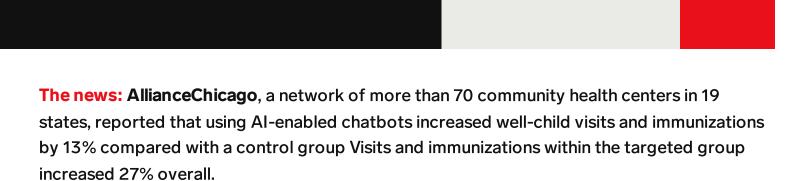
## Chatbots can boost patient engagement

**Article** 



How it worked: AllianceChicago used **QliqSOFT**'s Quincy Al-powered chatbots to engage innetwork 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: Al-powered chatbots are now front-and-center in the public's attention since **OpenAl** debuted its **ChatGPT** chatbot late last year. **Microsoft**, an early investor in OpenAl, just announced a multi-year, multi-billion-dollar investment in the company. **Google** could release its own chatbot, Sparrow, later this year.

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

A critical part of the digital patient journey: Al-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.

## Virtual Healthcare Approaches That US Physicians Have Implemented at Their Primary Work Setting, March 2022 % of respondents Video visits 68% Chat with patients through digital app or texting 30% Physicians-to-physician virtual consultations\*\* 23% Patient-reported outcomes through a digital application\*\*\* 11% Remote patient monitoring at home 11% Remote patient monitoring at other facilities or departments (e.g., intensive care units, skilled nursing facility)

Note: n=660; \*virtual communication tools or portals for physicians to consult with each other about a patient; \*\*where the patient actively submits the data through a digital app or text messages; \*\*\*where the data is collected passively from fitness, sleep quality, basic heart-rate activity, and other consumer health-tracking devices
Source: Deloitte, "2022 Survey US Physicians," Sep 8, 2022

Integration of data from patient wearables\*\*\* into patients' medical records

Chatbots or virtual assistants that answer common patient questions

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