



# Patient Access and Acquisition: Removing Barriers to Care



Patients demand easier access to healthcare: digital tools to find doctors and locations, schedule appointments, complete intake forms, pay bills – supported by frictionless access to live conversations when needed.

*Orbita Patient Access and Acquisition* removes barriers to care, enabling providers to reduce the burden on staff by eliminating redundant tasks and requests. Plus, it helps organizations capture revenue by streamlining patients' ability to find information and take action.

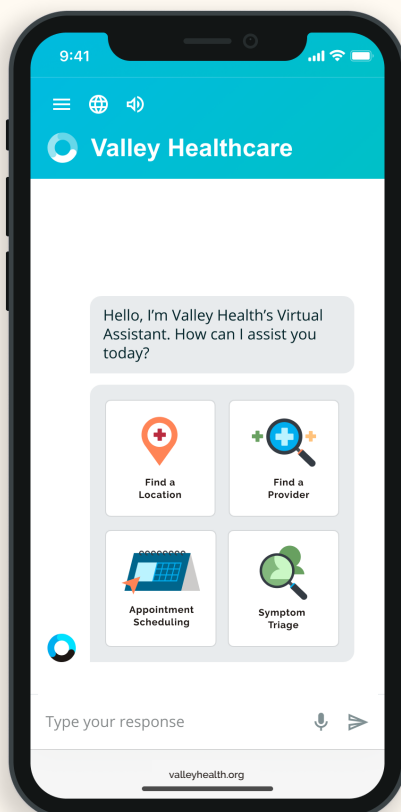
**60% of consumers expect their digital healthcare experience to mirror that of retail.**

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## Current “Chatbots” Often Fail

Many organizations have implemented a simple chatbot on their website – and mistakenly believe it fulfills the current digital imperative. But first-generation “digital front doors” fall well short.

- Difficult to navigate, today's chatbots lack dynamic functionality and are unable to support complex conversational scenarios.
- When they fail, frustrated patients phone their provider's office, only to become enmeshed in games of telephone tag due to inconvenient office hours and staff shortages.



## A Positive Digital-First Experience

Supported by natural language processing, *Orbita Patient Access and Acquisition* is trained to understand the words and phrases patients naturally use. It triggers thoughtful dialogs to pose questions, probe for details and home in on precise information patients seek. In addition, it can detect urgent issues and reroute the conversation – a patient seeking information about emerging severe chest pain can be directed to the nearest ED location, for example.

Orbita's enhanced conversational approach navigates patients through as many as 30 factors and conversational variables. Due to the hyper-personalized and intentional dialogs, patients rarely abandon the interaction – prompting action like scheduling appointments and completing paperwork.

- Prevent patient leakage with enhanced experiences on par with other industries
- Capture revenue with tools that drive patient interactions with healthcare information and services more quickly
- Streamline operations with automated workflows that alleviate workforce burden

**50% of consumers say that one bad digital experience with a healthcare provider ruins the entire experience with that provider.**

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# Orbita's Unique Approach

Healthcare-specific, the Orbita portfolio was developed by skilled technology experts with a proven record of excellence and success.

- Individual solutions are built on the powerful Orbita conversational AI platform to provide functionality – and deliver value – far beyond what conventional point solutions offer.
- Clients seeking the convenience and speed of developing solutions specific to their own use cases internally have the option to implement the full SaaS platform.

"Driving patient engagement and satisfaction are critical goals for our digital front door. We're excited about how Orbita can help us to meet these goals while reducing the burden on our call center."

Allie Sonsthagen, Director of Marketing Technology & Analytics at ThedaCare



## Multilingual

The solution can translate requests into more than 100 languages.



## Multichannel

Orbita offers integrated multichannel functionality, deploying its virtual assistant across web, text, voice (IVR), and smart speaker (e.g., Alexa, Google Voice) modalities.



## Customizable knowledge bases

Orbita delivers fully customizable knowledgebases that can adapt and grow over time to make the virtual assistant more efficient.



## Low-code studio

Orbita provides tools to ensure solutions are customizable and extensible – with minimal strain on client IT resources.



## White-glove service

Monthly touchpoints and quarterly business reviews ensure the project meets/exceeds expectations and performance objectives.



## Dashboards and analytics

Clients have access to intuitive dashboards that provide real-time data, as well as analytics/reports, so leaders can assess virtual assistant performance and make adjustments for greater efficacy.



## Security and privacy

Orbita has attained and maintains industry-standard certifications including ISO 27001, ISO 27701, SOC 2 Type II and Privacy Shield – and is pursuing HITRUST CSF certification.

# orbita

To learn more, email [hello@orbita.ai](mailto:hello@orbita.ai) or schedule a demo at [go.orbita.ai/orbita-request-a-demo-or-trial](https://go.orbita.ai/orbita-request-a-demo-or-trial).