*f*abric

Hackensack Meridian Health achieves 89% screening completion rate with with Fabric's virtual assistant

| Users	Completed screenings	Screening completion rate
53,000	12,500	89%

Challenge

About a year into the COVID-19 pandemic, New Jersey had nearly 900,000 cases of COVID-19 and 25,000 deaths. As the largest health network in New Jersey, Hackensack Meridian Health (HMH) provides care to people across the state.

About
Hackensack Meridian Health

Hackensack Meridian Health is a leading not-for-profit healthcare organization offering a complete range of medical services, innovative research, and life-enhancing care. Hackensack Meridian Health comprises 17 hospitals from Bergen to Ocean counties and is the largest, most comprehensive and integrated health care network in New Jersey. Hackensack has more than 35,000 team members and 7,000 physicians in a network with more than 500 patient care locations throughout the state.
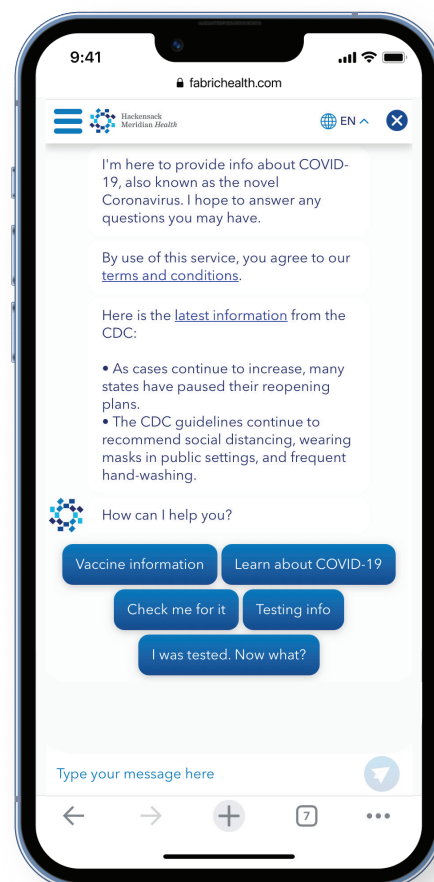
Solution

HMH and Fabric collaborated to launch SERA (COVID-19 Screener and Emergency Response Assistant) for automated patient screening, general information, and testing direction. The Fabric virtual assistant was named "Hannah" and configured to fit the health system's brand guidelines, deploying on all Hackensack Meridian Health website pages.

Website visitors were greeted with, "Questions about COVID-19? Ask Hannah!" Upon engaging with Hannah, the patient could enter a free text request or question for the Fabric natural language processing engine to guide them along the appropriate path. The deployment included three major modules: screening, FAQs, and testing.

Because of the high number of cases in New Jersey, HMH configured the screening protocols to exclude exposure risk factors, as many users reported possible exposure to the virus. The testing module guided patients to four endpoints based on whether they were awaiting test results versus not recently tested and experiencing symptoms versus symptom-free. Patients could also find best practices to follow while they awaited test results. Each endpoint in the screening or testing module was configured to drive utilization of Hackensack Meridian's COVID-19 response plan.

Results

Users	Completed screenings	Screening completion rate	Testing module engagements
53,000	12,500	89%	10,900
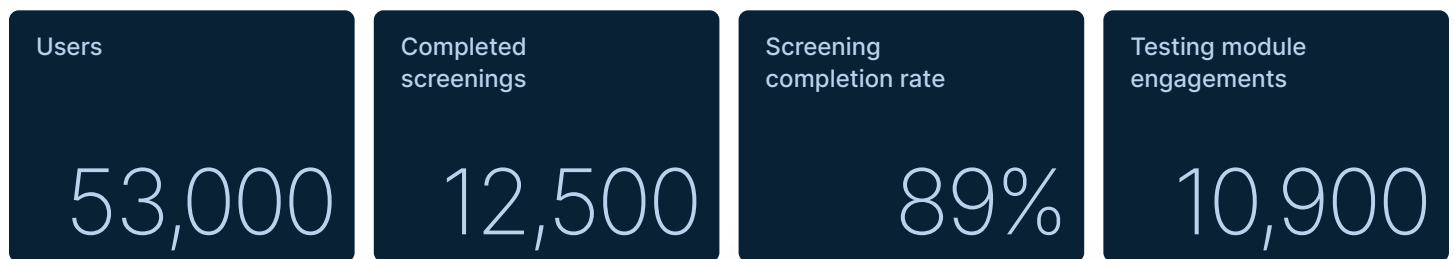
Due to the ongoing COVID-19 situation, patients needed the most up-to-date information about the virus and community protocols. Fabric continually incorporated the latest facts to help HMH's patients understand what action to take based on their symptoms.

The scalable screening offering gave patients immediate access to the information they needed, regardless of the time of day, day of week, or the number of users simultaneously using the service. HMH recognized this approach's value and flexibility over traditional solutions, such as call centers, ensuring they could meet their communities' needs as the virus spread and developed over time.

Hackensack configured the screening to shorten patients' experience, leading to a high completion rate and an expedited patient experience. The ease of the solution helped patients find the answers they needed and increased the likelihood of returning for future screenings.

Through the Fabric's platform testing module, HMH used AI to allocate the limited testing resources among patients likely to have contracted COVID-19. Incorporating the vaccine module allowed HMH to quickly navigate patients to the State of New Jersey's COVID vaccine eligibility and appointment scheduling information to manage the patient journey from initial inquiry to vaccine administration and follow-up. The software relieved admin staff's burden, simplified the research and appointment scheduling for consumers, and kept patients safe.