

qliqSOFT



# From Inundated To Innovative

Customer Case Study  
COVID-19 Patient Testing & Communication  
Tactics From Coryell Health

## Overwhelmed with COVID Tests, CNO Automates Results Notification Saving Hours of Phone Calls Everyday

Seeking to find operational efficiencies that would save both their overwhelmed staff and patients anxious for COVID-19 testing results, Coryell turned to an emerging healthcare technology option - chatbots.

With up to 700 people a day being tested, and just as many results requiring confidential follow-up, the need to implement a solution quickly was growing exponentially each day.

"Our staff was sacrificing every second of their day to call patients and deliver results. From a leadership perspective, I was equally proud and worried. My staff was delivering high-quality in-person care to their patients, then ducking out of the room to make 1:1 results calls and support contact tracing. They gave it their all but our leadership team knew the best way we could protect them, at that moment, was to prevent the inevitable burnout and leverage technology to provide immediate relief." Heather Rambeau, Chief Nursing Officer, Coryell Health.

"My staff was delivering high-quality in-person care to their patients, then ducking out of the room to make 1:1 results calls and support contact tracing. They gave it their all but our leadership team knew the best way we could protect them, at that moment, was to prevent the inevitable burnout and leverage technology to provide immediate relief."

**Heather Rambeau**  
Chief Nursing Officer  
Coryell Health



### SUCCESS INSIGHTS



Outbound Calls  
Dropped from 800  
to 150 a Day



\$78,000  
Annual Return  
on Investment



60 Hours of  
Recovered Time  
Each Week



## About Coryell Health

Coryell Health is a community-owned healthcare organization located in Gatesville, Texas. On one central campus, patients have access to a wide range of health services including, but not limited to a 25-bed licensed hospital, a Level IV Trauma Center emergency room with primary and specialty care providers, an advanced wound care center, a state-of-the-art outpatient rehabilitation center, a skilled nursing facility with long-term care and inpatient rehabilitation, and assisted living and independent living apartments.

## Overrun Resources

Not unlike other community healthcare organizations, Coryell found themselves supporting the triage, testing, and treatment needs of thousands of patients throughout the universal health crisis, COVID-19 pandemic.

On any given day the team at Coryell would administer testing to between 400-700 patients. Lab turnaround times meant results were ready for delivery, in most cases, within 24-hours and needed to be confidentially conveyed to patients who may be waiting in self-quarantine at home, uncertain of their condition status or the risk they may pose to others. Coryell Health's commitment to supporting their community was under the microscope as many testing centers across the country came under scrutiny for their testing procedures and long result wait times. The organization's 60+ nursing staff would be called upon to ensure all results were followed up on, immediately.

"Depending on the day, it would typically take four to six people, anywhere from eight to ten hours a day to complete the follow-up phone calls," said Crystal Cooper, Nursing Manager "And that was time on top of their normal clinical responsibilities."

## Taking Action

"We knew we had to do something, but we also had to be mindful of privacy laws and keeping our patient information secure. That's what led us to consider our current Secure Messaging vendor, QliqSOFT, as a possible technology partner." said Heather "Our providers had already begun using QliqSOFT's Virtual Visit platform to conduct telehealth visits at the height of the pandemic and we had seen a lot of success with it. We thought – surely they'll have a way to automate our outreach as well."

"When I met with Coryell it was obvious, they needed something in place immediately but couldn't sacrifice the patient experience. That made our healthcare chatbots a turn-key win."

**Jeff Lewey**  
 Director of Business Development  
 & Sales Support  
 QliqSOFT

## Implementing Healthcare Chatbots

Due to the urgency, Coryell Health opted to forgo piloting the Quincy healthcare chatbot solution demoed to them by Jeff Lewey, Solutions Expert for QliqSOFT.

“When I met with Coryell it was obvious, they needed something in place immediately but couldn’t sacrifice the patient experience. That made our healthcare chatbots a turn-key win. We were able to implement their results reporting chatbot for both positive and negative patients within 5 days of our first conversation.” Jeff recalls, “The quick adoption was also thanks in part to the trust we already had established with them through their use of our Secure Messaging and Virtual Visit tools, chatbots were an easy answer to a complex problem.”

Result reporting starts with the QliqCONNECT Secure Messaging system according to Heather, “Our lab reports all the positives through that app to a group of people that need to know. So it prevents them from having to make a phone call and then that person calls all these people or prevents people from texting HIPAA information too. So we use that all day long to communicate about positive results and different COVID-related information as well as other patient care communications.”

