



END-TO-END AI SUPPORT CENTER AUTOMATION

# How Novant Health Automated 85% of All Incoming Calls to Their Support Center



## At a Glance:



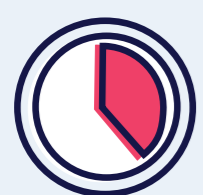
**85%**

Automated the majority of Novant's incoming calls



**~250**

Handled ~250 daily calls surrounding COVID-19 FAQs



**3 Seconds**

Reduced wait times from 8 minutes to 3 seconds



**Eliminate Fake News**

Mitigated misinformation across Novant's footprint

## Overview:

With over 2,500 providers, North Carolina's Novant Health Medical Group is one of the largest healthcare systems in the nation, serving millions of patients in North Carolina, South Carolina, Virginia, and Georgia.

In a partnership that started with finding physicians and scheduling appointments online, Novant Health turned to Hyro at the onset of the COVID-19 pandemic in the U.S. to help with automating FAQs and risk assessment. In January 2021, as attention turned to vaccination delivery, Novant Health needed help with solving a new, unique challenge through Adaptive Communications.

**In record speed, Hyro provided Novant with VAXA, an AI-powered vaccine access solution which actively automates and deflects 85% of all incoming calls to their Care Connections support centers, drastically decreasing hold times and improving their patient experience.**

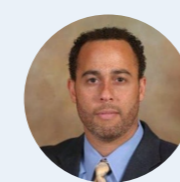
Through this and other successful initiatives, Novant Health's patients enjoy unparalleled omnichannel digital care. They can schedule physician appointments, enter their patient portal, obtain critical information, and get the help they need conveniently and easily from any device at any time.

## Challenge:

As news of a gradual vaccine rollout began spreading across the U.S., Novant experienced a dramatic surge of calls to its dedicated support center (Care Connections)—from patients eager to schedule vaccination appointments and gain clarity regarding

the vaccine—threatening to overburden support staff as well as leaving thousands of concerned patients unanswered. Novant was able to identify that 65% of all incoming calls revolved around vaccine eligibility, group timeline, and other low-touch FAQs that created long backlogs and repetitive work for the Care Connections team, and an average of 8 minutes hold time for callers.

**“Our Care Connections support center team is only so big, and we were getting calls that were taking up tons of time for general questions around the vaccine itself, its safety, its manufacturing, and its eligibility requirements throughout our Novant footprint. We were looking for a way to provide immediate lift for those call center teams.”**



Director of Digital Product, Novant Health  
Michael Guerin

Another cause for alarm was the accelerating spread of fake news and misinformation across Novant's communities surrounding the vaccine's safety and legitimacy. Novant sought a communications platform that would help deliver certified, accurate information to their patients while warding off unwarranted vaccine hesitancy and suspicion.

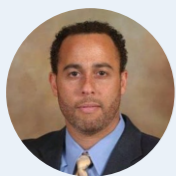
**Hypothesis:**

As patient call volume continued to mount, Novant, which had already been using Hyro's web-based virtual assistant on its homepage to help patients find physicians and book appointments online, needed a solution that would help deflect this abrupt uptick in calls and provide lift to their overextended live support teams, as well as boost system-wide vaccination scheduling.

Novant decided to deploy Hyro's VAXA, an AI-powered COVID-19 vaccine access solution in the form of a 24/7 call center assistant, with two main goals in mind:

- a. Deflect the influx of calls to Novant's Care Connections team by fielding low-touch vaccine-related FAQs
- b. Confirm patients' eligibility, offer continuously updated time slots, and schedule vaccination appointments with limited human intervention

“We were looking for a way to provide lift for our Care Connections team and Hyro reached out to say ‘we’ve got a voice automated solution to tackle frequently asked questions and schedule vaccine appointments, maybe you should try it out’. And we happily agreed.”

