CASE STUDY

Mobile Solutions to Increase Patient Engagement For Urgent Care

CITYMD

Delivering a great patient experience is a requirement for Urgent Care organizations. Patients are looking for convenience and comfort, as well as outstanding clinical care. Leading urgent care centers are using the power of Conversational AI to reach and engage their consumers after their visit to ensure an exceptional patient experience is continued into their home environment.

"PROVIDING AN EXCEPTIONAL EXPERIENCE INCLUDES ENGAGING OUR PATIENTS IN A WAY THAT IS CONVENIENT AND EASY FOR THEM. USING MPULSE MOBILE'S SOLUTIONS, WE ARE ABLE TO MORE EFFECTIVELY AND EFFICIENTLY ENGAGE OUR PATIENTS AND DELIVER ON OUR SERVICE COMMITMENT."

Ramu Kannan
Chief Information Officer
CityMD

CityMD is a leading Urgent Care group with over 100 sites in New York, New Jersey and Washington. They are focused on providing an exceptional patient experience through high quality medical care, convenient access and effective Aftercare services that facilitate a quick path back to health.

CityMD's Aftercare service engages patients about lab and imaging results, assisting with specialist appointments and answering care questions. In some situations, there is an urgent need to reach a patient about a specific health issue. Aftercare is also a valuable opportunity to survey patients about their experience, so that insights can be uncovered to further improve the care experience. The Aftercare touchpoints extend the reach of the CityMD team and form an important part of the patient's overall care experience.

Goals

CityMD wanted to increase the level of engagement of their patients to ensure they were getting all the care they needed. The Aftercare team had been using telephone outreach, with a response rate of 10%. CityMD implemented mPulse Mobile's text messaging solution to increase patient engagement and deliver operational efficiencies through Conversational AI when compared to the telephone channel.

Execution

CityMD incorporated mPulse's omnichannel mobile messaging capabilities into their Aftercare operations. Automated messages were triggered through CityMD's system when specific follow-up services were needed. Patients would receive follow-up text dialogues or emails based on their communication preferences. The solution included a broad range of follow-up areas such as coordinating referral follow-up, notification of lab and diagnostic imaging results, satisfaction surveys and information on urgent clinical topics.

RESPONSE RATES

10%

TELEPHONE

60%

mPulse
mobile
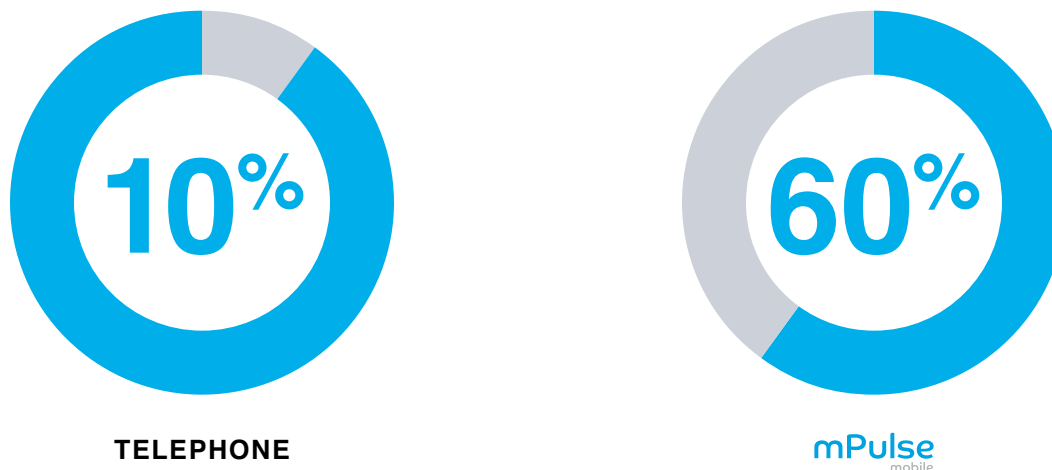
Results

Patients were significantly more engaged with CityMD's Aftercare services when conversational text messaging was used. Text messaging had a 60% response rate compared to 10% with telephone outreach.

Over the initial 8 months over half a million messages were triggered. These messages were a direct substitute for calls, which meant the CityMD Aftercare staff had capacity to take on higher value activities such as inbound call handling and more clinically focused follow-up.

About mPulse Mobile

mPulse Mobile, the leader in Conversational AI solutions for the healthcare industry, drives improved health outcomes and business efficiencies by engaging individuals with tailored and meaningful dialogue. mPulse Mobile combines behavioral science, analytics and industry expertise that helps healthcare organizations activate their consumers to adopt healthy behaviors.

With over a decade of experience, 70+ healthcare customers and more than 200 million conversations annually, mPulse Mobile has the data, the expertise and the solutions to drive healthy behavior change.

To ask a question or request a call, go to: mpulsemobile.com/contact

mpulsemobile.com