GYANT

OSF Healthcare Engages Over 100,000 Patients in the First 6 months with GYANT Front Door

- CASE STUDY -

12,650
call center hours
saved in the first six months

$0.75
per patient encounter
vs. $8 cost per call with call center staff

105,000
users in the first six months

Challenge

In 2019, OSF HealthCare identified digital transformation as a critical strategic priority. This strategy's goals include improving patient experience and satisfaction, growing operating margin, and increasing the number of patients served. To achieve these goals, OSF launched Saint Gabriel, a digital health hub designed to improve access to care and founded with these guiding principles:

- Single point of contact
- 24x7x365 care
- Consumer-friendly services
- Transparency
- Proactively identifying patients' needs

OSF HealthCare partnered with GYANT to create Clare, the GYANT Front Door's custom-branded deployment, as their AI care navigation and virtual assistant solution.

COVID-19 presented a new challenge for OSF. Call center staff were overwhelmed as the community looked to the health system for information, screening, and guidance on seeking care. Clare was tasked with improving patient experience and satisfaction, increasing operating margin and access to care, and urgently addressing the patient demand for COVID-19 screening and information.

Products

GYANT Front Door

GYANT COVID-19 SERA

About OSF

OSF HealthCare is an integrated health system owned and operated by The Sisters of the Third Order of St. Francis, headquartered in Peoria, Illinois. OSF HealthCare employs more than 23,600 Mission Partners at more than 350 locations, including 14 hospitals – nine acute care, four critical access – with 2,192 licensed beds and two colleges of nursing throughout Illinois and Michigan. The OSF HealthCare physician network employs more than 2,400 primary care, specialty, and advanced practice providers.

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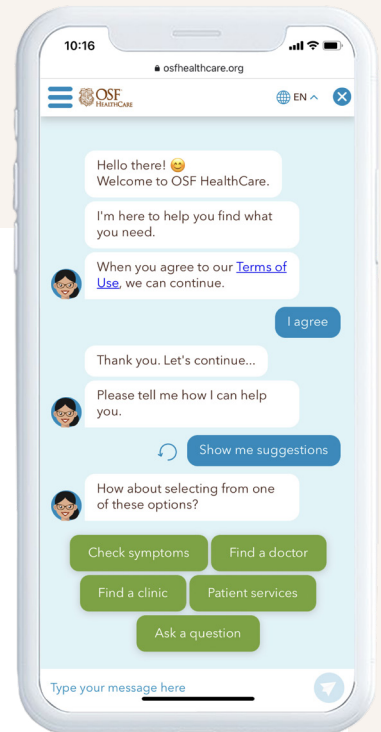
Solution

OSF and GYANT collaborated to customize and implement GYANT's Front Door solution as "Clare" on the OSF website. The software appears as a widget on all pages and functions as an AI virtual care navigation assistant that understands each patient's free-entry request and guides them to the best resources for their inquiry. Clare is available 24 hours a day to help patients both during and outside of business hours.

The software's initial deployment was launched in December 2019, with two significant enhancements in early 2020 to add screening for COVID-19 and mental health services, reinforcing the Saint Gabriel initiative to support their corporate and community mission. With GYANT's rapidly customizable and agile interface, OSF quickly adjusted features in anticipation of the onset of COVID-19 in the United States.

Core customizations of the Clare platform included branding (icon, colors, fonts, and assistant name), shortened triage and booking flows, triage endpoints, and legal disclaimer.

> "GYANT has really partnered with us to walk alongside to figure out how we can not only get more data from our users but also to figure out the best way to get that satisfaction data. Are we getting the person from point A to point B in a seamless way? So, they have really created an entire process around data collection knowing that that was something that was very important to OSF Healthcare."
>
> **Abby Lotz**, Vice President & Chief Nursing Officer OSF Healthcare

Results

Improving patient experience and satisfaction

- **77%** of patient requests handled with automation
- **64-second** median session duration

GYANT and OSF partnered to configure Clare to parameters and endpoints to serve their patient population optimally. In the first six months, 77% of users successfully self-navigated to the best digital path for their needs/questions. GYANT and OSF review patient interaction data to refine and improve Clare's functionality continually over time.

The median session duration with GYANT at OSF is only 64 seconds. Patients can now more efficiently find the tools and resources they need, saving time and decongesting call center queues to reduce the wait for patients with complex needs.

Increasing operating margin

- **12,620** call center hours saved in the first six months
- **$0.75** cost per session
- **1/3** of all appointments scheduled were new patients

OSF was the first customer to deploy GYANT's COVID-19 screening and emergency response software. GYANT's flexible infrastructure encourages rapid and highly-customized adaptations to the deployment to ensure high patient engagement and trust. In response to COVID-19, OSF addressed over 35,100 patient inquiries in six months, providing quick access to screenings, care options, advice, and answers. OSF was one of the country's first health systems to offer automated screening and information to their community, resulting in enhanced brand equity and community trust.