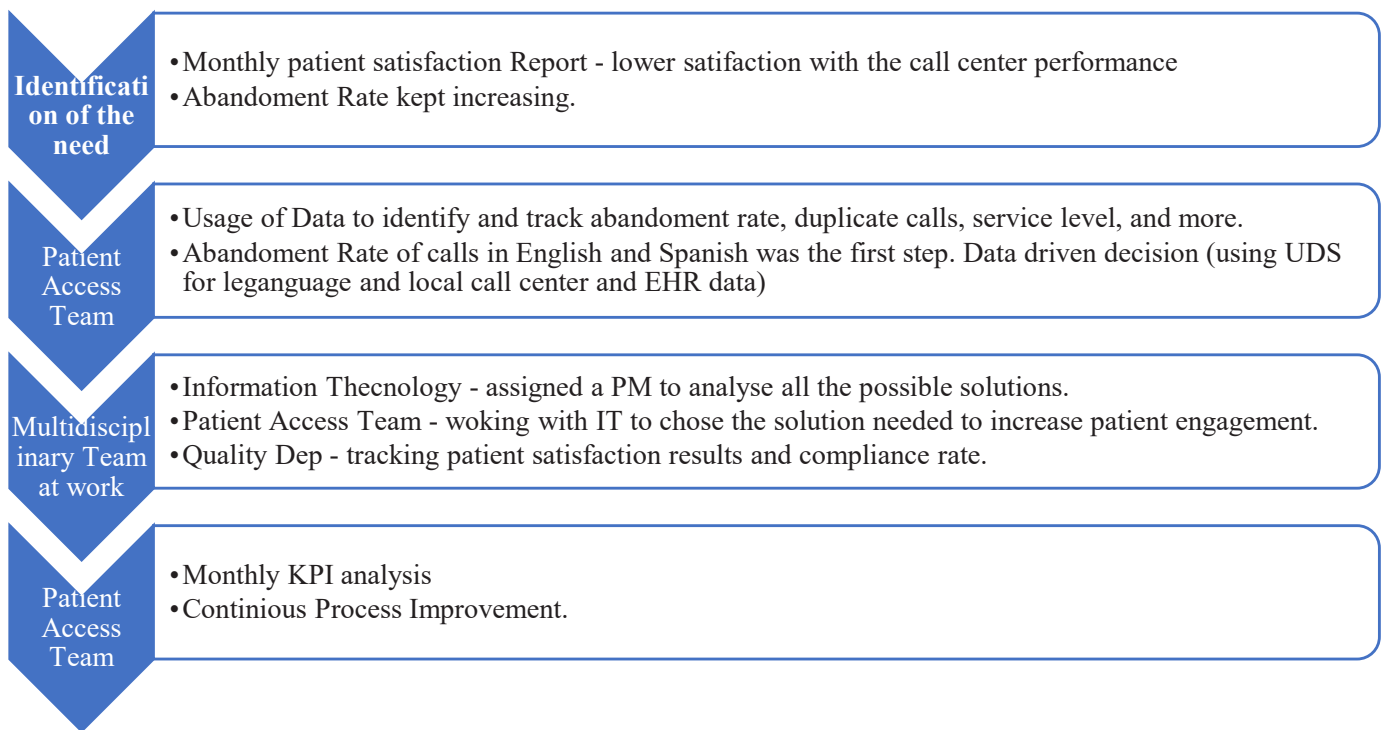




## Utilizing AI to increase patient engagement.

1.) Concept: SYH experienced (just like anyone else) the effects of the greatest resignation and the pandemic. With an increased number of calls and less agents to answer the phones SYH patient engagement rate was dropping, increase of duplicated calls, increase in patient frustration, and overall a decrease satisfaction. SYH needed to do something about it.

### Action Plan:



### 2.) Data:

Base line – Abandonment Rate 27% average in 2021  
Outcome – Abandonment Rate 9.5% average in 2023.

