GYANT

Hackensack Meridian Health Achieves 89% Screening Completion Rate with Virtual Assistant

– CASE STUDY –

53,000
users

12,500
completed screenings

89%
screening completion rate

Challenge

COVID-19 presented the biggest health challenge ever. New Jersey has had nearly 900,000 cases of COVID-19 and 25,000 deaths. As the largest health network in New Jersey, Hackensack Merdian Health (HMH) cares for people across the state of New Jersey, keeping people healthy and informed.

Products

GYANT COVID–SERA

About Hackensack

Hackensack Meridian Health is a leading not-for-profit healthcare organization offering a complete range of medical services, innovative research, and life-enhancing care. Hackensack Meridian Health comprises 17 hospitals from Bergen to Ocean counties and is the largest, most comprehensive, and truly integrated health care network in New Jersey. Hackensack has more than 35,000 team members and 7,000 physicians in a network with more than 500 patient care locations throughout the state.

hackensackmeridianhealth.org
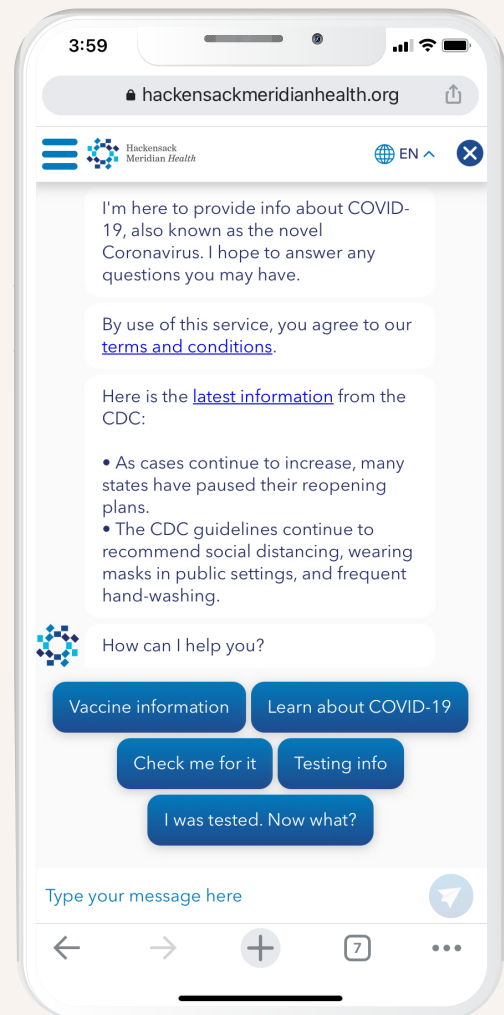
Solution

HMH and GYANT collaborated to launch SERA (COVID-19 Screener and Emergency Response Assistant) for automated patient screening, general information, and testing direction. The GYANT virtual assistant was named "Hannah" and configured to fit the health system's brand guidelines, deploying on all Hackensack Meridian Health website pages.

Website visitors are greeted with, "Questions about COVID-19? Ask Hannah!" Upon engaging with Hannah, the patient can enter a free text request or question for the GYANT natural language processing engine to guide them along the appropriate path. The deployment includes three major modules: screening, FAQs, and testing.

Because of the high number of cases in New Jersey, HMH configured the screening protocols to exclude exposure risk factors, as so many users reported possible exposure to the virus. The testing module guides patients to four endpoints based on whether they are awaiting test results/not recently tested and experiencing symptoms/symptom-free. Patients can also find best practices to follow while they await test results. Each endpoint in the screening or testing module is configured to drive utilization of Hackensack Meridian's COVID-19 response plan.
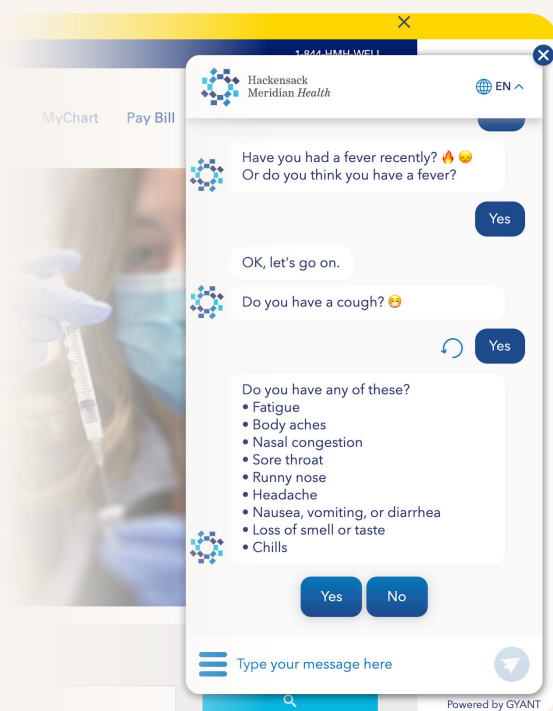
Results

- **53,000** users
- **225** users per day
- **12,500** completed screenings
- **89%** screening completion rate
- **10,900** testing module engagements

Due to the ongoing COVID-19 situation, patients must have access to the most up-to-date information about the virus and community protocols. GYANT continually incorporates the latest facts to help HMH's patients understand what action to take based on their symptoms.

The scalable screening offering means that patients have immediate access to the information they need regardless of the time of day, day of the week, or the number of users simultaneously using the service. HMH recognized this approach's value and flexibility over traditional solutions such as call centers, ensuring that they could meet their communities' needs no matter how the virus spread or developed over time.

Hackensack configured the screening to shorten patients' experience, leading to a high completion rate and an expedited patient experience. The ease of the solution helped patients find the answers they needed and increased the likelihood of returning for future screenings.

Through the GYANT platform's testing module, HMH used AI to allocate the limited testing resources among patients likely to have contracted COVID-19.

Incorporating the vaccine module allowed HMH to quickly navigate patients to the state of New Jersey's COVID vaccine eligibility and appointment scheduling information to manage the patient journey from initial inquiry to vaccine administration and follow-up. The software relieves administrative staff's burden, simplifies the research and appointment scheduling for consumers, and keeps patients safe.

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