



Geisinger's Digital Front Door Chatbot Serves Thousands of Patients Every Week

– CASE STUDY –

66,465

Total Patient Users in 6 Weeks

< 1 Minute

Median Session Duration

45%

Of Sessions Outside of
Business Hours

Traditionally, when patients search for healthcare, they make uninformed decisions or call into a nurse triage line, resulting in poor care utilization, patient experience, patient acquisition and a congested call center. Geisinger experienced an enormous surge in demand for COVID-19 screening requests, appointments, information and determination of vaccine eligibility.

Challenge

Geisinger realized early on that patients expect easy, digitally integrated access to healthcare. With increasing telehealth utilization and a need to reduce call center volume, Geisinger understood the need for investment in digital self-service tools that patients could easily use.

Implementing a digital front door would allow the administrative burden to be handled more efficiently while providing patients better access to healthcare.

When news of the COVID-19 vaccine rollout coincided with rising hospitalizations, Geisinger anticipated overwhelming impacts to its call centers and support staff to answer questions, determine eligibility and schedule vaccine appointments. Because nurses are a highly trained resource, Geisinger needed them to field questions that required their clinical knowledge rather than simply responding to inquiries about directions to their facilities or pharmacy hours.

Adding to this challenge, vaccinating Geisinger's communities required a configurable solution to quickly prioritize provider availability for vaccinating patients by automating scheduling and answers to administrative questions.

Products

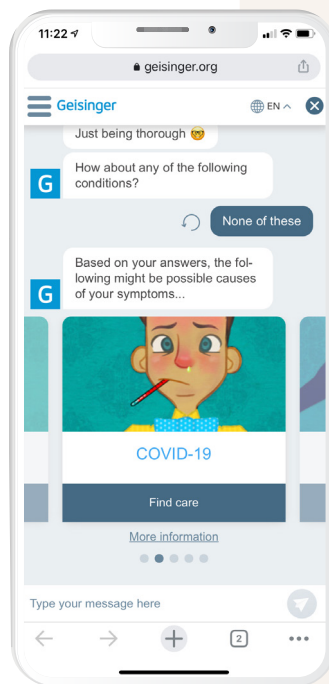
[GYANT COVID-19 Solutions](#)

[GYANT Front Door](#)

About Geisinger

Geisinger is committed to making better health easier for the more than 1 million people it serves. Founded more than 100 years ago by Abigail Geisinger, the system now includes nine hospital campuses, a health plan with more than half a million members, a Research Institute and the Geisinger Commonwealth School of Medicine. With nearly 24,000 employees and more than 1,600 employed physicians, Geisinger boosts its hometown economies in Pennsylvania by billions of dollars annually.

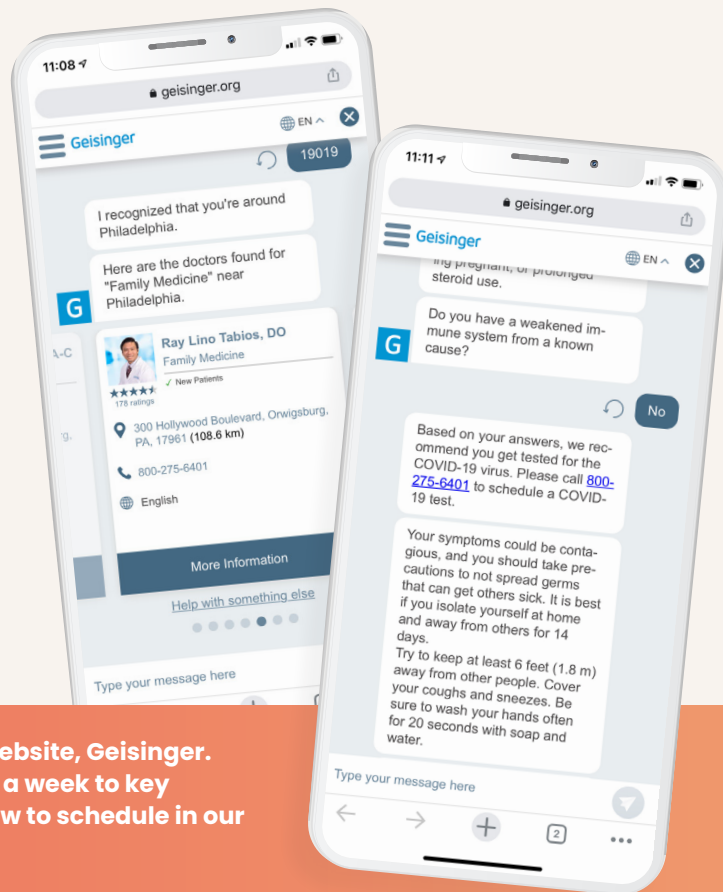
Visit [Geisinger.org](https://www.geisinger.org)



Solution

With the success of the COVID-19 SERA product, Geisinger expanded its digital engagement with GYANT's Front Door to boost its new patient base, improve current patient engagement and increase the use of Geisinger-owned healthcare services. GYANT COVID SERA allowed patients to self-screen from any desktop, smartphone, tablet or web-browsing device. The endpoints are configured to reinforce Geisinger's state-specific vaccination plans and resources. Geisinger next implemented GYANT's Front Door product to easily scale with surges in demand, mitigating healthcare providers' burden.

Combining these two products comprehensively relieves the burden on administrative staff, simplifies research and appointment scheduling for patients, enables vaccination to keep communities safe — and in essence, saves lives.



“Embedding the GYANT chatbot across our enterprise website, Geisinger.org, enabled seamless routing of over 27K consumers in a week to key information on vaccine eligibility and instructions on how to schedule in our patient portal.”

Sarah Sommer, Vice President of Digital Engagement, Geisinger

Results

Improving patient experience and satisfaction

- **33,000** Patients per Month
- **8,249** Patients Using Vaccination Screening
- **<1 Minute** Median Session Duration
- **45%** Of Sessions Outside of Business Hours

