CASE STUDY

notable

Marshall Health

Marshall Health Network serves a regional, multi-state population where broadband access, device availability, and digital literacy vary. Despite having virtual care capabilities, the telehealth service line was underutilized. Patients had limited visibility into booking options and relied on phone-based communication with staff.

Without self-scheduling online capabilities, a centralized virtual call center handled appointments and pre-visit “tech checks” to ensure patients could connect successfully.

Manual processes added steps to an already complicated scheduling workflow.

Marshall Health Network centralized scheduling, registration, intake, and appointment confirmation/cancellation into a single platform for primary care appointments. Notable’s AI scheduling solution replaced fragmented workflows with a streamlined, integrated experience, reducing duplicate outreach, eliminating conflicting patient notifications and simplifying technology management by consolidating multiple vendors into one platform.

The health system created customized telehealth appointment types and templates to unify EHR workflows. Patients follow specific steps in the AI workflows to ensure compliance with state licensure and plan coverage requirements: Patients are first screened for eligibility based on state of residence and payer rules; then, those who are ineligible are redirected to call-to-schedule prompts.

AI self-service scheduling allows patients to view telehealth capacity and book directly online. After booking, automated SMS and email reminders and messages are sent to maintain consistent outreach and reduce no-shows. By automating these steps, staff are freed to focus on complex patient needs.

Analytics and real-time insights help the health system clearly track new telehealth visits across providers and locations.

Implementation

Marshall Health Network first launched telehealth self-scheduling for a primary care pilot to validate self-scheduling workflows before expanding. The scheduling platform has since been rolled out to additional family

Serving patients across multiple states through a broad network of primary care, urgent care and specialty clinics highlighted the need for a cohesive digital front door. The introduction of automated online scheduling for telehealth appointments—allowing patients to book care without making a phone call—has transformed both scheduling efficiency and the patient experience.

Solutions Deployed

Telemedicine Self-Scheduling

EHR

Cerner

Market

West Virginia, Southern Ohio, Eastern Kentucky

Key outcomes

14

ambulatory locations implemented

medicine, internal medicine and other ambulatory sites; approximately 14 ambulatory locations are using the new telehealth workflows.

With the phased rollout, leadership can manage scope, optimize workflows, and better support staff through the transition.

Telehealth usage increased in the first week and continued to grow as more sites adopted the platform.

- 14 ambulatory locations implemented
- 658 encounters before self-scheduling implementation
- 792 encounters after implementation, including 125 self-scheduled appointments
- 134 additional completed telehealth encounters (20% increase)
- ~16% telehealth encounters are self-scheduled by patients

Virtual care call center staff reported that telehealth demand “has been phenomenal” since deploying Notable’s AI scheduling solution. Additionally, better visit throughput and reduced no-shows strengthen the organization’s financial performance.

“The combination of self-scheduling, a unified platform, and our strong internal support transformed telehealth into one of our fastest-growing access channels. Patients now have an easier pathway into Marshall Health, and that is a huge win for our community,” says Dr. Alfredo Morales, director of virtual care and telehealth for Marshall Health Network.

Marshall Health Network has achieved its goal of improving telehealth utilization, and the health system is delivering a modern, patient-centered experience.

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