



Conversa Chosen as a Leading Care Management Virtual Health Assistant

Global healthcare innovation and insights firm, Health XL, recently produced a report on the growing interest and use of Virtual Health Assistants (VHAs). Included below are some key findings from their report.

VHAs are relational agents or interfaces that are infused with the knowledge of a specific domain that supplement the need for human agents in wellness, healthcare, disease management. VHAs enable sharing data, and boost health system capabilities without having to add more bodies. VHAs aim to streamline the healthcare experience for everybody – patients, payers and caregivers.

VHAs may take any form factor – they may be voice-based through a home assistant or chat-based via your phone or desktop. AI is generally the underlying technology of virtual health assistants, bringing new capabilities that address many of healthcare's current challenges. The utopian world of healthcare in our minds could actually be reality, if done right.

The Problems Facing Healthcare Stakeholders

- **High & Rising Costs:** Primary Care, which should be the entry point for healthcare support, can be expensive and/or inaccessible to many
- **Disconnected loop:** Patients, doctors, other caregivers and their facilities struggle to maintain an easy communication flow
- **Lack of access** due to financial burden of physical proximity
- **Poor shared understanding of health** resulting in low adherence rates and unnecessary readmissions
- **Administrative burden** is mounting on Healthcare Practitioners and Payers
- **Inefficient Workflows:** Complex inventory and Supply Chain Management at hospitals



The Opportunity for Consumers and Patients:

- Reduce cost of unnecessary face-to-face visits
- Better understanding of their treatment and health plans; shared decision-making
- Increase access to appropriate services and referrals
- Enable self management



The Opportunity for Pharma:

- Closer understanding of consumer needs – move from transaction to value based care
- Clinical trials participant engagement and retention
- Encourage increased adherence to drugs
- Ongoing symptom management



The Opportunity for Providers:

- Provide care while reducing in-person visits
- Continuous risk stratification
- Status changes in clinical and SDOH
- Reduce administrative burden
- Easier in-hospital communication and inventory management



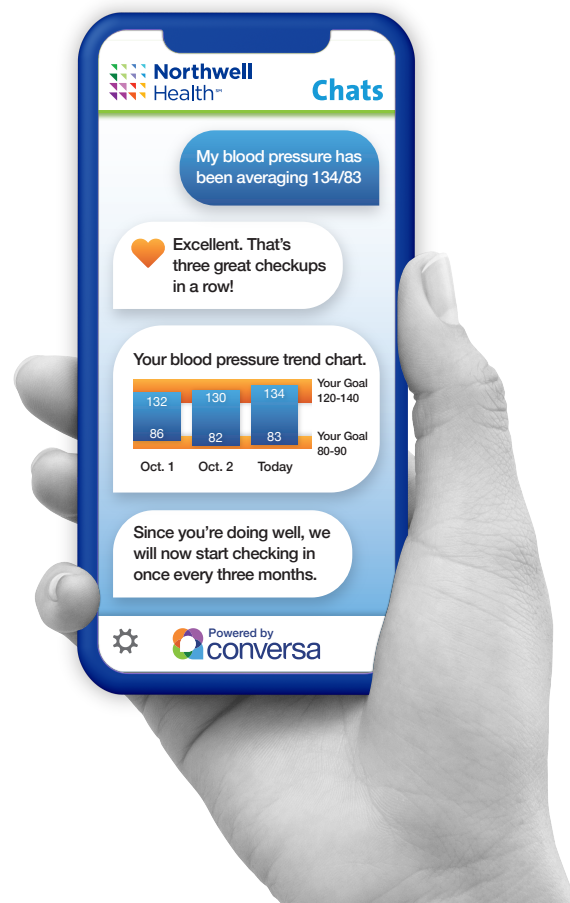
The Opportunity for Payers:

- Personalise health plans, smart triage of queries, augmented consumer engagement and retention, consistency of claims and transparency
- Scaling care management capabilities



Case Study: Conversa Health

As healthcare's conversation platform, Conversa delivers an easy and meaningful way for care teams and patients to communicate. Conversa has an extensive library of over 700 clinically-intelligent conversation programs that include asthma, chronic obstructive pulmonary disease (COPD), congestive heart failure (CHF), diabetes, hypertension, joint replacement, and many more. Using Conversa's innovative and scalable Conversational AI technology, healthcare organizations can deliver automated, personalized conversation experiences that lead to more meaningful patient relationships, effective population management and, ultimately, better clinical and financial outcomes.



Why you should have Conversa on your Virtual Health Assistants radar:

Conversa is a purpose-built Conversational AI platform for care management and population health use cases. Conversa offers integration into the patient record to create profile-driven chats – personalized automated conversations that continuously collect and risk analyze patient-generated health data (PGHD) to augment care teams, making them more effective and efficient.

The Conversa platform is being used by a number of large U.S. health systems and hospitals to manage post acute patients, chronic patients, and patients pre and post surgery. Pharmaceutical, payer, and telehealth companies are finding value in Conversa as well.



Conversa helps health organizations monitor, manage and communicate with their populations more efficiently than ever before.

Conversa is being adopted by innovative health systems like Northwell Health, University Hospitals, Atrium, Centura, El Camino and other healthcare organizations committed to delivering against the Quadruple Aim in their population health and business efforts.

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