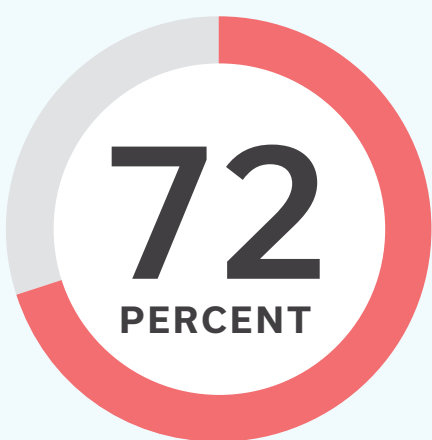


Opening the Hospital Digital Front Door

Patient expectations are on the rise.

92% of healthcare consumers surveyed say that improving customer experience should be a top strategic priority for medical providers.¹



But even basic web forms are rare.

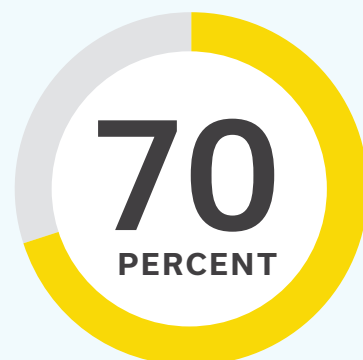
Most hospitals are still playing phone tag with patients to set appointments. 72% still don't even offer the convenience of online appointment scheduling capabilities.²

Now, online forms are giving way to conversations.

Jefferson Health, a major healthcare provider with 14 hospitals and more than 50 outpatient and urgent care locations, compared their online appointment request form to their conversational chatbot. They found that patients prefer chatbots over forms by a wide margin.

Submission rate for chatbots 150% greater

In an A-B test, where appointment requests were split between an online form and a chatbot, the submission rate for the chatbot proved far superior.³



Most digital submissions delivered by chatbots now

More than 70% of all submission volume at Jefferson is delivered by conversational chatbots.³

1. 19 Recent Healthcare Tech Start-Ups Attract Instant Consumer Appeal, Black Book Survey, Press Release, 07/2018

2. Market Survey of 100 Random US Hospitals with 50,000+ Patient Visits, LifeLink Labs, 2019

3. LifeLink Chatbots Live, Automating Appointment Requests at Jefferson Health, Outperforming Online Forms by 150%, 02/2020