

WHY MESSAGING MATTERS: PATIENT DEMAND

# Meet Consumers Where They Are

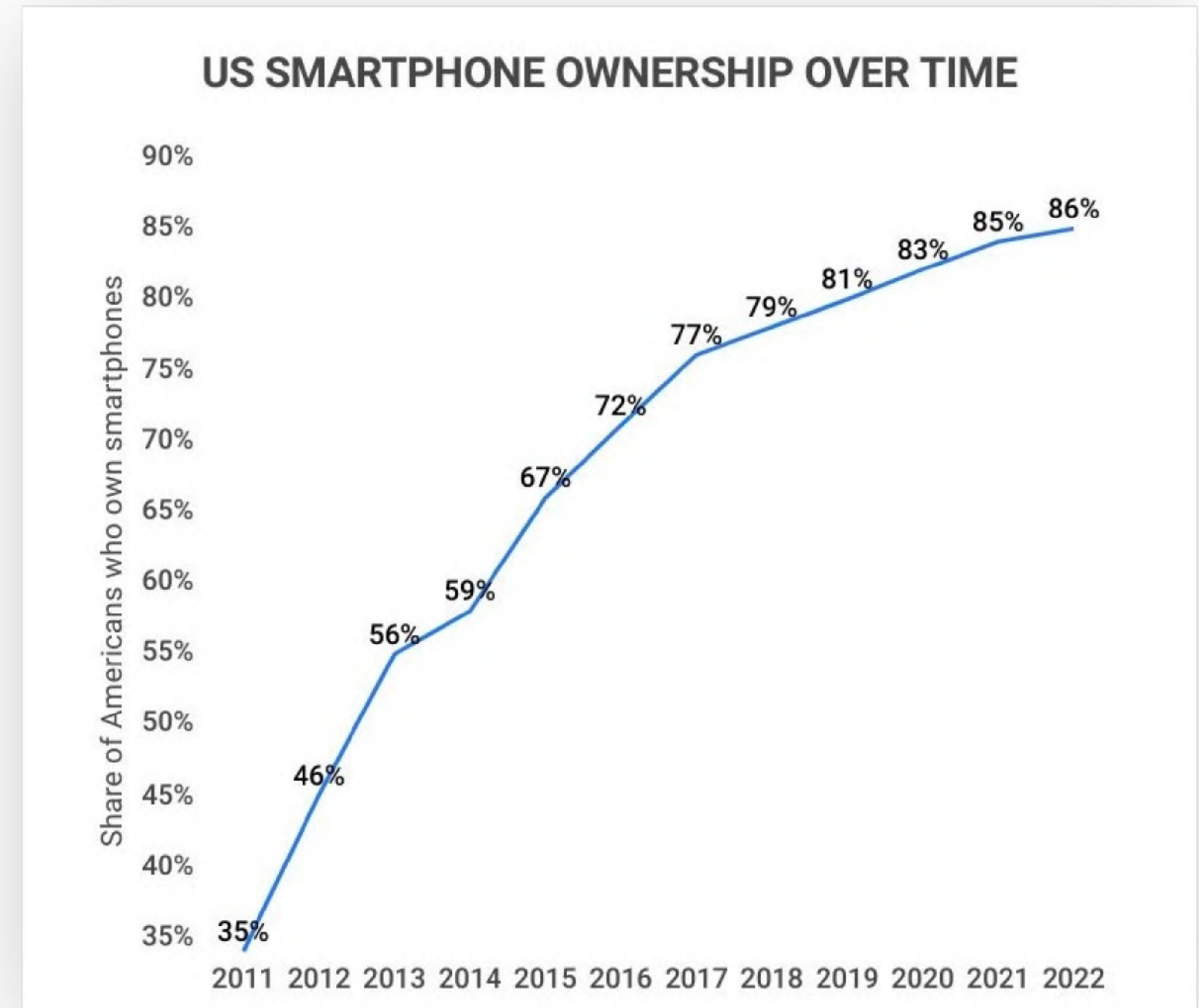
Smartphone use is at an all-time high in the US.

- **85%** of Americans own a smartphone
- **50%** of web traffic now originates from mobile
- **90%** of patients want to self-manage their healthcare leveraging technology

Preference has shifted from calls to messaging:

- **90%** of customers prefer text over phone calls
- **84%** want to use chatbots in the future
- **65%** of women 25 - 55 prefer chat

Zippia. "25+ Incredible US Smartphone Industry Statistics [2023]: How Many Americans Have Smartphones"  
Zippia.com. Mar. 2, 2023, <https://www.zippia.com/advice/us-smartphone-industry-statistics/>



WHY MESSAGING MATTERS: STAFFING IS CRITICAL

## Increase Volume; Decrease Labor

- **43%** of healthcare contact center leaders rank hiring / recruiting as their #1 challenge
- **57%** of healthcare executives are worried staff will burn out due to the high volume of repetitive tasks.
- **33%** contact center staff attrition rate ranks healthcare #1 across industries