From there, Coryell Health opted to deploy two result-focused chatbots, one for negative COVID-19 results which aimed to share the good news and tips for staying healthy, and one for positive results which would relay the results, attached work notes as needed, and connect patients to necessary services.

Using the included Care Campaign deployment tool, Coryell was able to segment their patients by the result and then send an SMS Text containing a secure URL link which launched the chatbot directly on their mobile device. The chatbot, having the patient and result in context, was able to utilize conversational AI to relay results and follow-on information to each person without requiring an app download or log in.

“The frictionless experience for patients was one key to our success. Patients liked getting the text message. Even though these results were critical to them, they didn’t like being called, particularly the younger patients. Our patients wanted everything to be done electronically.” Said Heather, “The chatbots allowed us to meet the expectations of our patients. We were able to respond a lot faster if they had questions and could send them any documentation they needed. This was a huge win for patient satisfaction. No more calling, waiting on hold, and being transferred to five different people to get an answer.”

Within a week of deployment, Coryell Health was able to decrease the staffing required to deliver results from up to 6 people per day to as few as 2. Heather commented on the success metrics for the result reporting project, “We have now dedicated two staff members to oversee the chatbot experience. From sending to the right audience to replying to escalations (for example, when patients need a letter for work), those 2 staff members are now able to do what took up to 6 people to do manually, and they’re doing it in half the time!”

TELEHEALTH SUCCESS WITH QLIQSOFT'S VIRTUAL VISITS	
October 2020	162 Virtual Visits
November 2020	382 Virtual Visits
December 2020	604 Virtual Visits
Campaign Success Rate Avg	92%

## Forward-Looking

Thanks to the confidence built by their use of QliqSOFT’s QliqCONNECT Secure Messaging, their successful utilization of Virtual Visits, and the results of their Quincy healthcare chatbot result reporting program, Coryell is already undertaking a new initiative with early results seen in week one. In January 2021 Coryell Health implemented the COVID-19 Vaccine Assistant chatbot with patient-self scheduling. Within the first 48 hours of deployment, the organization filled 450 of their 700 available slots for an upcoming vaccination event.

Jeff Lewey, Solutions Expert commented, “Coryell Health is the example of what happens when innovation is allowed to thrive. They are accomplishing in hours what takes some organizations months and it’s all to the benefit of their staff and patients. They’re truly incredible, we provide them the technology and the support they need to be transformative – and they make it happen.”

## Best Practice Insights

QliqSOFT, Inc. Is the proud industry leader of healthcare chatbots . When seeking digital patient engagement solutions they recommend validating vendors across minimum requirements: The ability to support multiple languages, providing easy plug & play APIs for integration, having a no-code DIY design studio so organizations can use the technology as needed instead of having to contract for each use case being built out, and the following patient experience considerations:

Result reporting and vaccination self-scheduling may be top-of-mind right now, but the need for healthcare chatbot technology spans the entire patient journey. Since its launch

in 2019, the top 10 use cases this technology is solving for following:

### A

With over 1500 clients, QliqSOFT addresses the communication needs of healthcare organizations via it’s secure, scalable, modular, Virtual Care Platform. The HIPAA-compliant platform, comprised of QliqCONNECT Secure Messaging, AI-driven Quincy Healthcare Chatbots, on-demand Virtual Visits, and real-time GPS-enabled resource management solution Visit Path, delivers an average of 1.2 million clinical messages exchanged across the U.S. daily and more than 6 months of live virtual care performed every 180 minutes. To learn more, visit [www.qliqsoft.com](http://www.qliqsoft.com).

#### Top 10 Chatbot Use-Cases

1. Curbside Check-in
2. Paperless Intake
3. COVID Triage/Symptom Checking
4. Call Center Automation
5. Remote Patient Monitoring
6. Chronic Condition Management
7. Patient Surveys
8. Surgery Prep & Follow-up
9. Virtual Pharma Representative
10. Digital Concierge for Inpatients

SUCCESS METRICS	
PRE-CHATBOTS	POST-CHATBOTS
4-6 People 8 Hours/Day	2 People 4-6 Hours/Day
240 Man-hours a Week	40-60 Man-hours per Week
Testing 400-700 People a Day	100% of Results Reported Within 24 Hours
200-800 Phone Calls per Day	100-150 Phone Calls per Day
	ROI of \$1500 per Week
	60 Hours per Week of "Recovered Time"