hyro

AI-POWERED SEARCH AND APPOINTMENT SCHEDULING

Weill Cornell Medicine Increases Converted Appointments by 47% with Conversational AI

Weill Cornell Medicine

At a Glance:

47%
Increase in booked appointments

-31%
Decrease in website bounce rate

350%
Increase in average pages per session

600%
Increase in average session duration

Overview:

One of the largest healthcare organizations in the country, Weill Cornell Medicine is a leading academic medical institution with a strong mission to care, discover, and teach. On both a local and global scale, it is dedicated to enhancing human health by providing exemplary and individualized patient care, making groundbreaking biomedical discoveries, and educating generations of exceptional doctors and scientists.

Weill Cornell Medicine was looking for a digital engagement solution that would improve their website navigation while boosting patient access and acquisition. In just two weeks, Hyro deployed a customized conversational AI assistant capable of finding physicians based on multiple attributes, such as insurance plan, location, and language, and booking appointments end-to-end, with no training or coding required.

Challenge: Information Overload

As one of the largest healthcare organizations in the United States, Weill Cornell Medicine (WCM) employs hundreds of physicians across multiple specialties, serving thousands of patients in the New York City area.
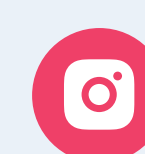
With the goal of delivering an outstanding digital patient experience, WCM maintains a robust website complete with an extensive physician directory, self-access health services, informational articles, and a patient portal.

Despite constant improvements to their digital front door capabilities, WCM noticed that online patient services were being underused due to overwhelming amounts of website pages and information. They pointed to cluttered website navigation as a key culprit, as patients were finding it difficult to find doctors, book appointments, and access their online portal.

> "We made the strategic decision to invest in automated patient engagement to improve our website navigation, increase access for existing patients, and boost new patient acquisition."
>
> CIO, Weill Cornell Medicine
> Curtis Cole

Solution: A Plug and Play Conversational AI Assistant

WCM was looking for a conversational AI solution that would help patients seamlessly find physicians, book appointments, and troubleshoot patient portal issues. With a small IT team and a need for a quick rollout, they were searching for a platform that wouldn't require heavy resources to deploy, train, and maintain while providing patients with a satisfying and hassle-free experience.

Within just 14 days, Hyro generated a plug-and-play conversational AI assistant capable of understanding and responding to patient queries that required no training and zero coding.

For more information regarding Hyro's Adaptive Communications Platform please visit **www.hyro.ai**, or email **contact@hyro.ai.**