>200%

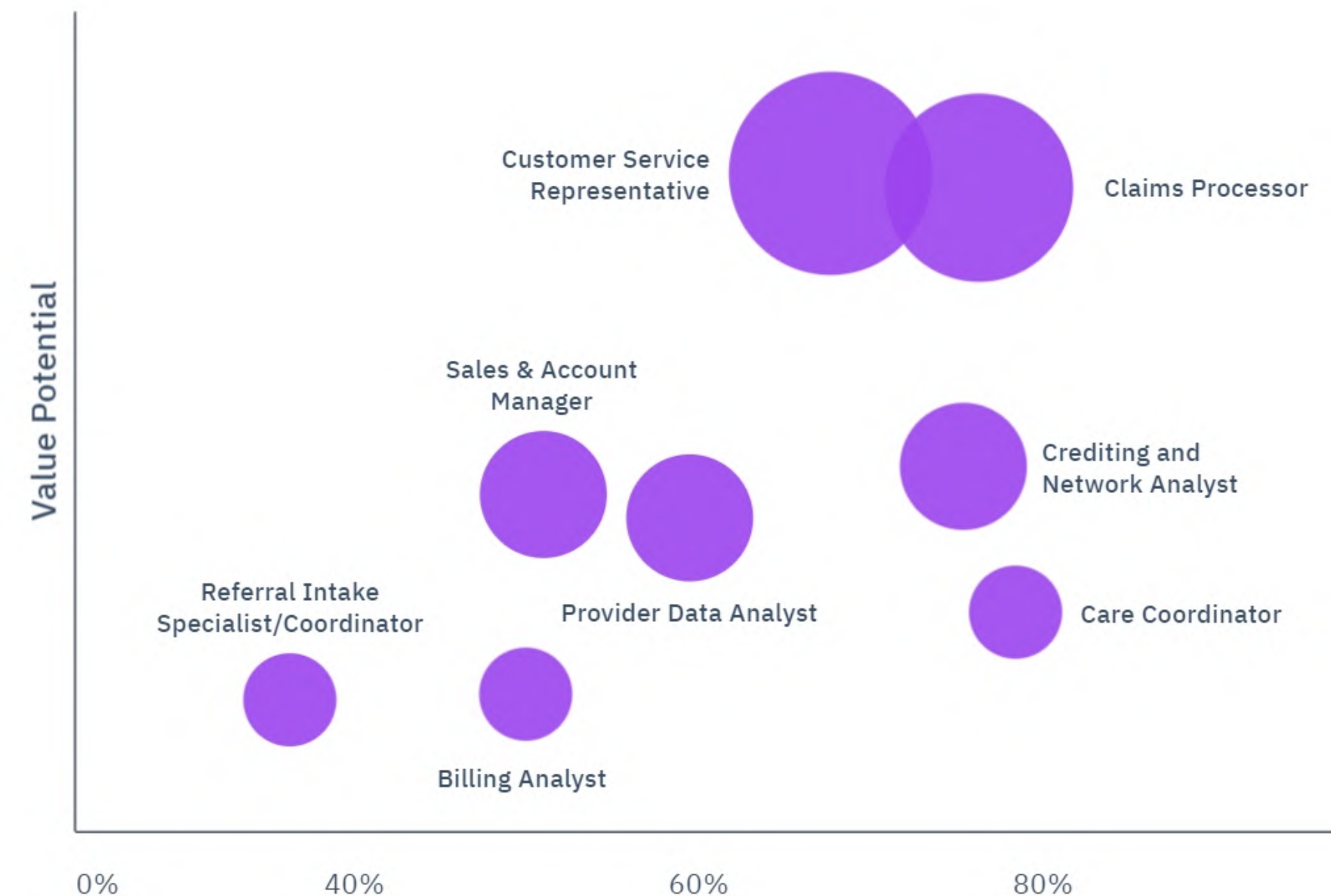
agent productivity gain



WHY MESSAGING MATTERS: FAST, EFFECTIVE, SUSTAINABLE

# Tech & AI Synergies = Instant ROI

- **60%** of healthcare organizations plan to increase their use of AI over the next three years
- **51,370** healthcare and medical apps were available on the Apple app store in 2022
- Consumers are interested in using technology for:
  - Scheduling (**62%**)
  - Prescriptions (**60%**)
  - Paying bills (**51%**)
- **85%** efficiency gains with full automation



# What about "Chat"GPT?

**ChatGPT** is an artificial intelligence chatbot developed by OpenAI. It is built on top of OpenAI's GPT-3 family of large language models and has been fine-tuned using both supervised and reinforcement learning techniques.

