

# Smart Care Routing™

Patients look for help online to find the care they need

88%

of patients do not have proficient literacy to navigate the care system.

76%

of patients checked symptoms and looked for care online.

Smart Care Routing uses AI chat technology to guide patients through your provider network, increasing loyalty, online bookings and profitability



## Virtual Triage

Help patients book the right care across your system based on their needs and preferences.



## Patient Services Navigation

Leverage AI chat to automate administrative requests.

## White-labeled and fully configurable to your needs

### Digital Touchpoints

Choose how our AI chat integrates with your digital assets (web or mobile).

### CX Support

Choose from the level of partnership you need.

### Personalization

Make recommendations based on each patient. Or keep PHI separate. It's your choice.

### Business Intelligence

Get insights into patient online behavior.

### Data Integrations

Integrate with facility, inventory, scheduling and EMR databases through Epic Systems App Orchard.

### White-label

Patients build loyalty with your brand, not ours.

Leading health systems build patient loyalty up to 4x with Smart Care Routing

SOURCES: AHRQ; Rock Health; Atlantic; United Healthcare; patient loyalty is measured as NPS in comparison to the industry average for healthcare providers

## Solution Overview

### Virtual Triage is fast and accurate

Help patients book the right care across your system based on their needs and preferences

1. Check symptoms with AI chat
2. View options
3. Compare prices
4. Book care online

#### Our symptom checker is fast

AI chat asks 10 fewer questions than the competition with NLP technology that understands free text.

#### Our triage is accurate

Algorithms are built from Schmitt Clinical Content. In a double-blind study, our triage accuracy was 95% compared to the judgement of ER doctors.

### Route patients to the right resource in your network

- ✓ Ambulance / 911
- ✓ Labor & Delivery
- ✓ Primary Care
- ✓ Behavioral Health
- ✓ Telemedicine
- ✓ Specialists
- ✓ Dentist
- ✓ COVID Care (e.g., quarantine, vaccine, testing)
- ✓ Emergency Department
- ✓ Poison Center
- ✓ Lab Work
- ✓ Urgent Care
- ✓ Retail Clinic
- ✓ Self-Care

### Patient Services Navigation takes the burden off your call center



Rx Refill



Bill Pay



Find a Doc

### Impact of Smart Care Routing



Increase online patient booking volume by 3x



Reduce inefficient care up to 2x



Deliver a standout digital patient experience with 10x ROI



Optimize provider capacity and resources



Gain insights into patient behavior to drive strategy

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