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"What attracted us to Hyro was the sophistication and flexibility of their approach. They adapted to us rather than us having to adapt to them."
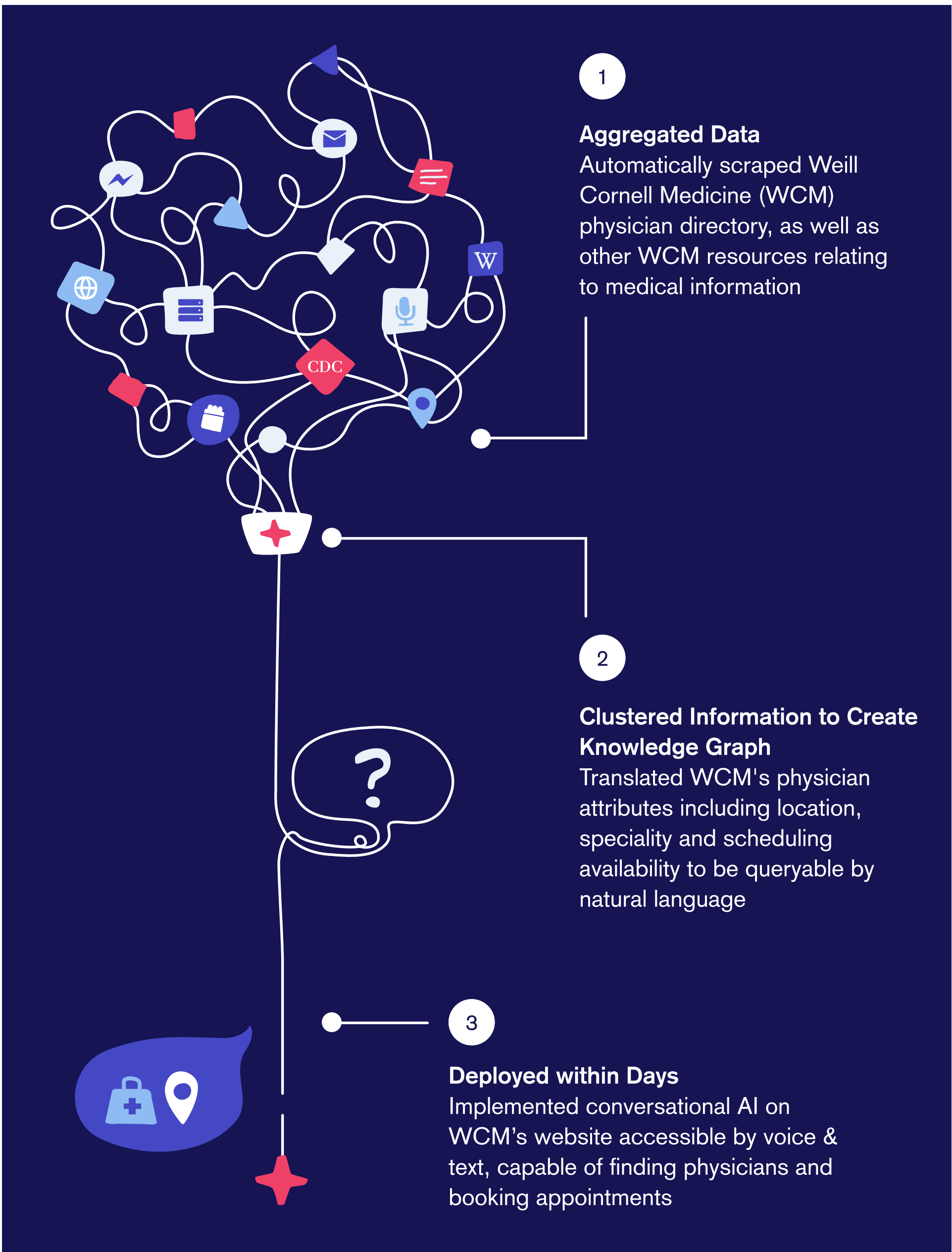
CIO, Weill Cornell Medicine
Curtis Cole

Hyro's process:

Hyro automatically ingested information from various data sources, including WCM's physician directory (containing thousands of individual physician pages) as well as other resources relating to critical medical information.

Next, Hyro's natural language engine automatically translated WCM's physician attributes including each one's location, specialty, accepted insurance plans, and scheduling availability to be queryable by natural language through text or voice, generating a conversational AI assistant capable of finding physicians based on multiple criteria. Hyro's integration with Epic EMR Systems, the largest and most widely-used electronic medical records system in the U.S., allows WCM's patients to seamlessly book physician appointments and medical procedures directly within a customized conversational interface.

1
Aggregated Data
Automatically scraped Weill Cornell Medicine (WCM) physician directory, as well as other WCM resources relating to medical information

2
Clustered Information to Create Knowledge Graph
Translated WCM's physician attributes including location, speciality and scheduling availability to be queryable by natural language

3
Deployed within Days
Implemented conversational AI on WCM's website accessible by voice & text, capable of finding physicians and booking appointments