- **Chat:** The delivery mechanism - *basic prompt/response*
- **GPT:** The generative AI brains - *latest large language model*



# Common Message Channels



**Pro**

**Con**

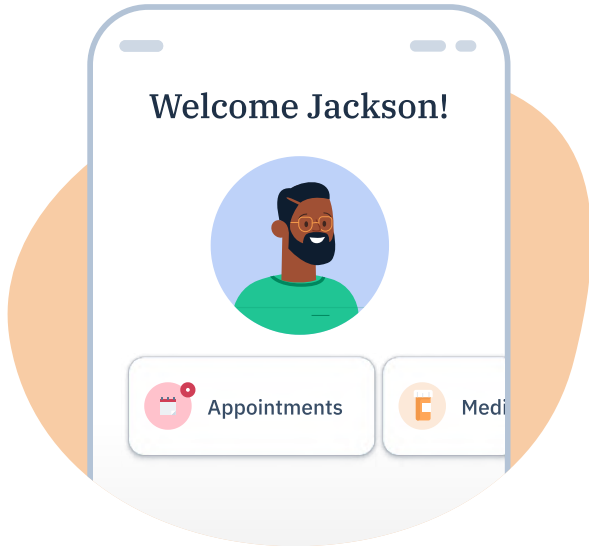
Short Message Service (SMS)	Email	In Portal Messaging	Instant Messaging
High Engagement	Inexpensive	Secure	Engaging
Not HIPAA Compliant	Asynchronous	Gated	Not HIPAA Compliant

# Messaging Everywhere

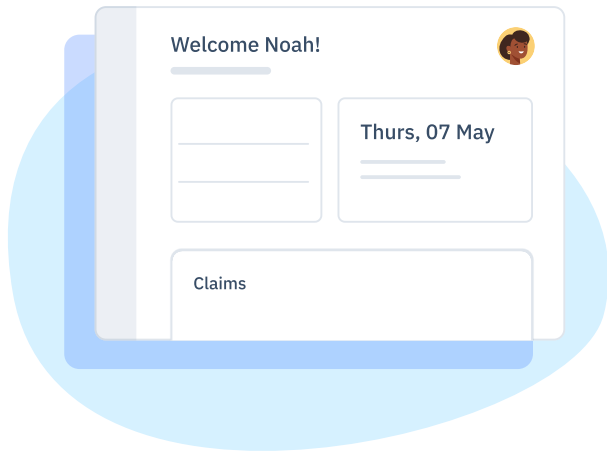
Public Website



Mobile App



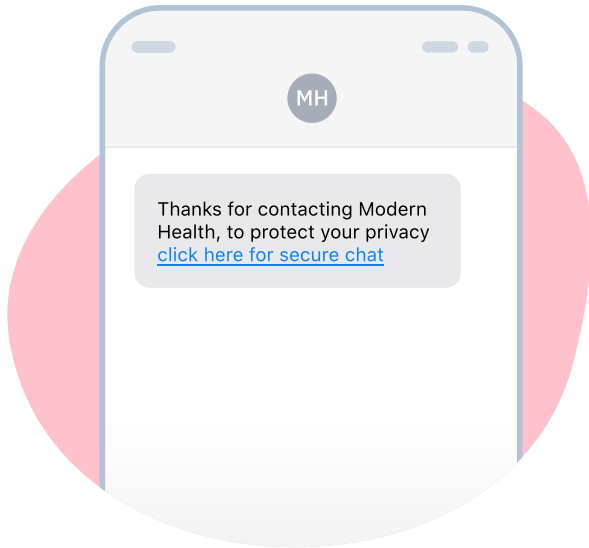
Secure Portal



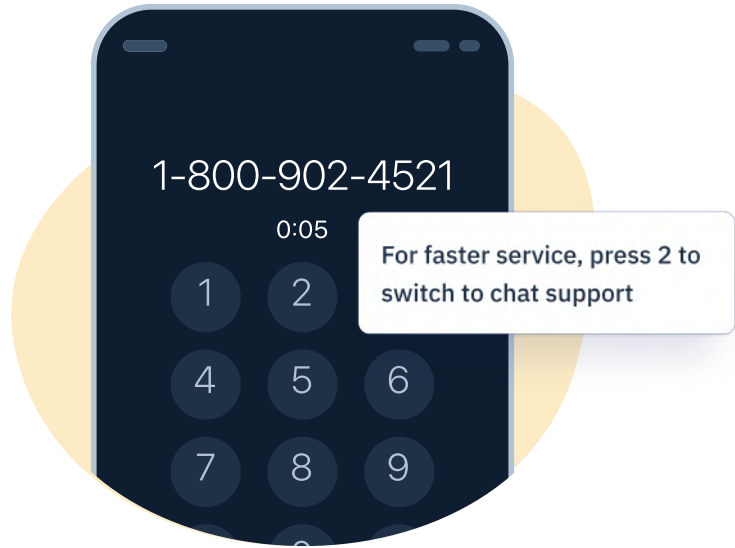
Email-to-Chat



Text-to-Chat



IVR-to-Chat





# Live Demo



# Top Considerations When Adding a Messaging Partner

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- Specializes in Healthcare
- HIPAA compliant and highly secure
- Includes basic functional features: *Live Chat, SMS, Chatbot*
- Speed to deployment
- Includes AI / Machine Learning / Natural Language Processing (NLP)
- Accessible across multiple marketing channels
- Easily integrated with existing MarTech stack
- Minimal IT resources required
- User-friendly consumer and agent UX
- Easy to configure and maintain
- Connect the dots to ROI

