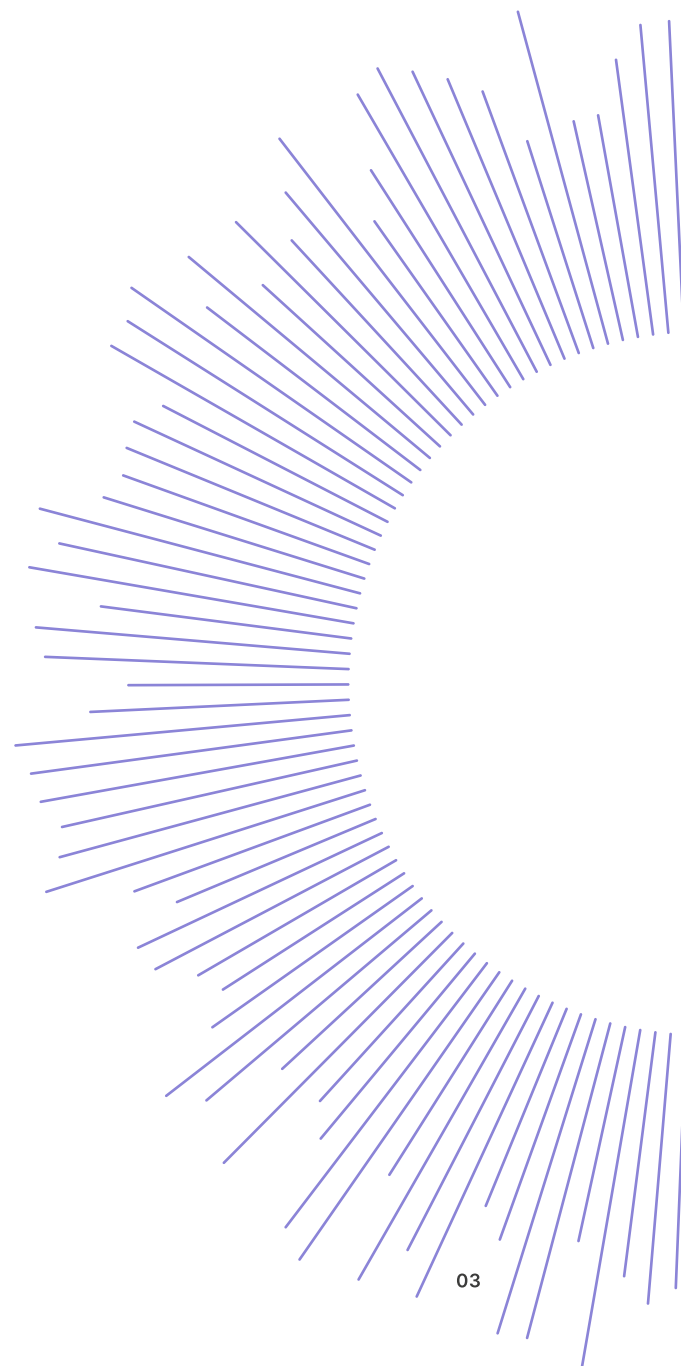
£680,000
financial losses of midsize hospitals

The use of paper-based patient appointment confirmation and update letters cost a midsize hospital upwards of £680,000 a year in production and postage alone.

£150
missed appointments cost per DNA

Missed appointments cost on average £150 per DNA (Did Not Attend). DNAs are a huge, and an unnecessary challenge to the system as they burden it with avoidable costs.

Despite huge technological advances in the delivery of healthcare, many of the administrative processes that keep patient services running remain manually driven, convoluted and inefficient. It's often these areas - appointment booking and handling - that set the tone for the patient's experience.

Appointments – A Patient Choice Survey

In a recent YouGov research, we surveyed over 2,000 NHS and Private patients across the UK who had attended an outpatient appointment. We asked patients about their communication preferences and how.

YouGov®

Appointment reminders via preferred channel

85% of patients who missed an appointment last year felt that a message would have reminded them. Meanwhile, nearly three quarters (70%) of 25 to 34 year-olds and nearly two thirds (61%) of 35 to 44-year-olds said an online instant message would be most effective.

