

# Genzeon PES: Patient Engagement Solution

*An NLU powered solution, built on Microsoft Healthcare Agent Services, that transforms healthcare communication and delivers the intelligent engagement Patients prefer and Providers need.*

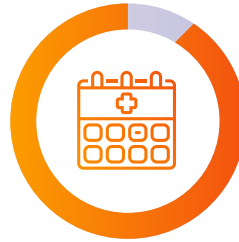


[www.genzeon.com](http://www.genzeon.com)

# Patient Expectations



**67%**  
of patients preferring self-service options



**89%**  
want ability to schedule appointments anytime via online or mobile tools.

# Typical Challenges that constitute to an Inefficient Patient Experience

- **Inefficient Communication Channels:** RTraditional phone systems frustrate patients with confusing "phone trees" and long wait times.
- **Limited Patient Portal Adoption:** 13% of provider offered a portal have no way to access it
- **High Support Costs:** Healthcare staff spend excessive time handling routine inquiries (62% of calls involve account access issues alone)
- **Missed Appointments:** 45% of no-shows occur because patients forgot or weren't properly notified
- **Fragmented Patient Experience:** 95% of consumers use multiple channels to connect with healthcare providers, expecting seamless transitions

Genzeon Patient Engagement Solution (PES) delivers a comprehensive Patient Engagement ecosystem powered by NLU (Natural Language Understanding) technology. PES platform for voice and digital channels into a single omnichannel platform that integrates seamlessly with the existing EHR and other systems.

# Outcomes

- 40%** Containment rate — calls that end in the IVR and do not involve live agents
- 47%** Cost savings based on cost per support call and number of calls deflected from agents
- 62%** Patient calls related to account access issues — now efficiently handled by PES

# Key Capabilities:



## 1. NLU-Powered Intelligent Virtual Agent (IVA)

- Deliver modern convenience with natural language understanding
- Accept patient inquiries in everyday conversational language
- Successfully resolve requests without human intervention
- Enable natural conversations across phone, chat, and messaging
- Access your Epic system data to provide personalized responses



## 2. Patient Support

- Empower patients with 24x7x365 bilingual conversational AI
- Streamline telehealth visit preparation and technical support
- Guide patients through virtual visit setup and technology checks
- Provide patient portal access and navigation assistance
- Troubleshoot connection issues before virtual appointments
- Offer immediate help across multiple communication channels
- Enable seamless transfers to live agents when needed



## 3. Patient FAQs

- Extend continuous access to answers about patient care
- Address common questions about appointments, billing, and insurance
- Provide information about facility amenities and services
- Allow patients to interact on their preferred channel
- Deliver consistent, accurate information through conversational interfaces



## 4. Appointment Management

- Automate delivery of voice, email, and SMS appointment reminders
- Base communications on real-time data from your Epic system
- Enable interactive appointment confirming, cancelling, and rescheduling
- Reduce administrative workload with self-service options
- Support conversational dialogue via voice and digital channels



## 6. Rx Management

- Allow patients to self-serve prescription refill requests
- Trigger automatic in-workflow approval requests for physicians
- Send timely refill status notifications to patients
- Reduce administrative burden on pharmacy staff
- Integrate seamlessly with your Epic medication management systems



## Why us?



### Azure Marketplace Hosted:

Secure, scalable, and readily available in the marketplace available as managed application & SaaS product

### EMR Integration Ready:

Seamless connections with Epic, Cerner, MEDITECH, and all major EHR systems

### True Omnichannel Approach:

Unified patient experience across voice, SMS, email, and digital channels

### NLU-Powered Intelligence:

Advanced language understanding that delivers natural conversations

### Proven ROI:

Demonstrated cost savings and efficiency improvements across diverse healthcare settings



#### Contact Us:

1-855-GENZEON (1-855-436-9366)  
sales@genzeon.com  
[www.genzeon.com](http://www.genzeon.com)

#### About Genzeon:

Genzeon empowers healthcare organizations with domain expertise, digital engineering, advanced analytics, and AI-powered solutions to enhance operational efficiency, elevate patient and provider experiences, and ensure regulatory compliance