### 3.) Action Plan:

a. *Process Selection – Vendor Scorecard.*

# Call Center Automation - Vendor Scorecard



## CRITERIA CHECKLIST

Update criteria as needed to be consistent with our RFP or requirements  
Update basis for scoring has to be clear and qualitative

1 - Does not meet requirements | NOT SATISFACTORY  
3 - Partially meets requirements | SATISFACTORY  
5 - Fully meets or exceeds requirements | DELIGHTED

1. CUSTOMER SERVICE (DURING RFP PROCESS)				BASIS FOR SCORING/ ADDITIONAL INFO
Timeliness	5	5	5	
Completeness	4	5	5	
Quality & level of professionalism	5	5	5	
Politeness & overall impression	5	5	4	
Average Score	5	5	5	
2. VENDOR DETAILS				BASIS FOR SCORING/ADDITIONAL INFO
Financial stability	0	5	5	
Market presence & geographical spread	0	5	5	
Competence of the team	5	5	5	
Vendor's ability to deliver the platform (within our timeline)	5	5	5	
References Call feedback, testimonials and reviews	0	5	5	
Vendor's openness to discuss future product development	3	5	3	
Average Score	2	5	5	
3. USE CASES & UNDERSTANDING OF THE CUSOMTER NEED				BASIS FOR SCORING/ADDITIONAL INFO
Experience with similar FQHC's	1	5	5	
Previous Experience with NextGen integrations	1	5	5	
Previous Experience with Epic integrations	5	5	5	
Ability to reduce Call Abandonment rate to nearly zero	3	5	1	
Average Score	3	5	4	
4. DEMO & LOOK-AND-USABILITY				BASIS FOR SCORING/ADDITIONAL INFO
Support during the Demo Look-and-Usability	5	5	5	
Vendor's ability to demonstrate the product by acknowledging the customer's requirements	5	5	5	
Average Score	5	5	5	
5. DATA SECURITY				BASIS FOR SCORING/ADDITIONAL INFO
HIPAA and GDPR compliance	5	5	5	
Ability to audit the data security of the vendor	5	5	5	
The vendor's compliance with industry best practices, NIST, HITRUST, etc.	0	0	0	
Average Score	3	3	3	
6. CONTRACTS & LEGAL				BASIS FOR SCORING/ADDITIONAL INFO
Quality of the Vendor's Proposed Contract	0	0	0	
Responsiveness of the Vendor's Legal Team	0	0	0	
Average Score	0	0	0	
7. SOFTWARE REQUIREMENTS				BASIS FOR SCORING/ADDITIONAL INFO
Experience integrating with the Mitel telecom platform	0	5	5	
Can support future the telecom solutions of Microsoft Voice and Genesys	0	5	0	
Ability to support Spanish, Vietnamese, Tagalog, and Arabic in VOICE and DIGITAL AI Channels	3	5	1	
How flexible the platform is in engaging different stakeholders and/or restricting access?	0	0	0	
Ability to fully automate the following call types using a <b>VOICE AI agent</b> (Spoken language)				
→ General Info / FAQ's	5	5	1	
→ Labs, Rx refills, provider questions	3	3	1	
→ Appointment Verification	4	5	1	
→ Appointment Cancellations	4	5	1	
→ Appointment Scheduling	4	5	1	
Ability to fully automate the following designated call types using a <b>DIGITAL AI agent</b> (SMS Texting)				
→ General Info / FAQ's	4	3	5	
→ Labs, Rx refills, provider questions	4	3	5	
→ Appointment Verification	4	3	5	
→ Appointment Cancellations	4	3	5	
→ Appointment Scheduling	4	3	5	
Does not require	0	0	0	
Systems supports SSO or Active Directory for simple user administration	0	0	0	
Self-service instruction portal for users	0	0	0	
Live Agent Assist Features via Call Center desktop app, real-time data feed from EHR, etc.	5	5	5	
Average Score	3	3	2	
8. IMPLEMENTATION				BASIS FOR SCORING/ADDITIONAL INFO
Ability to implement and roll out without consultative work	0	0	0	
An interactive tutorial for guiding users	0	0	0	
Free/cost effective pilot that can be arranged on short schedule	0	0	0	
Ability to implement software without technical preparations other than setting up SSO	0	0	0	
Average Score	0	0	0	
9. PRICING				BASIS FOR SCORING/ADDITIONAL INFO
Budget fit	0	0	0	
Flexibility of the pricing model	0	0	0	
Transparency (risk of hidden costs: choose 1 if high risk, 5 if low risk)	0	0	0	
Average Score	0	0	0	

