SMART ENGAGE

**AI-Powered Conversations
for Better Patient Journeys**

CLINIC BOOKING AND PATIENT ENGAGEMENT SOLUTION
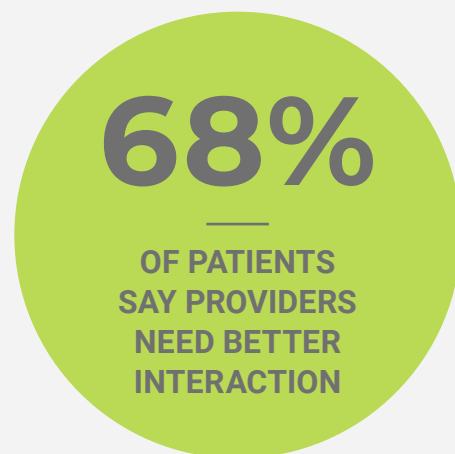
THE PATIENT EXPERIENCE OPPORTUNITY

Research by McKinsey & Co. shows patients now expect a consumer-like experience when dealing with healthcare providers.[1] In fact, 92% of healthcare consumers surveyed say that improving the patient experience should be a top strategic priority for healthcare providers.

Patient engagement is a vital part of the patient experience. It's the cornerstone of the relationship between providers and patients. Patient engagement builds and nurtures that relationship — and that influences everything the patient experiences along the way.

Providers must re-examine their services and practices from the customer's perspective, eliminating barriers and friction wherever possible. So, connected, personalised patient experiences are the key to engagement throughout the patient journey.

— "By paying more attention to the customer experience, providers can not only increase satisfaction but also boost sales and market share"

McKinsey & Co., 2021

68%
—
OF PATIENTS SAY PROVIDERS NEED BETTER INTERACTION

Conversational Artificial Intelligence

To improve the patient experience and boost engagement, Conversational Artificial Intelligence (AI) enables computers to understand and respond to voice or text inputs naturally. It helps people interact with systems faster and easier and helps organisations deliver personalised engagements and patient support at scale.

1. Healthcare consumerism today: Accelerating the consumer experience, McKinsey & Co. 2019
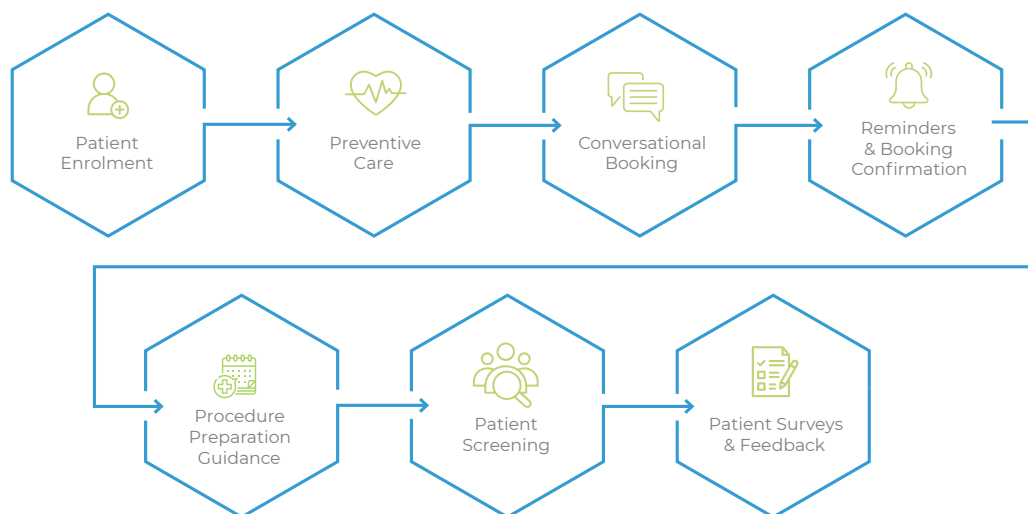
SMART **ENGAGE**

EASIER ACCESS TO BETTER CARE

SMART ENGAGE™ is an omnichannel booking and patient engagement solution, powered by conversational AI.

It provides natural, empathic conversations with intelligent virtual agents through SMS (text), chat, phone, social media, and intelligent avatars. Although the solution is omnichannel, the use of intelligent avatars has been shown to significantly improve patient engagement and booking completion rates, in the order of a 150% improvement over online forms.

