

MLK Community Healthcare reaches more patients with conversational AI

Users completed screenings in Spanish

1:5

Screenings completed

88%

Of patient engagements were new patient interactions

37%

Challenge

During the winter of 2020, MLK Community Healthcare (MLKCH) had the highest percentage of hospitalized COVID-19 patients within a 15-mile radius. MLKCH serves the predominantly Hispanic (70%) and African American (22%) communities of South Los Angeles, one of the hardest-hit in the nation. MLKCH's service area became a tragic illustration of health disparities during the pandemic and the pandemic's disproportionate impact on minority communities. MLK Community Healthcare was searching for creative solutions to remotely assess patients reporting COVID symptoms, expand telehealth services, answer COVID-related questions, and screen community members for vaccine eligibility.

Customer Goals:

- Rapid deployment of multi-channel digital communication efforts
- Provide information to and engage patients with acute symptoms
- Safely direct patients to appropriate care settings
- Efficiently screen, qualify, and schedule patients for vaccinations
- Communicate with patients in their preferred language

About MLK Community Healthcare

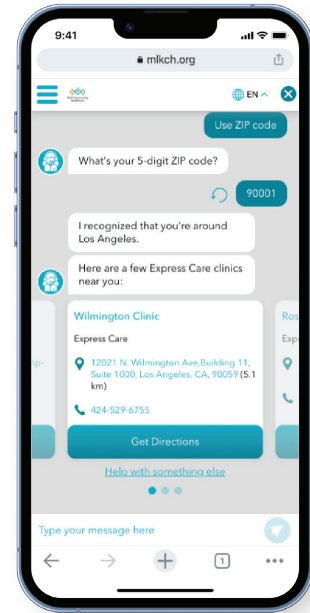
MLK Community Healthcare is a private nonprofit, safety-net hospital and health system serving 1.3 million residents in South Los Angeles. MLKCH is focused on patient-centered, coordinated care delivery using innovative approaches for community-based prevention and disease management—inside and beyond hospital walls. The system's hospital, Martin Luther King, Jr. Community Hospital, is a 131-bed hospital that provides general acute care.

“Mia is friendly, empathetic, bilingual, and readily available. These traits make her well equipped to lead positive and meaningful engagements with our community by providing real-time access to resources, information, and care recommendations when they need it.”

- Elaine Batchlor, MD, MPH, CEO, MLK Community Healthcare

Solution

MLK Community Healthcare implemented Fabric’s bilingual virtual assistant on the health system’s website homepage and named it “Mia.” Mia engaged with patients via AI chat to screen for COVID-19 symptoms and risk factors, inform vaccine eligibility, answer common COVID-19 questions, and direct patients to the appropriate hospital resources. In addition to Mia, MLKCH also leveraged Fabric’s SMS outreach feature to notify patients on vaccine availability and eligibility. This virtual assistant offered patients with on-demand, personalized self-service, 24/7/365. Outside of COVID-19 solutions, MLKCH used Fabric’s Digital Front Door®, providing triage and intake appointment requests to reduce call center congestion and improve the patient experience.



Results

Mia, the virtual assistant, was deployed to all pages on the MLK Community Healthcare website, allowing patients to self-screen from any desktop, smartphone, tablet, or web-browsing device, 24/7/365. Over the course of a year, Mia facilitated both COVID symptom and vaccine eligibility screenings for over 5,000 community members with an 88% completion rate. 22% of screenings were conducted in Spanish.

With the MLKCH mission of making healthcare more accessible for everyone, the health system saw great value in an emphatic virtual assistant like Mia. Patients appreciate the ease of texting their questions to a chatbot that responds with simple, everyday language to direct them to the right points of care.

Screenings for community members

5,000+

Completion rate

88%

Of patient engagements were new patient interactions

37%

Of screenings in Spanish

22%

“With these new capabilities, we expect to provide a better, more comprehensive experience for our community members, with the added benefit of offloading some of the volume in the ambulatory call queue. If you ask Mia, her dream is to be the person the community can count on for help 24/7.”

- Tracy Donegan, MHA, Chief Information and Innovation Officer, MLK Community Healthcare