

Rogers Behavioral Health Increases Admit Rate by 3x with Clinical AI

How Rogers is using Limbic to expand access, accelerate care,
and ease operational burden



About Rogers Behavioral Health

Rogers Behavioral Health is a nationally recognized, not-for-profit provider of mental health and addiction services. Rogers offers evidence-based treatment for adults, children, and adolescents with depression and other mood disorders, eating disorders, addiction, OCD and anxiety disorders, trauma, and PTSD. Committed to innovation and whole-person care, Rogers also invests in research, family support, and stigma-reduction initiatives.

Highlights

Scaling Smarter Behavioral Health

To better meet rising demand for services, Rogers Behavioral Health is partnering with Limbic to reimagine the way patients enter care. By embedding clinical-grade AI into their workflows, Rogers has a more streamlined and responsive system that supports patients from first contact while reducing strain on staff.

By adding a layer of AI to augment their team, Rogers is scaling behavioral health services without added operational burden or cost. It's a true win for patients, clinicians, and the organization.

Key Results

- **3x higher** admit rate
- **90.5%** patient satisfaction with intake
- **Up to 108% increase in access** for diverse groups

“It was incredible—mind blowing. The context and responsiveness **felt human**.”

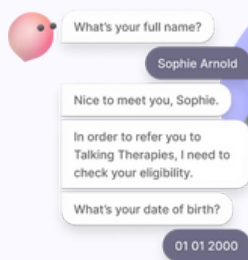







Patient
Rogers Behavioral Health

THE CHALLENGE

A Need to Reimagine Intake

Rogers Behavioral Health has long prioritized compassionate, timely patient care. As demand for services grew and patient preferences evolved, the organization saw an opportunity to reimagine its intake experience to enhance efficiency and expand access across channels.



-  **Streamline intake** to reduce time spent gathering repetitive information
-  **Enrich the quality and consistency of screening data**, especially in overflow call scenarios
-  **Empower staff** with more context to deliver confident, personalized care
-  **Create "always-on" access** for patients, including after-hours access and text-based communication
-  **Identify patient need to expedite** patients to the best level of care early in the journey

“Using Limbic puts our patients in the **driver's seat** offering real-time screening access on demand.”







Signa Meyers
Vice President of
Strategic Initiatives,
Rogers Behavioral Health

THE SOLUTION

AI Screening and Intake with Voice Support

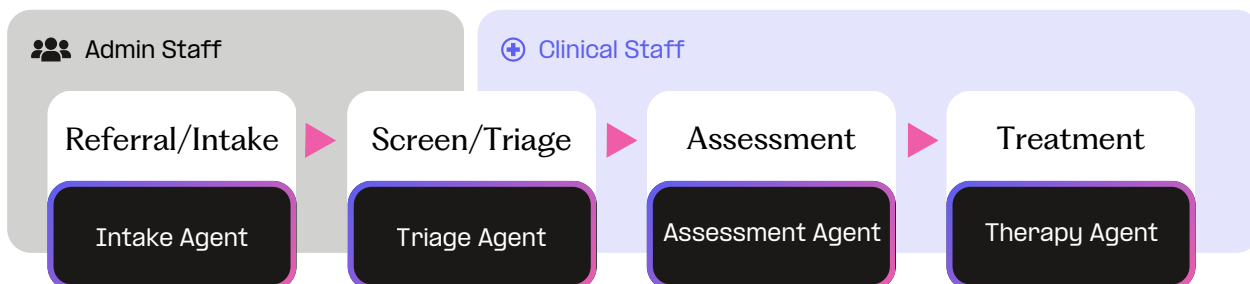
Rogers implemented Limbic's AI to engage patients in their moment of need, offering empathy, validation, and support as they take the first step toward care. This includes:

-  **Limbic's AI intake agent as a website chatbot** to guide patients through clinical screening
-  **Interoperability with existing systems**, including Salesforce and Cerner, for clinical efficiency
-  **A voice AI agent** to manage incoming calls, gather eligibility details, and ensure referral information is accurately captured
-  **Real-time routing and prioritization** based on AI-generated clinical intelligence



Limbic's AI Agents in Behavioral Healthcare Pathways

Traditional behavioral health pathways rely on hands-on support from staff at every step of the care journey, restricting access and extending time to care for patients in need. With Limbic, clinicians can focus on what they do best—delivering high quality, effective care to those who need it.



The Results

In the first phase of implementation, Rogers saw immediate, measurable gains across key performance areas:

Admit Growth Impact

3x

higher admit rate from AI–screened intake vs. web submissions.

Patient Satisfaction

90.5%

positive satisfaction with the Limbic AI experience.

Diversity in Access

+10.3%

Hispanic

+108%

Gender–fluid

+91%

Transgender

increase in screening participation from historically underrepresented groups.

Screening Volume

+2.24%

overall increase in screenings despite a 5.5% drop in phone volume.

Richer Data Capture



Risk indicators, referral details, insurance information, and SUD screening results, improving administrative efficiency and clinical decision–making.

“It’s impressive how seamlessly Limbic mirrored our existing process. Now our **staff go into calls more informed**—and we get [call information] almost instantly.



Sylvia Winzentsen

Director of Admissions,
Rogers Behavioral Health

Meaningful Shifts

Beyond the metrics, Rogers experienced operational and clinical improvements that point to deeper shifts in how care is delivered.



Data standardization that supports clinicians during the first patient touchpoint



Significant time savings for intake and clinical staff



Increasing patient engagement after hours and on mobile



Improved clinical efficiency with structured summaries of patient narratives



What's next?

Building on early wins, Rogers is integrating clinical AI across the entire patient journey with Limbic to:



Expand voice intake across the full spectrum of BH service lines, call requests and general inquiries



Collect standardized assessments on an ongoing basis



Support patients and monitor in treatment

In The News



Behavioral health provider Rogers to deploy AI chatbot from Limbic to speed up patient screening



Limbic launches voice AI agent to help behavioral health orgs with patient intake

Summary

The Rogers Behavioral Health and Limbic partnership marks a breakthrough in behavioral health delivery. For the first time, Rogers is expanding access, accelerating care, and improving outcomes without adding staffing costs or sacrificing quality. By adding a layer of clinical AI to support their teams, they have built a scalable model that meets patient demand and reduces strain on care staff. It is a sustainable approach to growth, without compromise.

“Using Limbic to create a better front door experience for our patients to get them the answers they need quickly has been a **game changer** for access at Rogers Behavioral Health.



Signa Meyers
Vice President
of Strategic Initiatives,
Rogers Behavioral Health

“The use of **responsible AI** has allowed patients another point of access to quality behavioral health treatment—one that allows them to reach out on their own terms.



Brian Kay, PhD
Chief Strategy Officer,
Rogers Behavioral Health



Learn more about Limbic
at www.limbic.ai