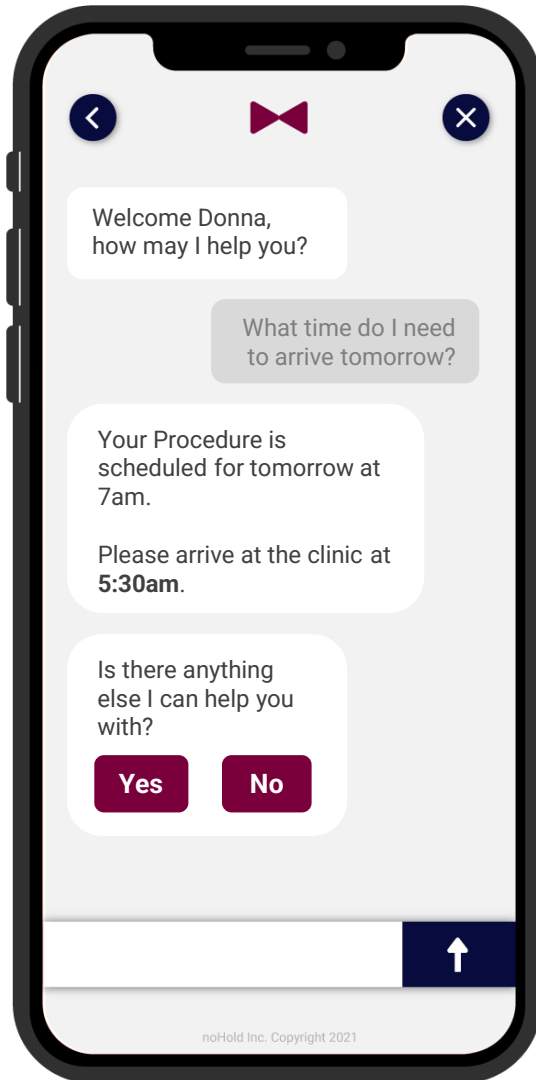


# Virtual Health Assistant

## Automate Repetitive Processes to Improve Patient Experiences



Our HIPAA Compliant Virtual Health Assistant (VHA) can answer patient questions and complete tasks automatically 24/7. Integrations with Electronic Healthcare Record (EHR) platforms ensure seamless experience for patients.

### AI-Guided Care Can ...

- Refill prescriptions
- Register patients
- Schedule appointments
- Collect payments
- Chronic illness management, pre- and post-op care
- eSign documents

### Multichannel Approach

Virtual Health Assistants can meet patients on their preferred channel. Login credentials allow patients to access important health information when and where it is convenient for them.



Website



Apps



Phone



EHR Platforms



Social Media



Email



Contact Center



Smart Speakers



Webchat

*"One of my goals is to guide my patients using the most innovative technology," said Dr. Aimee Eyvazzadeh. "The Virtual Assistant allows us to reach more patients by automating our new and returning patient onboarding process. Tasks that were repetitive, and time-consuming for my staff are now gone! This gives my staff time to work on things that are more important: guiding patients during their fertility treatments."*



### Benefits

- Reduce Support Cost
- Increase Net Promoter Score
- Capture Behavior Metrics
- Quick Implementation



