The Conversational Digital Front Door

Taking Appointment Requests to the Next Level

Today, a seamless appointment request experience is a strategic imperative for hospitals. With 93% of patients conducting healthcare research online, and 90% of patients willing to switch providers for a better digital experience, optimizing online access is key. One hospital set out to do just that. Here's what they found.

Chatbots Outperform Forms at a Major Healthcare Provider

A large health system with 14 hospitals and more than 50 outpatient and urgent care locations manages over two million appointment requests per year for 1,000 named providers. The hospital staffs a large call center that manages appointment requests that come in by phone or via the online appointment request form available on their website. Nearly 25% of all appointment requests come in through the website.

The digital team invested several months of effort to deliver a robust online appointment request form, ensuring it was mobile-optimized and responsive. After implementing all known improvements (e.g. real-time error checking, allowing partial submissions, inserting mid-form education), 8% of patients starting to request an appointment successfully submitted their request.

The hospital implemented an A/B test to measure how an automated appointment request conversation (chatbot) would perform against the form. After 50,000 appointment requests, the hospital found that the chatbot converted patients at 20%, a 150% improvement over the form.

The chatbot is generating 60K additional online appointment requests for the hospital per month. At a conservative estimate of $20 per lead (between advertising savings and incremental revenue), the chatbot is generating $1M+ in incremental value per month.

FORM
CHATBOT

> 150% increase in submission rate for chatbot over form

60K
> Additional appointment requests per month generated by chatbot

$1M+
> Incremental value per month generated by chatbot