An example of how Hyro handles various physician attributes:
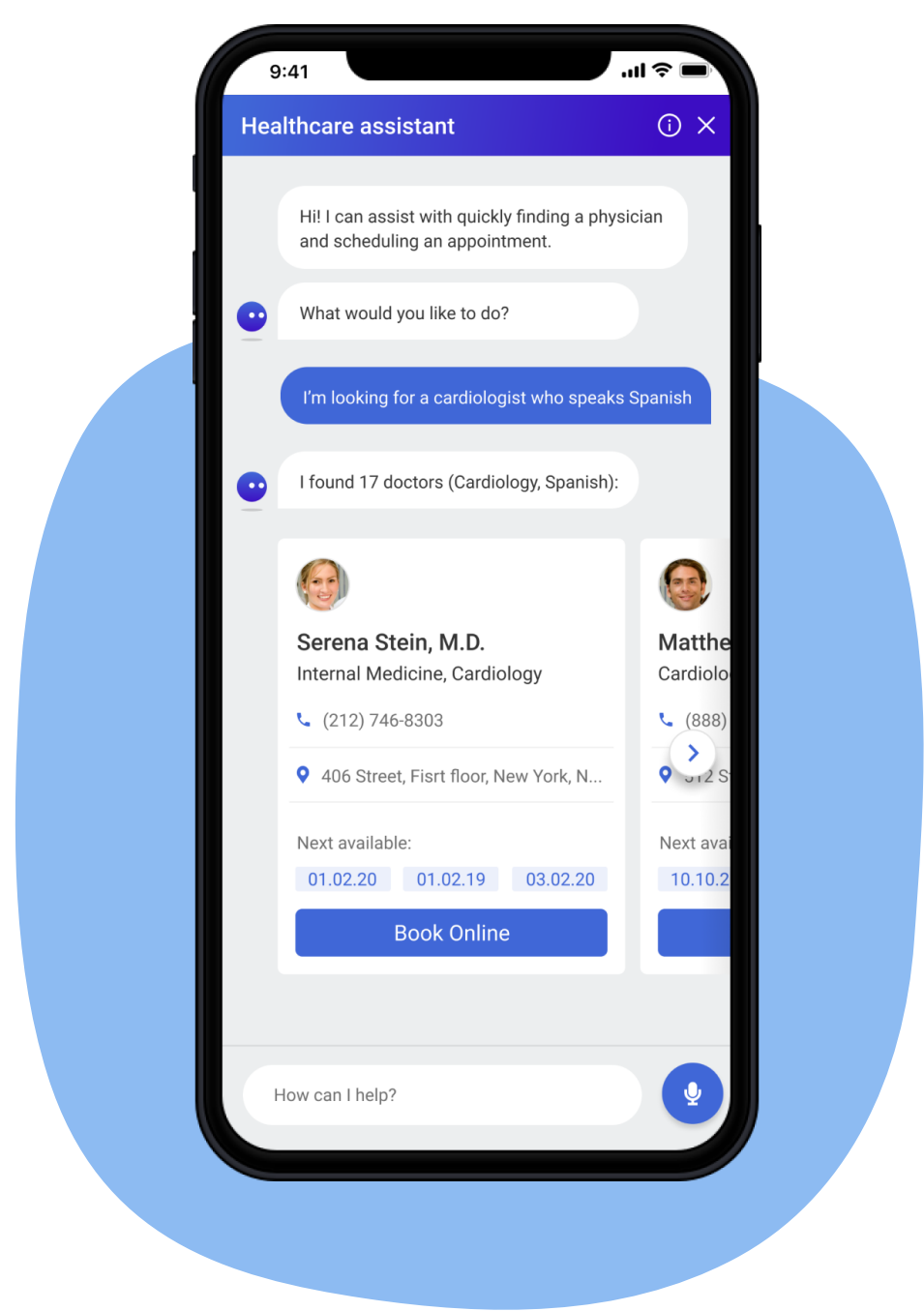
Patient View

