



CASE STUDY

Smarter Call Steering, Richer Agent Context, and Proactive Outreach at Scale



Case Study



A U.S. hospital system deployed SpinSci Patient Engage, Patient Assist, and Patient Notify to route calls intelligently, surface a 360-degree patient view at the moment of agent contact, and deliver automated referral and order follow-up in English and Spanish.

ABOUT THE ORGANIZATION

This organization is a large hospital system in Florida, providing inpatient, outpatient, and emergency care to patients across a broad service area. With high contact center call volumes and a patient population that spans English and Spanish speakers, the organization identified an opportunity to modernize how patients access care — and how agents deliver it — by integrating self-service, agent assist tools, and outbound outreach into a unified platform.

THE CHALLENGE

Access Workflow Gaps Driving Delays

Patients were reaching live agents for routine tasks that could have been handled through self-service, driving unnecessary volume. Without call steering to identify callers and intent, agents spent time on low-value interactions.

At the same time, every call began with manual EHR lookups due to lack of immediate patient context. Outbound follow-ups for referrals and orders also relied on agent availability, creating gaps between referral and scheduled care.

“

“We needed patients to get help faster — without always needing a live agent. And when they did reach an agent, we needed that agent to already know who they were and why they were calling. SpinSci made both of those things happen.”



**Director of Patient Access,
Florida Hospital System**



Transforming Patient Access

SpinSci deployed a fully integrated platform across the hospital’s contact center: Patient Engage for intelligent call steering and self-service, Patient Assist for a comprehensive agent dashboard with real-time EHR context, and Patient Notify for automated outbound voice and text outreach — all connected to the organization’s EHR.

- Patient Engage: AI-powered IVA for intelligent call steering across voice and chat, enabling self-service
- Patient Assist: Unified agent dashboard with a 360-degree patient view, surfacing search, summary, appointments, referrals, triage, billing, and medications in a single screen at call arrival
- Patient Notify: Automated outbound voice and SMS for referrals and orders, triggered from the EHR without agent intervention
- Native EHR Integration: Real-time, bidirectional data exchange across all three solutions, connecting contact center workflows directly with the patient record system

OUTCOMES

For a hospital serving a high-volume, bilingual patient population, the ability to route calls accurately, inform agents instantly, and follow up on care gaps automatically fundamentally changes what a contact center can do.

- **Reduced misdirected calls** through intelligent call steering that identifies patients, understands intent, and routes accurately without agent involvement
- **Faster, informed agent interactions** with appointments, referrals, billing, and medication data surfaced via screen pop at call arrival
- Automated EHR-triggered outreach for referrals and orders, **replacing manual follow-ups with voice and SMS** that close care gaps
- **Bilingual access** (English and Spanish) across self-service and outbound channels, ensuring consistent support regardless of volume or availability



REDUCTION

Reduced misdirected calls



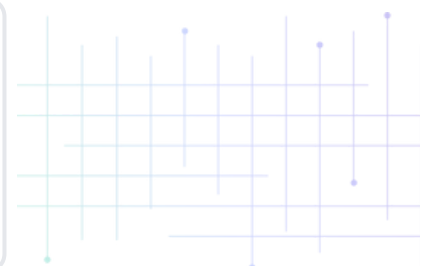
RESOLUTION

Faster and informed agent interactions



SATISFACTION

Replacing manual follow-ups with voice and SMS





Get started now

Find out why the world's leading health systems trust SpinSci.

[Book a demo](#)