Less human interaction

More than three quarters (76%) of patients would be happy to receive automated reminders from an AI-powered Virtual Assistant.

Less Paper

Over a quarter of ptients (29%) said a letter would be an ineffective way to remind them about their appointments. Half are these are 18 to 24-year-olds.

More Digital

Digital technologies are also the most popular way of managing appointments, almost half of patients under 45 preferring to cancel an appointment through a digital message.

Improving Access to Health Services

EBO's enterprise solution enables seamless end to end journeys built on clinical pathways that deliver better patient experiences in these areas:

- End-to-end automation of appointments written directly into the hospital PAS/EPR with integrated downstream flows
- Intelligent clinical and outpatient queuing with smart waiting lists
- Electronic Referral management
- Electronic confirmation letters
- Private Health insurance routing
- Patient identification, authentication and self-check-in
- Staff notifications on bed flow requirements or alerts
- Automated Patient Self Assessment and Engagement with mood analysis
- Pre and Post Care Plan management broadcast
- Discharge management and follow-ups

Using AI to enable Patient Self-Engagement

Appointment management on the patient's preferred channel

We know citizens want more control over their own health. We know that healthcare providers want cost reduction and improved efficiency in a secure environment. EBO's Virtual Assistants, improve access to health services by making them accessible to marginalised groups which need them the most. **Appointment Management is a key use-case which is adopted by the NHS.**

> ❞ **EBO and Servelec listened to our feedback and helped design AI solutions that benefit our patients.**
>
> – James Marriott, Digital Change Manager at Somerset NHS Foundation Trust

"The experience of working with EBO on the Virtual Agent has been very positive. EBO and Servelec listened to our feedback and helped design AI solutions that benefit our patients by providing an alternative way they interact with the trust."

Seamless PAS/EPR Integration

The EBO AI solution is integrated with multiple EPR/PAS solutions to provide two-way seamless access to key patient data in the management of appointments, clinics, and staff scheduling. This data personalises the experience and automates the end to end management of tedious manual processes.

Our Virtual Assistants are FHIR compatible and integrate with most backoffice EPR/PAS systems (or patient portals) allowing all data to be securely synchronised in real time.

Also the EBO AI solution has been designed with an open API. EBO's Virtual Assistants are built to integrate with any end-point in any PAS/EPR solution (even if custom built). We also have pre-built integrations with major software products commonly used in healthcare.

It is a pleasure to work hand in hand with EBO in developing our AI profile and competence.

– Jean Claude Muscat, CEO Saint James Hospital Group

"Apart from providing excellent technical expertise, EBO has consistently supported, trained, and maintained a close relationship with all our team whilst overseeing the development, deployment, and the successful marketing of our AI platform. Such support is unique and provides us with the confidence and motivation to further develop this exciting Artificial Intelligence revolution together with EBO in being able to provide a holistic and efficient experience to our clients".

SAINT JAMES
HOSPITAL

" Covid has accelerated our adoption of virtual appointments and remote patient monitoring.

– Jenny Chong, Associate Non-executive Director,
Medway NHS Foundation Trust

"We have a growing backlog and we have patients whose condition is just getting worse as their appointments are delayed. We have people in the community who cannot even get the first appointment, they cannot get diagnosed and they cannot receive an early treatment".

" I think where we really found the stress is on the admin.

– Shona Richards, Digital Transformation Project Manager,
East London NHS Foundation Trust

"A lot of our service users are calling to us that means that our lines are continuously busy and admins miss some of the calls as they are on the phone with another service user at the time. It means that people are trying to get in contact till the late evening when the services are closed. It really opened up our eyes to see that there are other ways our clients can communicate with us and there are other ways that we can communicate with the clients. It actually works for them".

EBO is a trusted partner of Microsoft because a lot of what we see with thousands of customers that we work around the world, is very much aligned with EBO's mission and vision.

– Ruthy Kaidar, Director, Healthcare Industry Sector, Microsoft

"They empower caregivers; they empower administrative staff, and they empower patients to have information more accessible. 84% of Healthcare Executives believe that AI will revolutionise the way we obtain information.".

