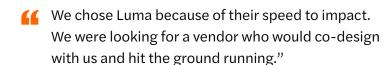# luma™ | ≋ Banner Health

Transforming the Digital Care Journey

By using Luma Health as the engine that integrates with other technology and powers patient communication, Banner Health and Luma Health have jointly innovated a better patient experience - from "text the CEO" hospital feedback programs to QR code scanning to check patients in at COVID-19 vaccination sites.

> **Banner Health evaluated more than 100 vendors and chose Luma Health.**

" We chose Luma because of their speed to impact. We were looking for a vendor who would co-design with us and hit the ground running."

Jeff Johnson,
VP of Innovation and Digital Business
Banner Health

Why Banner Health went with Luma Health

Providing **a digital experience is a must for Banner Health to meet the expectations of patients** who do many of their daily tasks online. "We're not just a healthcare organization that provides digital capabilities," says Johnson. "We have to be a digital company."

Banner is using Luma Health to improve the experience with:

Text the CEO Program

It's time to say goodbye to the paper-and-pencil comment box in a modern digital hospital, says Johnson. Instead, patients use Luma Health to text the hospital CEO.

Digital Imaging Experience

Imaging is simpler for patients, with automatic outreach when they've been referred and text-based prep before their procedures. The new experience has reduced no-shows by 20%.

Rapid Vaccination Check-in

Patients complete paperwork digitally, then simply show a QR code at their COVID-19 vaccination. Staff also use QR codes to attest to Banner Health's COVID-19 vaccination requirements.

Are you ready to achieve digital experiences like Banner Health's? Schedule a demo today.