Auto-scraped directory

+ Language   + Department
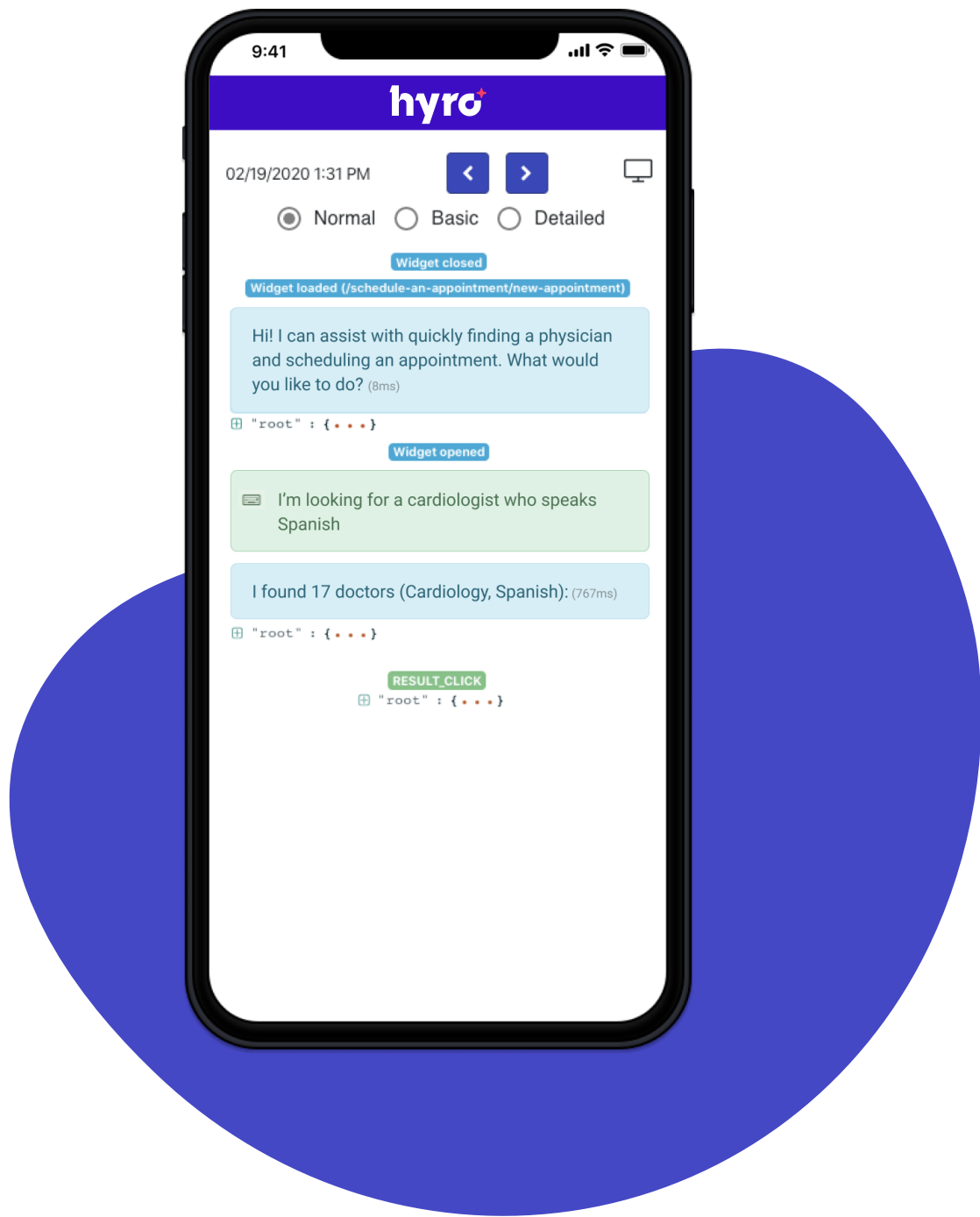+ Expertise   + Gender
+ Insurance   + Location

Auto-scraped attributes

+ Full Name   + Photo
+ Phone Number   + Address

Admin View

Tracked user actions

+ Date & time
+ Voice / Text
+ Bot utterances
+ Desktop / Mobile
+ User utterances
+ Click events

