

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.



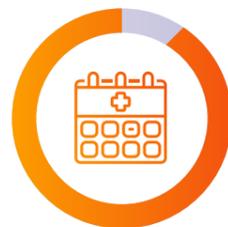
www.genzeon.com

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:** Traditional 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

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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