- b. *Solution Selected:* The solution combined deep healthcare expertise and its robust experience optimization platform to deliver **HealthAssist** – to automating conversations for healthcare providers, health insurance payers, and life sciences.
- c. *Competitive Advantage:*



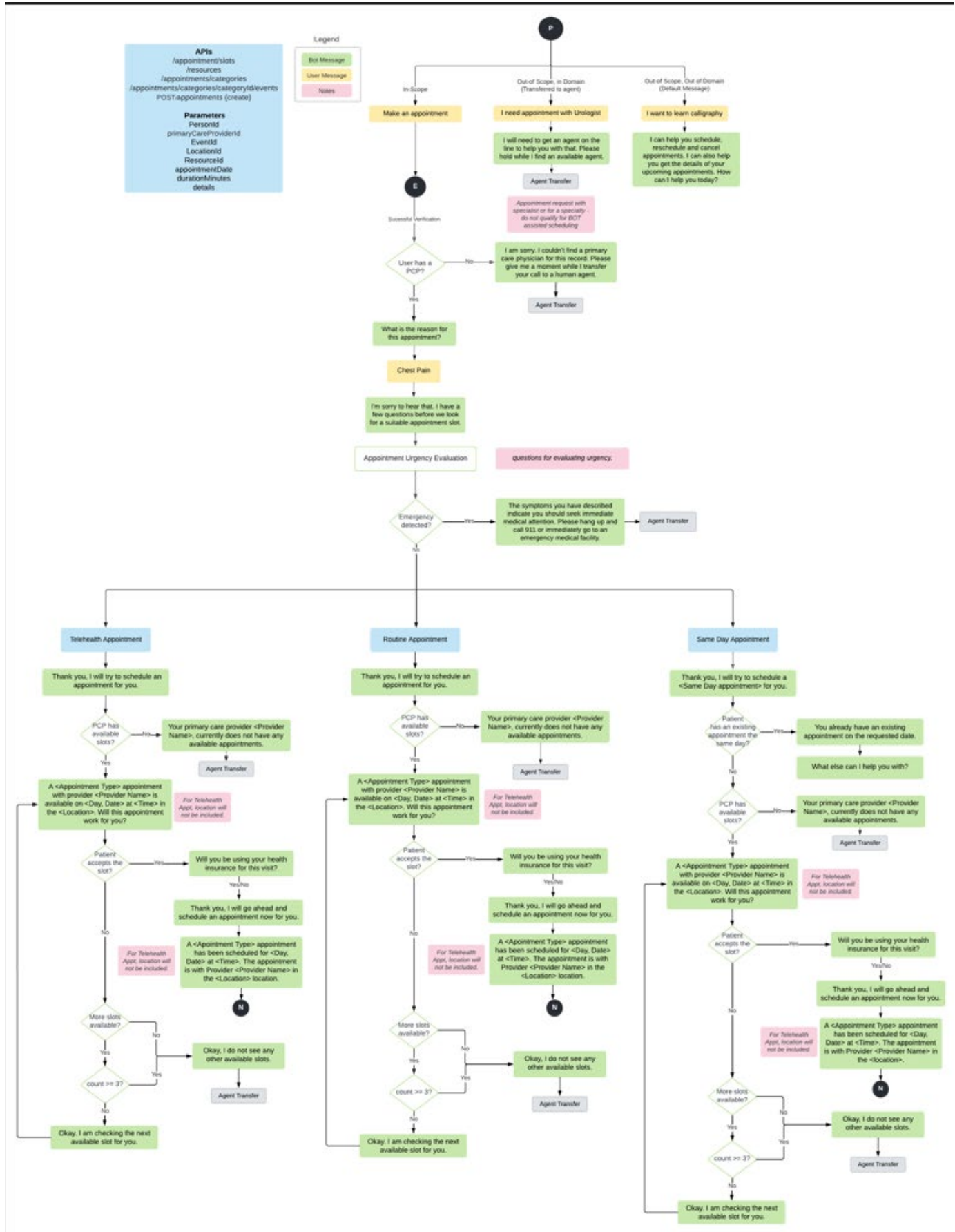
**Provider**  
**Changing healthcare one extraordinary experience at a time**