Results: More patients served, more meaningful conversions

After deploying Hyro, WCM noticed an uptick in key performance metrics, including more physician appointments booked and fewer patients navigating away from their website. They also observed that patients were staying on-site longer and consuming more information on different web pages.
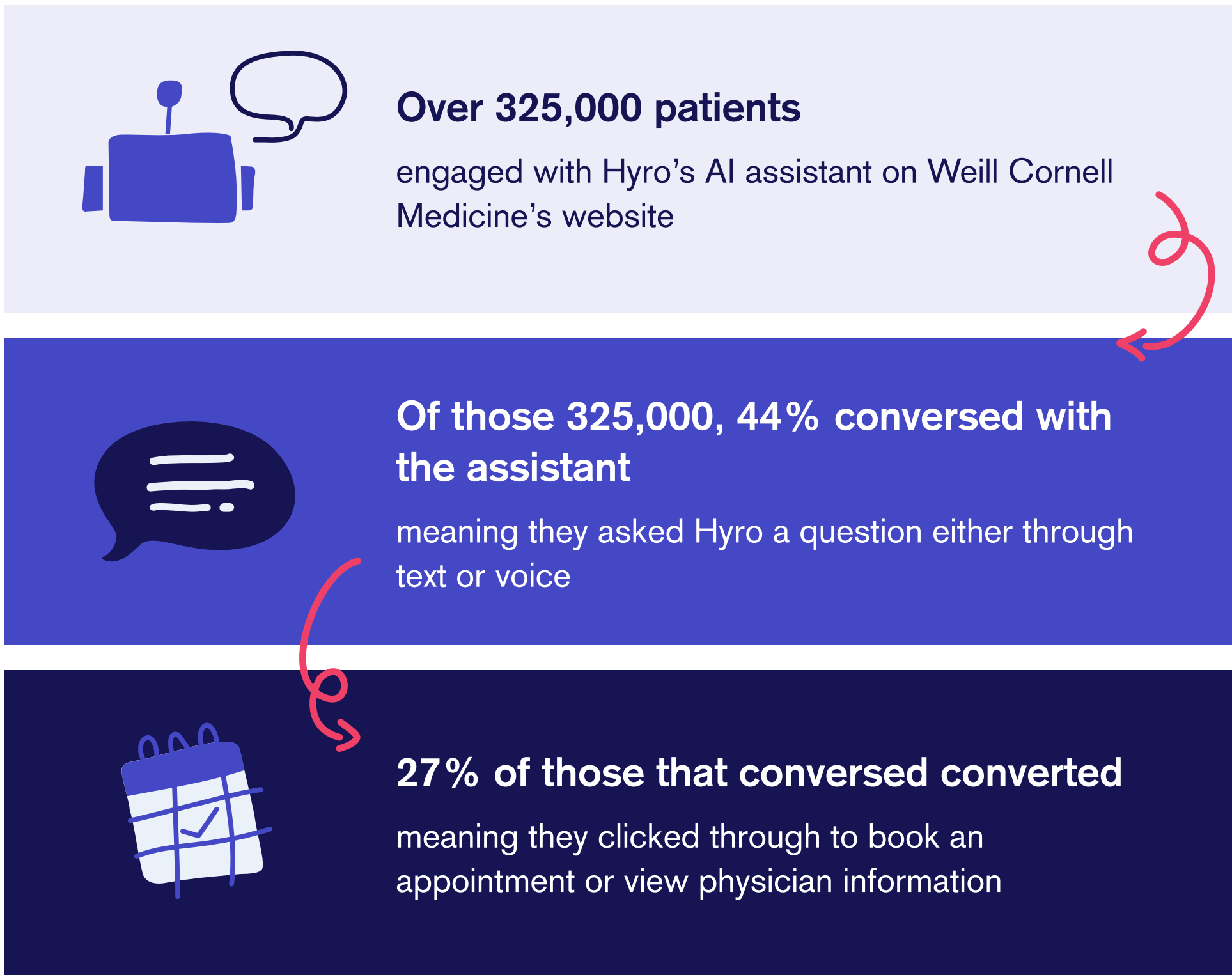
"Hyro's integration with Epic has been instrumental in enhancing the patient experience, particularly when it comes to booking appointments end-to-end. "
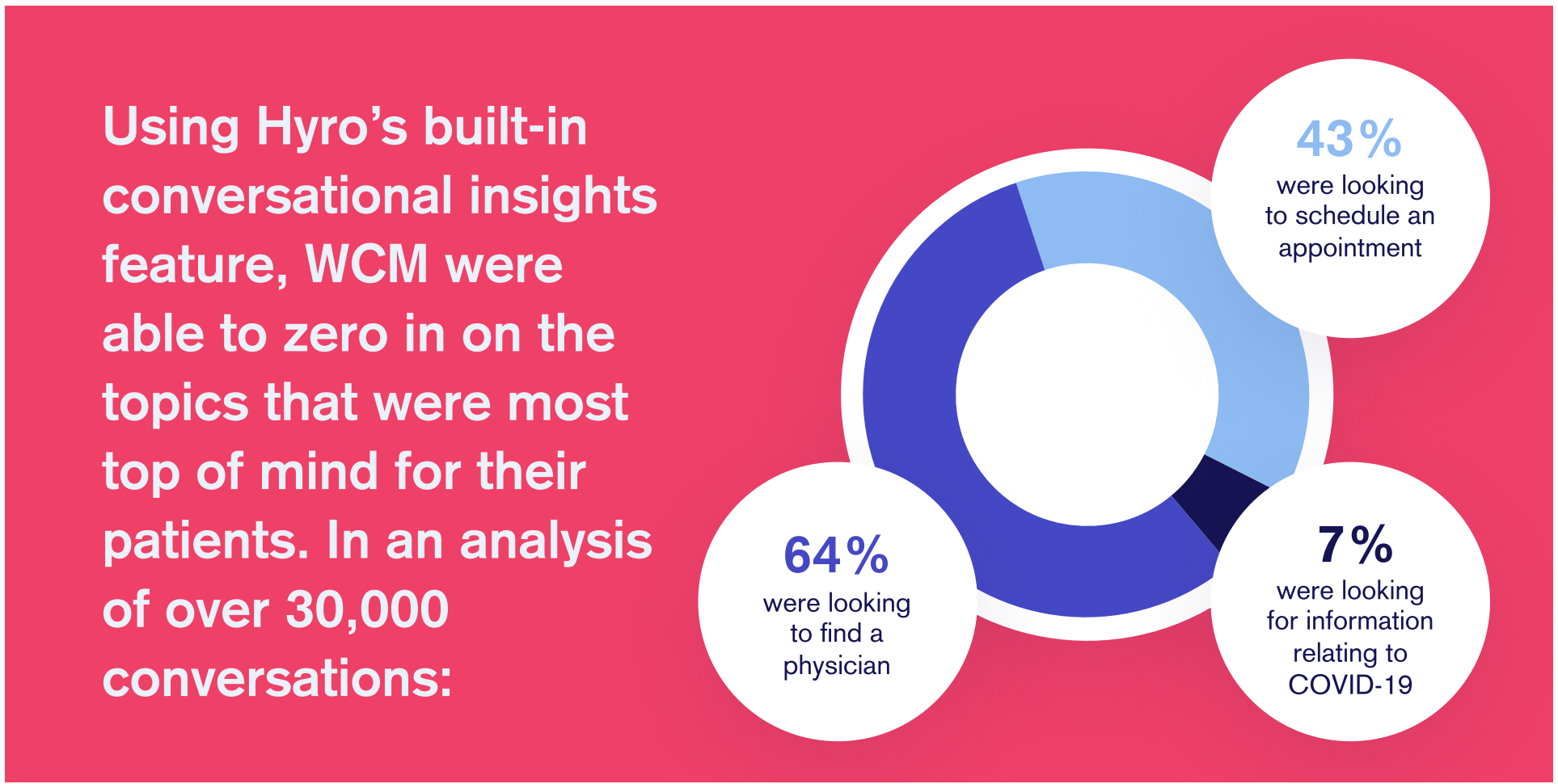
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These positive effects compounded over time. After six months of being live with Hyro:

