

CHRISTUS Health launched virtual assistant to increase vaccinations across four states

Vaccinating CHRISTUS communities required a configurable solution that quickly minimized provider and staff interactions. Automating scheduling and answering questions allowed CHRISTUS to prioritize provider availability to vaccinate patients.

Challenge

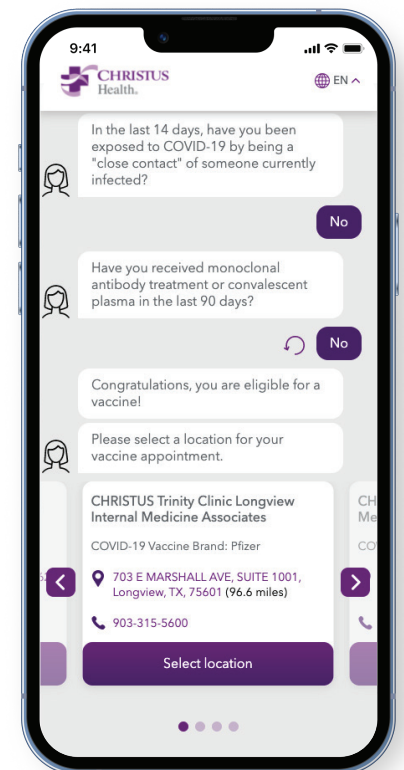
As a trusted partner in the communities it serves, CHRISTUS Health experienced a significant surge in demand from patients seeking COVID-19 information and wanting to determine vaccine eligibility and set appointments. CHRISTUS anticipated their call centers and support staff would be overwhelmed trying to answer everyone's questions.

Serving nearly 6 million people in Texas, Louisiana, New Mexico, and Arkansas, CHRISTUS needed a patient education and vaccine scheduling solution that could be rapidly deployed and configured to each state's specific distribution requirements, including:

- Rapid deployment of automated vaccine screening and scheduling at scale
- Ability to handle 5,000 simultaneous users
- Security measures to avoid malicious sharing of the booking URL
- Configurations that present each state's specific distribution requirements based upon a user's location

About CHRISTUS Health

CHRISTUS Health is a Catholic, not-for-profit health system that strives to deliver complete healing experiences that respect each patient. It is made up of more than 600 centers, including hospitals, urgent care centers, health insurance companies, ambulatory centers, and physician clinics. CHRISTUS Health is a community of 45,000 associates. The health system introduced its virtual assistant, "Christy," to help patients with questions, screenings, and scheduling appointments.



"[Fabric's] efforts over the last several weeks have enabled us to take necessary steps to try to control the spread of COVID and save lives. The sooner we vaccinate, the more lives we have the potential to save."

- Andria Cardinalli-Stein - Christus Health Ambulatory Chief Quality Officer, Northeast Texas Region

“Our COVID-19 Bot now makes it easy to determine if you qualify for the vaccine and schedule an appointment to receive it. Thank you to the CHRISTUS Health IS teams, our marketing team, and our partner Fabric for all the hard work. The requirements were complex and extremely fluid, but we responded quickly and efficiently. Great teamwork!”

- Stuart James, Space Christus Health Vice President, Deputy Chief Information Officer

Solution

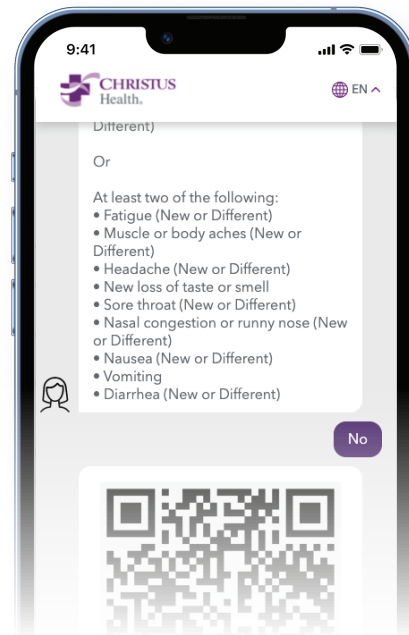
Fabric's vaccine experience was deployed on the CHRISTUS website in three weeks, allowing patients to self-screen from any desktop, smartphone, tablet, or web-browsing device. The endpoints were configured to reinforce CHRISTUS' state specific vaccination plans and resources. CHRISTUS chose Fabric as their partner for fast deployment, flexibility to add product capabilities as needed, and the ability to handle thousands of requests each second. Fabric's vaccine offering helped CHRISTUS meet patient demand for answers and appointment scheduling to receive the vaccine. The product included three major components:

1. Conversational AI assistant on the CHRISTUS website to guide patients to relevant information and resources
2. Navigation to self-scheduling tool for eligible patients
3. Outbound SMS patient alerts for eligibility status and appointment scheduling updates (Created as part of the tool but not utilized by CHRISTUS)

CHRISTUS partnered with Fabric to expand the AI-assistant on its website to screen for vaccine eligibility. Knowing there would be a high demand for appointments, Fabric configured the system to make sure their vaccine assistant could successfully handle over 5,000 hits per second. By implementing these load-bearing protocols, CHRISTUS avoided website crashes.

The addition of a hidden, single-use URL prevented link sharing. Fabric also added enhanced safety measures to mitigate the likelihood of the system being breached.

Due to the overwhelming success of the initial go-live, CHRISTUS requested Fabric to be their front-end solution, as the health system partnered with the State of Texas and local counties to manage vaccination sites in their region. Replicating the initial work, Fabric helped CHRISTUS launch a second site to accommodate patient demand.



Results

Patient screenings
in 10 days

500k+

Vaccine appointments
scheduled*

\$250k

Temporary call center
staffing costs avoided

\$250k

Patient call volume handled by
Fabric's virtual assistant

10,000

*(based upon availability)

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