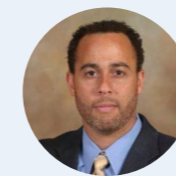


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VAXA provided this service to Novant patients and non-patients alike. Given the plethora of misinformation circulating the vaccine, the ability to distinguish fact from fiction proved crucial, and at times even life-saving and something Novant found essential to provide to their communities. On average, the automated assistant received and handled around **250 calls per day** from patients trying to get a hold of trustworthy information surrounding the COVID-19 vaccine.

More importantly, by leveraging VAXA, Novant was able to reel in all non-patients who called to receive information but ended up opening a MyChart account to schedule a vaccination appointment—enabling Novant to expand their patient base by offering them future assistance outside of COVID-19 services.

“One of the major things we've also been able to do through VAXA is to provide access to readily available facts when it comes to COVID-19 vaccine information. That's been huge in our community. There's so much misinformation out there, and being able to have an automated system to disseminate facts without delay in terms of call waiting times and so forth has been a big help in our communities.”

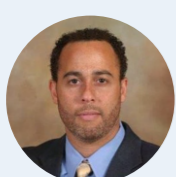


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**Results:**

Since deploying Hyro, a total of 10,000 calls have been routed to VAXA, including 8,748 conversations and 32,484 total automated messages, which have produced an industry-leading **85% deflection rate across Novant's entire Care Connections support center.**

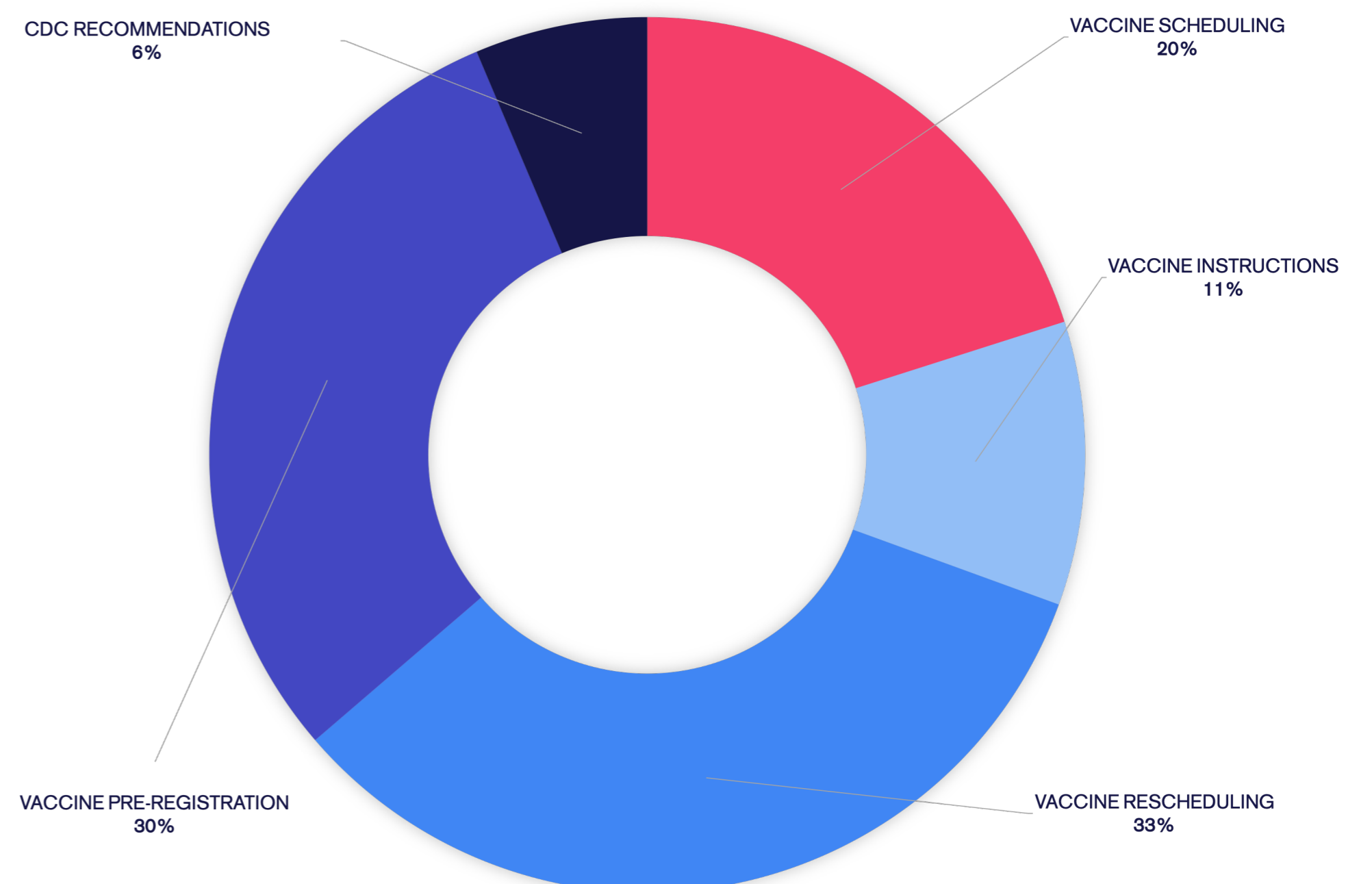
“We found through our reporting that out of the total call volume we get, **85% of our calls are routed to VAXA.** So we have a large volume—a large percentage of our call volume—where our callers are able to get their questions answered without having to go through a live agent, which provides a lot of lift for our call center teams.”



