

Geisinger uses Fabric's Digital Front Door[®] chatbot to serve thousands of patients every week

Traditionally, when patients search for healthcare, they may make uninformed decisions or call into a nurse triage line. This leads to congested call centers, underutilized care, poor patient experiences, and decreased patient acquisition. Geisinger experienced a surge in demand for COVID-19 screening requests, appointments, vaccine eligibility, and other information.

Total patient users in 6 weeks

66,465

Median session duration

<1 min.

Of sessions outside of business hours

45%

Challenge

Geisinger realized early on that patients expect easy, digitally integrated access to healthcare. With increasing telehealth utilization and a need to reduce call center volume, Geisinger wanted to invest in digital self-service tools that patients could easily use.

Implementing a Digital Front Door[®] would allow Geisinger to handle the administrative burden more efficiently while providing patients better access to healthcare.

When news of the COVID-19 vaccine rollout coincided with rising hospitalizations, Geisinger anticipated overwhelming

impacts to its call centers and support staff to answer questions, determine vaccine eligibility, and schedule vaccine appointments. Because nurses are a highly trained resource, Geisinger needed them to field questions that required their clinical knowledge rather than respond to inquiries about directions to their facilities or pharmacy hours.

Adding to this challenge, vaccinating Geisinger's communities required a configurable solution to quickly prioritize provider availability for vaccinating patients by automating scheduling and answers to administrative questions.

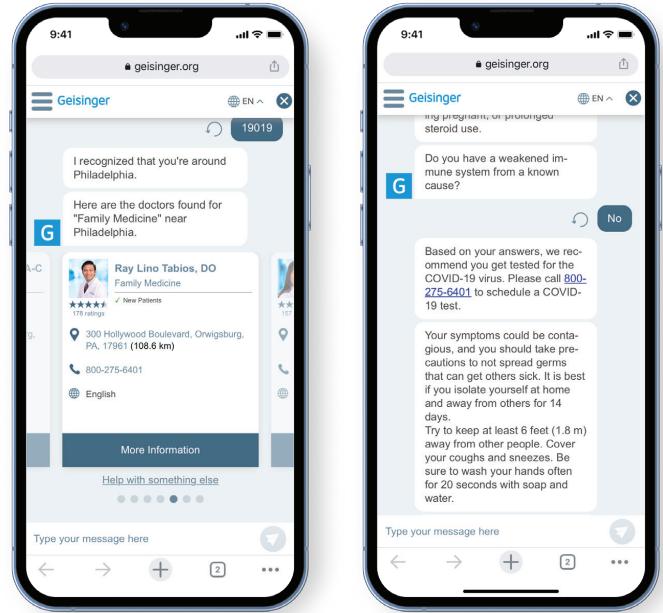
About Geisinger

Geisinger is committed to making better health easier for the more than 1 million people it serves. Founded more than 100 years ago by Abigail Geisinger, the system now includes nine hospital campuses, a health plan with more than half a million members, a Research Institute and the Geisinger Commonwealth School of Medicine. With nearly 24,000 employees and more than 1,600 employed physicians, Geisinger boosts its hometown economies in Pennsylvania by billions of dollars annually.

Solution

Geisinger expanded its digital engagement with Fabric's Digital Front Door® to boost its new patient base, improve current patient engagement, and increase the use of Geisinger-owned healthcare services. Fabric allowed patients to self-screen from any desktop, smartphone, tablet, or web-browsing device. The endpoints were configured to reinforce Geisinger's state-specific vaccination plans and resources. Next, Geisinger implemented Fabric's Digital Front Door® to easily scale with surges in demand, mitigating healthcare providers' burden.

Combining these two products comprehensively relieved the burden on administrative staff, simplified research and appointment scheduling for patients, enabled vaccination to keep communities safe, and saved lives.



Results

Patients per month

33,000

Patients using vaccination screening

8,249

Median session duration

<1 min.

Of sessions outside of business hours

45%

“Embedding the Fabric chatbot across our enterprise website, Geisinger.org, enabled seamless routing of over 27K consumers in a week to key information on vaccine eligibility and instructions on how to schedule in our patient portal.”

- Sarah Sommer, Vice President of Digital Engagement, Geisinger