

Enhance patient experience through better navigation

OMNICHANNEL IS IN DEMAND

71%
OF PATIENTS



EASY CHOICE

look for ease of access when choosing a health care provider, which includes:

- omnichannel experiences
- digital appointment scheduling – no talking to a human
- high-quality customer service

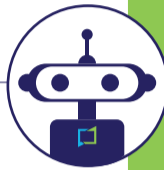
PATIENTS WITH LOW PATIENCE

78%
OF PATIENTS

said they've dropped health providers over difficult experiences like booking appointments, getting answers and using digital tools.¹



End the phone tag loop before it starts: When patients leave voice mails, "unknown caller" interferes with the call-back, wasting staff time and delaying resolution to patients.



Iris is the smart, helpful navigation guide patients are looking for. They can book self-service appointments, access their care instructions and even find out where to park, through voice, text or online chat — their choice!

Challenge: Phones create barriers and waste staff time

IGNORED CALLS



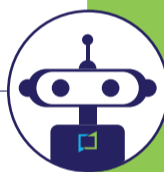
76%
OF PATIENTS

admit to ignoring or declining a phone call from a health care provider because they couldn't identify the caller.²

APPOINTMENTS

8.1 MINUTES — **63%** OF CALLS ARE TRANSFERRED

Making appointments by phone takes 8.1 minutes – with staff transferring patient calls 63% of the time.³



Increase your staff's bandwidth for more high value interactions. By following a simple pattern of Automate -> Inform -> Escalate, Iris ensures fastest resolution to a patient's needs. Iris provides an offramp for routine queries, giving patients the option to use auto-reply or convert the conversation to text. Even better: Iris documents two-way communications in the EHR in real time, with no need to follow up with manual data entry.

Challenge: Scaling to meet the demand of patient-centered care

Healthcare workers have quit in unprecedented numbers since the pandemic. As staff shortages fuel burnout, a focus on technology solutions that relieve the burden on remaining staff will be critical to staff retention.

STAFF BURNOUT



PHYSICIANS | 62%



NURSES | 84%

84% of nurses⁴ and 62% of physicians⁵ report feeling burned out



LOW WAGE STAFF SHORTAGE

3.2 million BY 2028



Shortages of lower wage staff, including medical and nursing assistants, are projected to reach 3.2 million in the next five years.⁶

31% OF HEALTHCARE WORKERS



plan to leave their roles in the next 1-3 years.⁷

Meanwhile, health system strategists acknowledge technology solutions are key to bridging the communication gap with patients:

67% of health organizations are preparing to adopt data analytics to personalize patient interactions.⁸

TELEVOX

- Clinical Calls
- Prescription Refills
- Aftercare Questions
- Upcoming Visit Instructions



Keep care providers focused where they're needed, while letting Iris handle routine clinical tasks, like prescription refills, appointment aftercare questions, and instructions for the upcoming visit.

Sources:

- Accenture | Healthcare experiences: The difference between loyalty and leaving
- Medical Economics | Your patients aren't taking your calls because they don't know who's calling
- Accenture | Two-in-Three Patients will Book Medical Appointments Online in Five Years
- American Nurses Foundation | Pulse on the Nation's Nurses Survey Series: Annual Assessment Survey, November 2022
- Mayo Clinic Proceedings | Changes in Burnout and Satisfaction with Work-Life Integration in Physicians During the First 2 Years of the COVID-19 Pandemic
- Mercer | US Health Labor Market
- Becker's Hospital Review | 53 staffing stats to know
- Gartner | Top 12 Trends Affecting the Healthcare Industry