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Right off the bat, Hyro's deployment drastically reduced patient holding times **from an average of 8 minutes to 3 seconds.** VAXA's Adaptive Communications technology gave callers the option to rapidly obtain vaccine-related information and schedule inoculation appointments, providing Novant's Care Connections team with the lift they needed to take on more nuanced, complex issues at a much quicker rate.

VAXA: TOP SERVICES REQUESTED



Through thousands of patient interactions with VAXA, Novant was able to obtain crucial, anonymous, and objective conversational intelligence on their communities' top needs and services requested. In this instance, Novant was able to anticipate high vaccine demand, with **30% of patient interactions revolving around COVID-19 Vaccine Pre-Registration.** Novant was also motivated to examine and boost their rescheduling procedures with **33% of all patient conversations pertaining to Vaccine Rescheduling.**

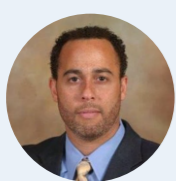




**What this means for you:**

- ✦ **Extreme call deflection—**  
Provide 60-85% lift for your call center staff by automating FAQs and repetitive tasks
- ✦ **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 callers into loyal patients with fast omnichannel experiences that reduce wait times
- ✦ **End-to-end AI-powered scheduling—**  
Effortlessly sync with APIs, EMRs and databases to schedule appointments
- ✦ **Industry-leading natural language capabilities—**  
Increase your scope of engagement by understanding a wide range of patient phrasings, synonyms, slang and dialects
- ✦ **24/7 coverage of patient inquiries—**  
Connect to patients without pause, including during off hours or while out-of-office
- ✦ **Automatic scraping and restructuring of service catalog—**  
Effortlessly pull from key directories and databases to keep your conversations fully updated and accurate

**“We are seeing a spike in callers opening up new MyChart accounts which provides us with new engagement opportunities for many of our campaigns.”**

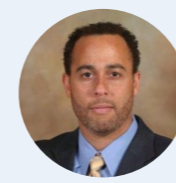


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**Future:**

VAXA is one of five Adaptive Communications interfaces currently live across Novant’s digital channels. In an ongoing process of growth and analysis of patients’ needs as they arise through millions of interactions across all Hyro deployments, more use cases are slated to unroll in the coming months including: specialty routing flows for web and voice, a social media virtual assistant, and a mobile app conversational layer.

**“The innovation of natural language processing and speech-to-text capabilities through Hyro’s Adaptive Communications Platform provides a natural interaction with automated technology for much of our customer base. For many, it may be their first engagement with conversational AI. Being able to consistently make improvements and iterative changes to keep abreast with our community, our callers and the folks that we engage with—I think it’s just been a tremendous experience, a positive experience for our customer base.”**



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