Kore.ai has combined deep healthcare expertise and its robust experience optimization platform to deliver **HealthAssist** – an unprecedented, industry-leading approach to automating conversations for healthcare providers, health insurance payers, and life sciences

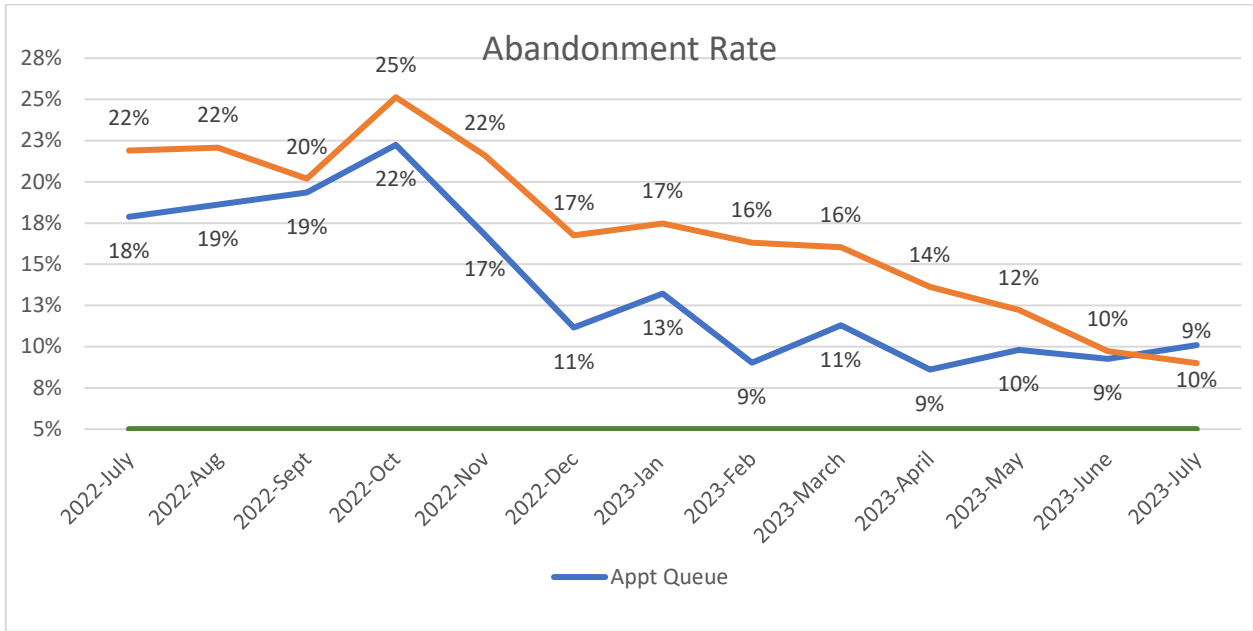
**Value Proposition** - Kore.ai's HealthAssist helps **Healthcare Providers** create **Extraordinary Patient Experiences** and **Lower Operational Costs** by **automating repeatable, patient facing interactions** through a highly secure, HIPAA compliant solution

