



CASE STUDY

# Automating Patient Access to Improve Efficiency & Experience



# Case Study



A leading U.S. health system modernized its patient access operations by deploying SpinSci Patient Engage, Patient Assist, and Patient Notify, enabling self-service workflows, proactive outreach, and real-time agent support within a unified, EHR-integrated platform.

## ABOUT THE ORGANIZATION

This organization is a large healthcare system, delivering inpatient, outpatient, and emergency care. Its contact center handles a high volume of patient interactions across scheduling, billing, pharmacy, and general inquiries, playing a central role in access to care. Operating within an enterprise EHR and cloud-based contact center environment, the organization aimed to modernize patient engagement while improving workflow efficiency across both self-service and agent-assisted interactions.

## THE CHALLENGE

### High Call Volume and Limited Self Service

The organization handled a high volume of patient calls across scheduling, billing, and pharmacy, many of which were routine but required live agent support due to limited self-service. Agents lacked a unified patient view, relying on manual EHR navigation, leading to longer wait times. Outbound patient communication was also reactive and manual meaning patients weren't contacted when they should be to prompt engagement.

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*“We were looking to modernize how patients interact with our contact center while improving how our teams manage those interactions. Bringing together self-service, real-time patient context, and proactive outreach has helped us create a more connected and efficient experience for both patients and staff.”*



**IT Leadership,  
Health System**



## THE SOLUTION

# Powering Patient Access and Engagement

The health system deployed Patient Engage, Patient Assist, and Patient Notify, integrating with Epic and the contact center to unify self-service, agent workflows, and patient outreach.

- End-to-end scheduling workflows including patient identification, appointment listing, booking, confirmation, cancellation, and rescheduling with real-time EHR updates
- Billing and pharmacy self-service capabilities allowing patients to review balances, make payments, check prescription status, and request refills
- Patient Assist dashboard providing agents with a real-time, 360° view of patient data, including demographics, appointments, referrals, and insurance, with seamless EHR screen pop
- Patient Notify enabling proactive outreach across voice and text for appointment reminders, referral and order follow-ups, billing notifications, and prescription pickup reminders

## OUTCOMES

Connecting self-service, agent workflows, and proactive communication improved patient engagement and contact center efficiency.

- Patients can complete scheduling, billing, and pharmacy tasks through self-service, **reducing call volume** for routine interactions
- Contact center **agents handle complex inquiries more efficiently** with real-time patient context and reduced need for manual EHR navigation
- **Proactive outreach** improves patient follow-through on appointments, referrals, and payments, reducing gaps in care
- Real-time updates across systems ensure consistency and accuracy of patient data
- A **scalable patient access and engagement model** that supports growth without proportionally increasing staffing needs



### PERFORMANCE



Reduced Call Volume For Routine Interactions

### RESOLUTION

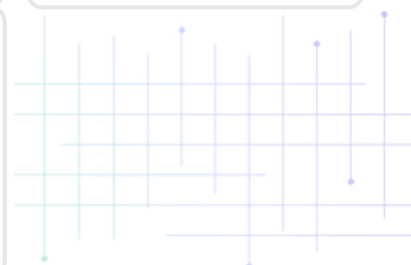


Improved Patient Follow-through

### SATISFACTION



Scalable Patient Access and Engagement Model





# Get started now

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