



MLK Community Healthcare Reaches More Patients with Conversational AI

– CASE STUDY –

1 in 5

users completed
screenings in Spanish

88%

screenings completed

37%

of patient engagements were new
patient interactions

Challenge

During the winter of 2020, MLK Community Healthcare (MLKCH) had the highest percentage of hospitalized COVID patients within a 15-mile radius. MLKCH serves the predominantly Hispanic (70%) and African American (22%) communities of South LA, one of the hardest-hit in the nation. MLKCH's service area became a tragic illustration of health disparities during the pandemic—and COVID's disproportionate impact on minority communities.

MLK Community Healthcare was searching for creative solutions to remotely assess patients reporting COVID symptoms, expand telehealth services, answer COVID health-related questions and screen community members for COVID vaccine eligibility.

Customer Goals:

- Rapid deployment of multi-channel digital communication efforts
- Provide information to, and engage patients with acute symptoms
- Direct patients safely to appropriate care setting
- Efficiently screen, qualify and schedule patients for the vaccine
- Communicate with patients in their preferred language

Products

[GYANT COVID-19 SERA \(Screeners and Emergency Response Assistant\)](#)

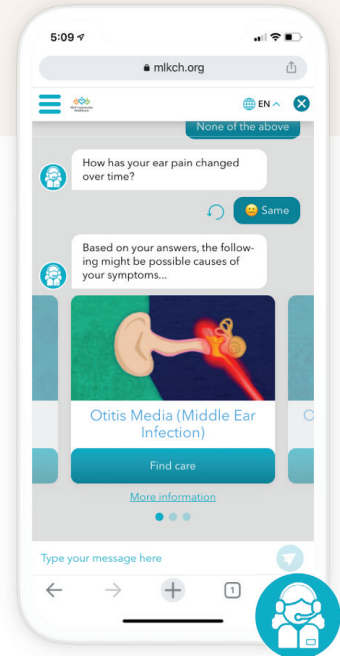
[GYANT Vaccine](#)

[GYANT Front Door](#)

About MLK Community Healthcare

MLKCH is a private, nonprofit, safety-net hospital and health system serving 1.3 million residents in South Los Angeles. MLKCH is focused on patient-centered, coordinated care delivery, both inside and beyond the hospital walls, using innovative approaches for community-based prevention and disease management. The system's hospital, Martin Luther King, Jr. Community Hospital, is a 131-bed hospital that provides general acute care.

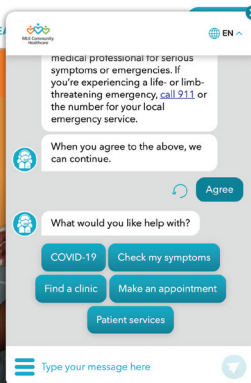
[Visit mlkch.org](https://www.mlkch.org)



Martin Luther King, Jr.
Community Hospital



For your family.
For South LA.
#GetVaccinated

[Click Here](#)


"With these new capabilities, we expect to provide a better, more comprehensive experience for our community members, with the added benefit of offloading some of the volume in the ambulatory call queue. If you ask Mia, her dream is to be the person the community can count on for help 24/7."

Tracy Donegan, MHA
Chief Information and Innovation
Officer, MLK Community Healthcare

Solution

MLK Community Healthcare implemented GYANT's bi-lingual Virtual Assistant, named "Mia," on its website homepage. Mia engages with patients via AI chat to screen for COVID-19 symptoms and risk factors, inform vaccine eligibility, answer common COVID-19 questions, and direct patients to the appropriate hospital resources. In addition to Mia, MLKCH also leverages GYANT's SMS outreach feature to notify patients on vaccine availability and eligibility. This virtual assistant offers patients with on-demand, personalized self-service, 24/7/365. Outside of COVID-19 solutions, MLKCH uses GYANT's Front Door product, providing triage and intake appointment requests to reduce call center congestion and improve the patient experience.

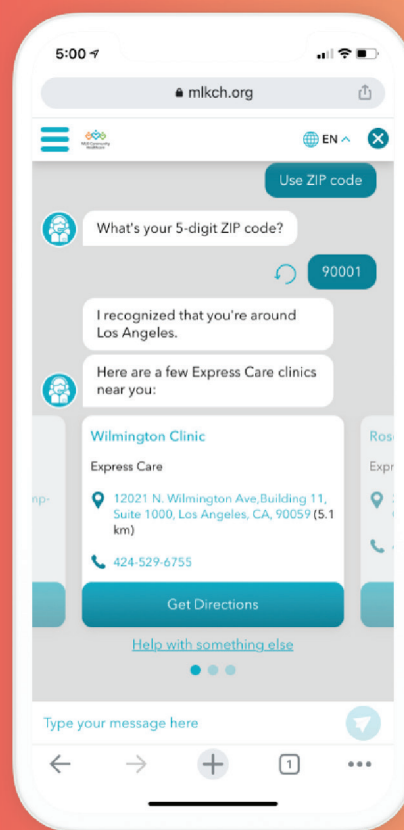
Results

Improving patient experience and satisfaction

- **5,000+** screenings for community members
- **88%** completion rate
- **37%** of patient engagements were new patient interactions
- **22%** of screenings in Spanish

Mia, the virtual assistant, was deployed to all pages on the MLK Community Healthcare website, allowing patients to self-screen from any desktop, smartphone, tablet, or web-browsing device, 24/7/365. Over the past year, Mia facilitated both COVID symptom and vaccine eligibility screenings for over 5,000 community members with an 88% completion rate. 22% of screenings were conducted in Spanish. As MLKCH expands its portfolio of tools to manage the problem, Mia grows and learns along the way.

With the MLKCH mission of making healthcare accessible for everyone, the health system sees great value in a helpful, emphatic virtual assistant like Mia. Patients feel more at ease interacting with a chatbot using direct, non-medical terms by simply texting their questions, and directing them to the appropriate venue of care.



"Mia is friendly, empathetic, bi-lingual, and readily available. These traits make her well equipped to lead positive and meaningful engagements with our community by providing real-time access to resources, information, and care recommendations when they need it."