

CASE STUDY

Conversational AI Improves Patient Experience and Engagement

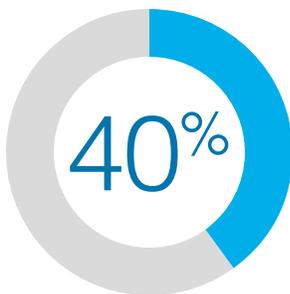


How can patient engagement scale with digital technology without sacrificing the human touch? As healthcare organizations look to create efficiencies and embrace changing communication preferences, innovative market leaders are turning to digital solutions that are meaningful, human-centered touchpoints that add to the patient experience.

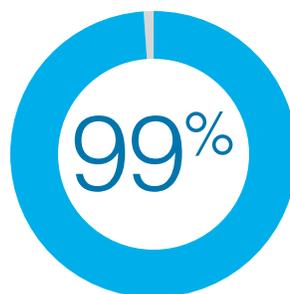
Docent Health, a leading healthcare experience technology and services company, helps healthcare organizations truly embrace a consumer-centric approach. Docent's platform blends human and digital interactions that empower health systems to provide personalized, empathetic services to their patients. Docent uses mPulse Mobile's conversational text messaging to leverage a trusted channel of communication with patients at scale, driving engagement, retention, and customer advocacy.

"AT THE CORE OF DOCENT HEALTH'S APPROACH IS CONNECTING WITH PATIENTS EARLY IN THEIR DECISION-MAKING PROCESS, BUILDING AWARENESS AND CONVERSION WITH PROSPECTIVE PATIENTS AND CONTINUING TO BUILD ACTIVATION, LOYALTY, AND ADVOCACY THROUGHOUT THE CUSTOMER RELATIONSHIP. WITH THE MPULSE MOBILE ENGAGEMENT SOLUTION, OUR CUSTOMER-CENTRIC APPROACH IS EXTENDED AND ENHANCED WITH THE USE OF MICRO-TARGETED, PERSONALIZED, AND INTERACTIVE TEXT MESSAGING."

Paul Roscoe
Chief Executive Officer
Docent Health



PHONE REACH RATE



TEXT REACH RATE

Goals

Docent Health is an industry leader in helping health system clients manage and grow consumer relationships. They partnered with mPulse to leverage the text channel to communicate with patients at scale, while maintaining the high level of personal interaction that defines their approach. Their goals were to reach more patients in a way that would embrace patient preferences for mobile interaction and extend the personalization that improves the care experience. All with the focus on improved patient engagement, higher satisfaction, improved business efficiencies, and meaningful connections between patients and Docent through conversational texting.

Execution

Docent Health leveraged mPulse Mobile's industry-leading solutions to engage an initial patient population of over 2,500. The group ranged in age from 16-85 years old and were organized across three of Docent's service lines: maternity, cardiovascular, and orthopedics. Docent leveraged its close relationship with patients to drive high text opt-in rates with 71% of all patients proactively opting in, and over three quarters of all opt-ins coming via direct conversations with staff. Another 20% joined through automated follow-up dialogues delivered using the mPulse solution. After opting in, Docent started interactive text conversations with patients that supported their core workflows. The touchpoints engaged patients with conversations about their health, delivering post-discharge instructions and personalized invitations to health and wellness programs while managing expectations.

Results

The mPulse Mobile Conversational AI solution has become a key channel for Docent Health to engage patients across their core service lines. In the first three months after fully deploying mPulse's solutions, Docent saw an increase of over 27% in tracked patient interactions by care navigators. As Docent Health scaled, text-based interactions have become an increasingly important part of Docent's workflows, accounting for 37% of all tracked activities just four months after deployment. The result is a more versatile program that maximizes patient engagement. Conversations with patients varied by preferences and ranged from short dialogues with a handful of messages, to conversations with over 80 texts back and forth. The overall conversation response rate across all service lines was 60%. When Docent used text messages to drive engagement with online content via trackable links, they achieved an industry-leading 63% click-through rate. This level of engagement ensured patients received the information they needed, in a convenient way that advanced the care experience.

MARKET-LEADING ENGAGEMENT FOR DOCENT ACTIVITIES

63%

LINK CLICK-THROUGH RATE

60%

CONVERSATION RESPONSE RATE

DOCENT'S EMBRACE OF THE MOBILE CHANNEL

27%

OVERALL CARE NAVIGATOR ACTIVITY INCREASE

37%

OF ALL CARE NAVIGATOR INTERACTIONS VIA TEXT

About mPulse Mobile

mPulse Mobile, the leader in Conversational AI solutions for the healthcare industry, drives improved health outcomes and business efficiencies by engaging individuals with tailored and meaningful dialogue. mPulse Mobile combines behavioral science, analytics and industry expertise that helps healthcare organizations activate their consumers to adopt healthy behaviors.

With over a decade of experience, 100+ healthcare customers and more than 300 million conversations annually, mPulse Mobile has the data, the expertise and the solutions to drive healthy behavior change.

To ask a question or request a call, go to: mpulsemobile.com/contact

About Docent Health

Docent Health is a healthcare experience company that helps organizations truly embrace and deliver a consumer-centric approach to healthcare. Docent's tech-enabled service combines digital and human interactions to guide patients and accommodate their specific needs and preferences. With Docent, health systems can provide differentiated, empathetic services to their patients and referring providers, becoming a preferred destination for care and empathy.

To learn more, visit <https://www.docenthealth.com/contact/> or email Docent Health at info@docenthealth.com

