

OSF HealthCare saves over \$2.4 million in one year with Fabric's AI-powered virtual assistant

Summary

OSF HealthCare, an integrated health system in Illinois and Michigan, partnered with Fabric to develop and deploy an AI care navigation and virtual assistant solution that OSF named "Clare." After implementing Fabric's white labeled Digital Front Door® solution, OSF HealthCare realized many benefits, including:

Cost savings by avoiding 27 contact center FTEs

\$1.2M

New patient annual net revenue by changing consumer behavior

\$1.2M



Products

Fabric's Digital Front Door®

- Scheduling integration
- EHR integration
- Provider directory integration
- Asynchronous care and telehealth integration
- Pediatric content

About OSF HealthCare

OSF HealthCare is owned and operated by The Sisters of the Third Order of St. Francis, headquartered in Peoria, Illinois. OSF HealthCare employs more than 23,600 Mission Partners at more than 350 locations, including 14 hospitals – nine acute care, four critical access – with 2,192 licensed beds and two colleges of nursing throughout Illinois and Michigan. The OSF HealthCare physician network employs more than 2,400 primary care, specialty, and advanced practice providers.

Challenge

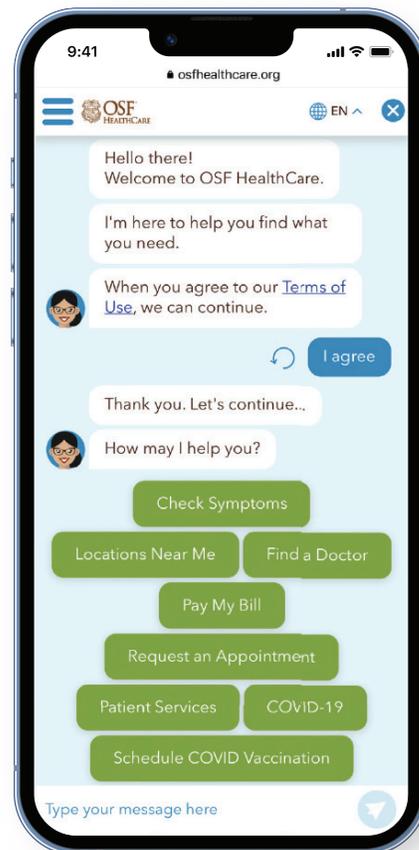
OSF HealthCare recognized a need to increase access to care, improve patient experience and satisfaction, grow their operating margin, and increase the number of patients served. OSF HealthCare identified digital health transformation as a critical strategic priority.

- Establish a single point of contact for a patient to schedule any service or to request information, including self-service options
- Provide ideal accessibility for all patient population segments, 24/7/365
- Deliver seamless patient navigation, enabling patients to access care and services when, where, and how they prefer
- Reduce contact center call volume

Strategy

OSF and Fabric collaborated to customize and implement Fabric's Digital Front Door® solution as the virtual assistant, Clare, on the OSF website. The software functioned as an AI virtual care navigation assistant, guiding patients to the best resources for their inquiry.

Clare acted as a single point of contact allowing patients to navigate to many self-service care options and find information on their timeline. Clare was available 24 hours a day to help patients—during and outside of business hours. This allowed patients to directly check symptoms, schedule appointments including asynchronous and telehealth appointment options, and understand the best online resources for their clinical or non-clinical needs. By seamlessly navigating patients to what they need, Fabric diverted calls from the call center.



Results

Contact center cost avoidance

\$1.2M

New patient annual net revenue

\$1.2M

“Fabric has been a true partner in shaping our digital patient experience. The fact that one in 10 of our patients interacts with Clare during their patient journey speaks volumes to the impact she has made at our health system. We are proud that Clare not only empowers patients to find and use the resources they need, but also that she provides instant satisfaction and closure that today’s patients desire.”

- Jennifer Junis, Senior Vice President, Digital Health, OSF Oncall