Problems	Capabilities	Benefits	Differentiation
<ul style="list-style-type: none"> <li>• Patient Engagement</li> <li>• Revenue Cycle Management</li> <li>• Operational cost and revenue pressure</li> </ul>	<ul style="list-style-type: none"> <li>• Appointment Management</li> <li>• Revenue Cycle Management</li> <li>• Patient Management</li> <li>• Medication Management</li> <li>• Care Team Management</li> <li>• Employee Management</li> </ul>	<ul style="list-style-type: none"> <li>• Lower Call Center costs</li> <li>• Streamline Patient Scheduling Process</li> <li>• Increase number of appointments</li> <li>• Improve Patient Experience and Satisfaction</li> <li>• Improve Caregiver Experience and Satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Highest analyst rankings (Gartner, Forrester, Frost &amp; Sullivan)</li> <li>• Pre-trained Provider use-cases</li> <li>• Pre-built integrations; Cerner, Epic, NextGen</li> <li>• Leverage industry leading knowledge bases: Unified Medical Language System, First Data Bank; Infermedica, Isabel, Mediktör (symptom checking)</li> <li>• No-code/low-code platform</li> <li>• Omnichannel ; Multilingual</li> <li>• Security: HIPAA, SOC2, GDPR</li> <li>• Dedicated Healthcare practice</li> </ul>

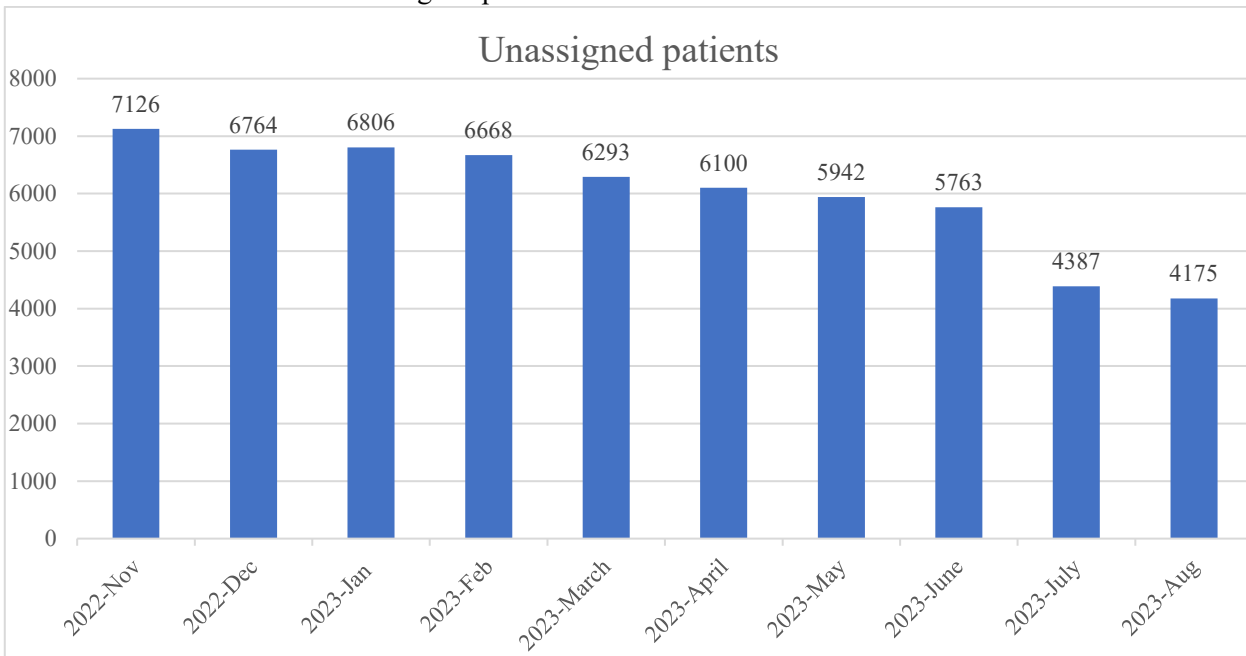
d. Intervention Design:



4.) Results have reached even beyond 2022 into 2023.  
Abandonment Rate has decreased -



Decrease number of unassigned patients seen -



5.) What is to come:  
SYH keeps exploring AI to incorporate in clinical area to increase compliance rate and access to our patients to the best quality of care.