

Conversational Patient Engagement for Digital Front Door

Poor Engagement Impacts Marketing Performance

77%

of patients conduct online research before making an appointment

92%

of patients do not make it past the first page of a hospital website

16

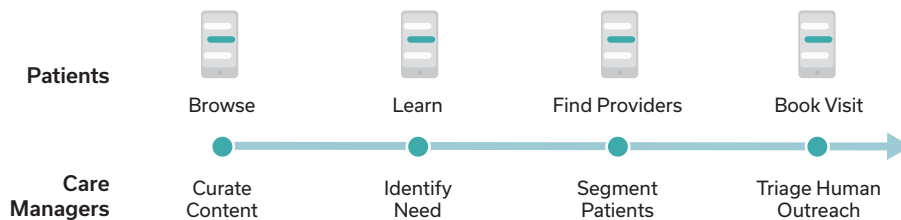
average hospital Net Promoter Score (trails most consumer industries)

7%

of patients switch providers due to poor experience per year (\$100M in lost revenue)

The Conversational Engagement Opportunity

Today's patients value online convenience and speed. To win, provider systems must offer easy, always-on access to their services. Mobile chatbots that can guide patients to the right care, 24/7, are key.

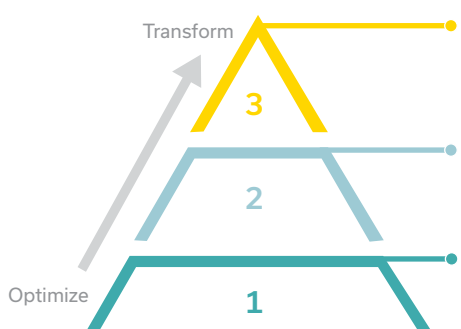


Solutions for Provider Marketing

LifeLink offers out-of-the-box conversational engagement for:

- Find a Doctor
- Request an Appointment
- Patient Access

Achieve Radical Performance Improvements



Drive Brand Equity: Boost patient loyalty and retention with intuitive, always-on digital experiences.

Generate Insights: Use conversational data to triage and prioritize patients and shore up leaky conversion funnels.

Boost Patient Access & Lead Conversion: Use chatbots to reduce friction, deliver personalized guidance, and collect appointment requests.