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## Features

### AI-based Natural Language Processor & Inference Engine

Multi-turn, context aware, conversational interface

### Analytics

Capture systematically actionable customer behavior metrics

### Application Programming Interface (API)

Integrates & connects with back-office systems

### noHold Connect (NHC)

Connect to other Virtual Assistants

### Multichannel

Can be launched via Phone system, Webchat, App, Smart Speaker, Social Media

### Scalable

Handles millions of conversations per month

### Multilingual

Live in 15 languages

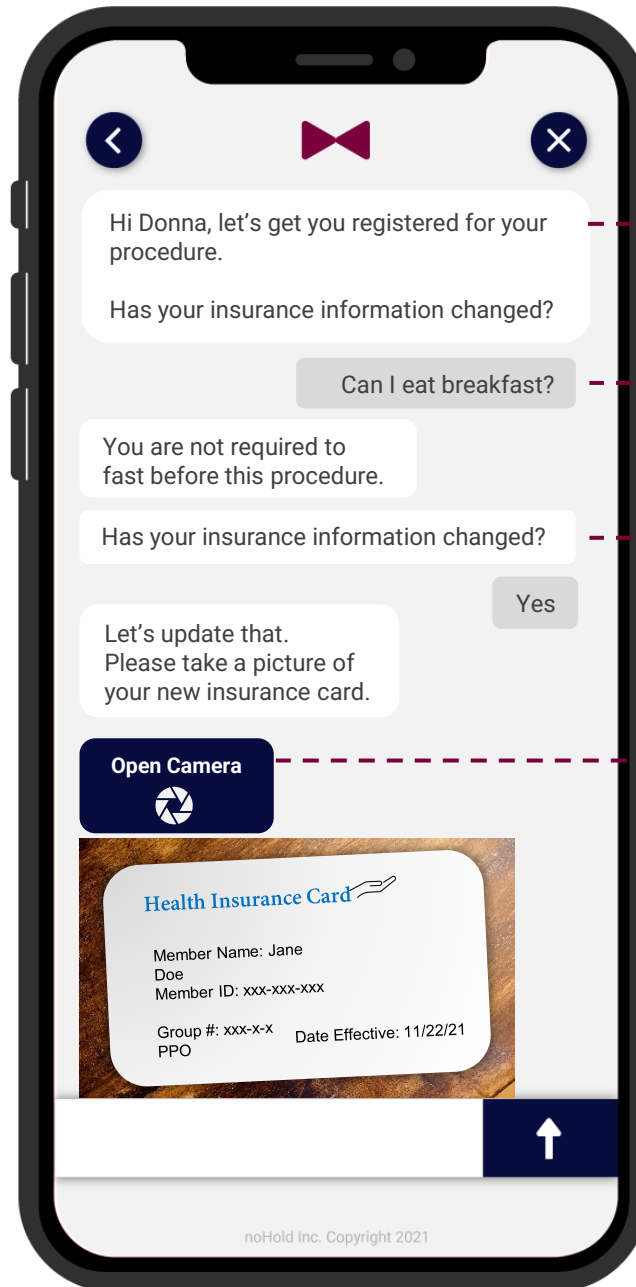
### Deployment

Available on both cloud and on premise

### Compliant and Secure

SOC2 - Type 2

HIPAA



### Integrate with EHR Platform

Personalize the experience

### Upload Documents

Collect documents from end users

### Book Appointments

End users can schedule appointments

### Context Aware

Interrupt any process with a question or concern and the Virtual Assistant will remember where you left off

### eSign Documents

End users can sign documents

### Capture Images

Access camera, so end users can take pictures

### Make Payments

Collect payments from end users

### Escalate to Live Chat

Connect to a live person in the same interface

## Best Practices

- Customize with Company Branding
- Personalize the Experience
- Social Sharing
- Leverage QR Codes
- Embed Multimedia
- Leverage Existing Knowledge
- Use an Avatar
- Provide Escalation Options
- Ratings
- Share Alerts, Promotions, etc.



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## Use Case

After deploying a Virtual Health Assistant:

- 48 x Faster Patient Onboarding
- Increases Accuracy
- Automates Redundant Clinical Processes

### The Challenge

An IVF Clinic was struggling to maintain knowledgeable staff. Clinic staff is tasked with educating new patients, informing patients of costs, registering new patients, collecting payments, and much more. In an attempt to minimize in-office crowding, many of these tasks had to be fulfilled via phone calls and emails. Forcing patients to call often tied up phone lines, made onboarding a one-to-two-day process, gave staff more work, and resulted in inaccurate and incomplete registrations.

### Our Approach

We started by working with the doctor and staff to identify the critical needs for patient confidence and security. HIPAA and SOC2 compliance ensured that patient data would always be top priority. Next, we had to put ourselves in the patient's position and understand the key components of this sensitive interaction. Ensuring that we collected the right information at the right time while lessening the burden on the IVF clinic was important. noHold created an interactive Virtual Health Assistant that could assist patients by educating, guiding, onboarding, scheduling appointments and collecting payments.

### Lessons Learned

- The metrics collected by the Virtual Health Assistant empowered the clinic to understand where a patient dropped off in the sign-up process
- It assisted in prequalifying new patients, which freed up staff to focus on critical interactions
- Mimicking the dynamics in a human conversation was important. Enabling patients to interrupt the dialog to ask for clarification, and change subject are effective ways to provide guidance through the new patient process.
- During this sensitive time in a patient's journey, the Virtual Assistant made it easier for patients

### Conclusions

- Increases accurate completion of onboarding
- Reduced new patient onboarding time
- Increased office efficiency
- Improved processes through Virtual Assistant insight

## Insights After Implementing the Virtual Health Assistant

