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# Chatbots can boost patient engagement

Article

**The news:** **AllianceChicago**, a network of more than 70 community health centers in 19 states, reported that using AI-enabled chatbots increased well-child visits and immunizations by 13% compared with a control group Visits and immunizations within the targeted group increased 27% overall.

**How it worked:** AllianceChicago used **QliqSOFT's** Quincy AI-powered chatbots to engage in-network English- and Spanish-speaking parents and guardians serving approximately 10,500 children—the majority identifying as racial and ethnic minorities.

The digital outreach reminded families of upcoming well-child visits and immunizations, provided guidance materials from the Centers for Disease Control and Prevention before the visit, and facilitated easy appointment scheduling. No apps were required for the interactions.

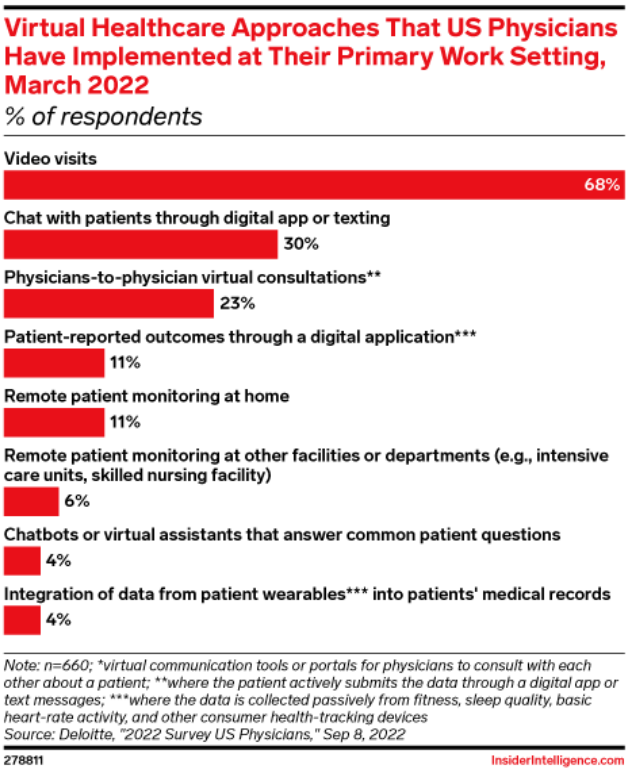
**Why it's worth watching:** AI-powered chatbots are now front-and-center in the public's attention since **OpenAI** debuted its **ChatGPT** chatbot late last year. **Microsoft**, an early investor in OpenAI, just announced a multi-year, multi-billion-dollar investment in the company. **Google** could release its own chatbot, Sparrow, later this year.

- AI tools are already well established for applications like detecting abnormalities in medical images and aiding drug discovery and clinical trials.
- Marketers anticipate **using generative AI for creating content** like social media posts, product listings, and personalizing marketing campaigns.
- **Wider use of chatbots by consumers may be coming,** as companies like **DoNotPay** roll out AI tools that help customers negotiate bills or threaten legal action over bad customer service.

**A critical part of the digital patient journey:** AI-powered chatbots are entrenched in most companies' digital front doors. But their use by healthcare providers still has a long way to go.

- A **Panda Health** survey of healthcare executives last year found that **61% were still looking for website chatbots** to use as digital care navigators.

**The AllianceChicago study shows that personalized messages from AI-powered chatbots can boost patient engagement among underserved populations.** Researchers noted that follow-up patient interviews indicated a high level of satisfaction with using the chatbot and intentions to use it in the future.

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