We have identified 5 key areas in which AI can positively impact patient quality of care and lead to cost savings.

01
Patient Services

Web/Social Media Integration

- Automate FAQs
- End-to-end appointments management
- Vaccine Bookings

02
Care Pathway

Integrated Communications

- Patients/clinicians/staff/contractors
- Self-assessments
- PROMs, PREMs, CAMs
- Automate care plans
- eConsent Management

03
Clinical Processes

Integrating Processes

- Automate theatre slots
- Discahrge followups
- Streamline logistics
- Manage teams
- Support police, education and social care

04
Decision Support

Data Analytics

- Outcomes analysis
- Broadcasting results
- Incident management
- Predictive trends

05
Administration

Support For:

- Appointments management
- Digital marketing, finance, staff/contractor onboarding, information governance

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Appointments Management

- End to End and fully integrated
- Management Verification Management (DNAs)
- Intelligent Clinic Cancellation
- Electronic Confirmation Letters
- Intelligence Waiting List
- e-Referrals Management
- Vaccine Bookings
- eConsent Management

Broadcast Management

- Auto take over with dialogue capture
- Staff Notification Management
- Real time clinical alerts
- Integrated communications
- Bed flow updates
- Patient intiated follow-ups
- 7-day discharge auto follow-ups

Patient Self Assessment and Engagement

- Auto discharge follow up
- Patient recorded outcomes (PROMS)
- Patient recorded experience (PREMs)
- Pre and Post care plans
- Patient mood Analysis
- Patient mobile staff locator (Uber style)
- Clinical recorded outcomes (ROMs)
- Friends & Family Questionnaires

Admin Management

- FAQs
- IT Help Desk Support
- GDPR Support
- HR Support Digital Marketing

Staff/Contractor Engagement

- Scheduling Management
- Mobile Workers Management
- Clinical Incident Management

Multi-Lingual

- Self assessment language support
- Translation Support
- Clinical Incident Management

Third Party Engagement

- Multi-agency information sharing
- Patient education and support

Theatres

- Slot Confirmation
- Management Logistics Management

Integrating Processes

- Automate theatre slots
- Streamline logistics
- Manage teams
- Support police, education and social care

Appointment Management and Virtual Assistants

The current system

of appointment management in healthcare

For the Provider

- Time-consuming, stop-start processes
- Staff involvement always required
- Wasted appointments when patients don't attend
- Waste of paper
- Additional costs (postage etc)

For the Patient

- Appointment reminders often lost or non-existent
- Reminders are on an outdated channel (e.g. letters)
- Can't reply to appointment reminder
- Have to call in to change or cancel an appointment
- Often frustrating experience

Using Virtual Assistants

to manage healthcare appointments

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On average our clients achieve a return on their investment **within 20 weeks** of starting to use our Virtual Assistants.

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How it works:

Integrating EBO Virtual Assistants

A Unique Solution

We build Virtual Assistants to start solving problems from the beginning, within the specific context of your unique organisation. Our implementation team will design and tailor the software to maximise the RoI opportunity for your enterprise.

Working within current systems

EBO's Virtual Assisants are designed to integrate with your EPR/Patient Admission System. We also have pre-built integrations with major software products like Microsoft Navision, Dynamics, Salesforce, Sabre, Oracle and others.

Who is EBO?

We create highly customisable Virtual Assistants that offer your patients a service so seamless, that it is indistinguishable from the experience of interacting with your human resources.

Virtual Assistants have the added advantage of continuously learning how to perform more tasks better. EBO's AI solutions enable your staff to focus on solving more significant, complex issues.

We believe that the benefits of AI should be available to all companies irrespective of size. EBO's AI enables enterprises to connect more meaningfully and efficiently with customers, freeing their staff to add value where it matters most. We transform customer service by providing the right tools to improve efficiency and drive down costs.

EBO delivers meaningful outcomes by helping businesses automate repetitive processes.

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EBO's Virtual Assistants are AI agents that are trained to perform tasks accurately and efficiently.

They are indistinguishable from your human staff and speak to patients in their language, on their channels , and on their own time.