The Conversational AI Patient Journey

Patient Enrolment → Preventive Care → Conversational Booking → Reminders & Booking Confirmation

Procedure Preparation Guidance → Patient Screening → Patient Surveys & Feedback

Frequently Asked Questions

Schedule Management

Patient Analytics Dashboard

SMART **ENGAGE**

THE ENTIRE PATIENT JOURNEY

Patient Enrolment

Provides a seamless and engaging way for you to collect information from new patients. The solution also provides patient logins, significantly reducing friction for repeat visits.

Preventive Care

Automatically send alerts when patients are due for an annual exam, mammogram, colonoscopy, or any other type of preventive care service.

Conversational Booking

The Intelligent Virtual Agent guides patients to the right appointment at a time and location that meets their needs, all with real-time integration to your clinical systems.

Reminders and Booking Confirmation

Reminds patients of upcoming appointments, which is proven to reduce no-show rates. Patients can quickly confirm or reschedule appointments directly within the message.

Procedure Preparation Guidance

With pre-appointment engagement messages and preparation guides, you can ensure patients are fully prepped in advance of their appointments.

Patient Screening

Assesses patients ahead of appointments. Patients can be sent a request to complete a brief survey before their appointment, along with arrival and waiting room procedures.

Patient Surveys and Feedback

Seeks post-procedure feedback, e.g., Patient Reported Experience Measures (PREMs) or NPS to monitor sentiment and satisfaction and improve your entire patient experience.

Frequently Asked Questions

The Intelligent Virtual Agent answers patient questions about your services and procedures, locations, hours of operation, and pricing using advanced natural language processing.

Schedule Management

Clinicians and administrators can make schedule changes directly in the calendar console from any internet-connected device, including phones, laptops, and tablets.
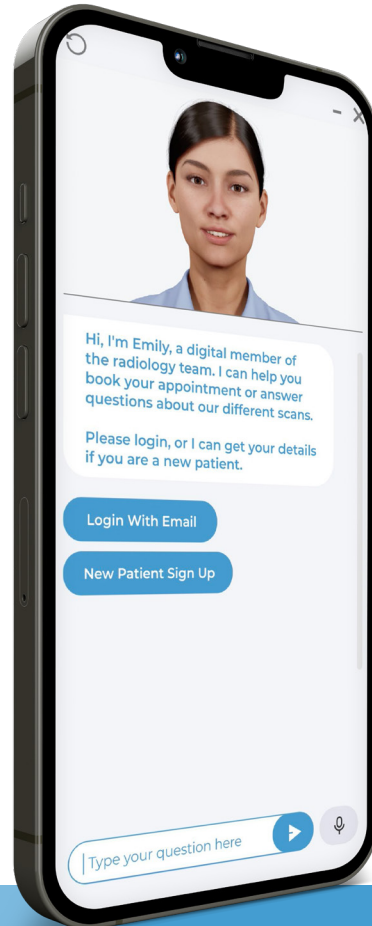
Patient Analytics Dashboard

The web-based Patient Analytics Dashboard allows the secure review of booking metrics and patient journeys, providing actionable insights for the entire clinic experience

SMART ENGAGE

FEATURES AND BENEFITS

- Highly engaging patient experiences to maximise your booking completions and clinic revenue

- Is massively scalable and reduces Cost-to-Serve through call deflection and less administration

- Personifies your brand and patient experiences with a custom avatar of your choice

- Consistently communicates accurate information 24/7, with fully customisable conversations

- Accessible from any web-enabled device, i.e. mobile phone, tablet, laptop or desktop

- Easily integrates with your business and clinical systems (CRM, ERP, EHR, PMS & RIS) with APIs or Robotic Process Automation (RPA)

- Extendable to employees for IT and HR support, e.g. password resets, leave requests, or answering policy and operating procedure questions.

- Communicates in over 40 languages

- Cloud-hosted for easy and secure deployment on your website and social media.

32% REDUCTION IN COST-TO-SERVE

Hi, I'm Emily, a digital member of the radiology team. I can help you book your appointment or answer questions about our different scans.

Please login, or I can get your details if you are a new patient.

Login With Email

New Patient Sign Up

Type your question here

SMART ENGAGETM AI-Powered Avatar

20%	15%	4X
INCREASE IN CUSTOMER SATISFACTION	INCREASE IN CUSTOMER ACQUISITION	IMPROVEMENT IN EMPLOYEE PRODUCTIVITY

SMART ENGAGE

SMART **ENGAGE**

THE SMART AI SOLUTION FOR GROWING YOUR REVENUE

**FOR A DEMONSTRATION
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