Over 325,000 patients
engaged with Hyro's AI assistant on Weill Cornell Medicine's website

Of those 325,000, 44% conversed with the assistant
meaning they asked Hyro a question either through text or voice

27% of those that conversed converted
meaning they clicked through to book an appointment or view physician information

All told, Hyro's conversational AI assistant helped WCM increase booked appointments online by 47%. The adaptive conversational interface helped direct website visitors to relevant information on the topic they were interested in, increasing the average number of pages looked at per session by a staggering 350% and ensuring visitors spent more time on-site. By helping direct visitors to highly relevant content, WCM's website bounce rate decreased by 31%.

Using Hyro's built-in conversational insights feature, WCM were able to zero in on the topics that were most top of mind for their patients. In an analysis of over 30,000 conversations:

43% were looking to schedule an appointment

64% were looking to find a physician

7% were looking for information relating to COVID-19

Hyro's conversational insights engine broke this data down to an even more granular level, providing WCM with critical information about the specific attributes patients were searching for and the most common terms found in their search queries.

> "Hyro's ability to quickly add and scale new use cases with little client-side maintenance is increasingly valuable in a world where digital engagement has become essential."

CIO, Weill Cornell Medicine
Curtis Cole

What this means for you:

✦ **End-to-end AI-powered scheduling—**
Effortlessly sync with APIs, EMRs, and databases to schedule appointments

✦ **Automatic scraping and restructuring of service catalog—**
Easily pull from key directories and databases to keep your conversations fully updated and accurate

✦ **24/7 coverage of patient inquiries—**
Connect to patients without pause, including during off-hours or while out of the office

✦ **Unlimited access to certified information—**
Provide patients with access to reliable data via scraping of key webpages and certified sources such as the CDC and WHO

✦ **Boost patient acquisition rates—**
Convert web traffic into loyal patients with fast omnichannel experiences that reduce wait times

✦ **Industry-leading natural language capabilities—**
Increase your scope of engagement by understanding a wide range of patient phrasings, synonyms, dialects, and slang

✦ **Seamless handoff—**
Trigger smart handoff to manual agents for more complex tasks via integrations with Microsoft Teams, Twilio Flex, LivePerson, and more

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