

# Augment and upgrade patient communication channels with automated conversational engagement.

## Engagement Challenges and Shifting Patient Preferences

Traditional phone, IVR, and app-based communication channels are no longer effective.

- › 87% of patients won't pick up a phone call from an unknown number
- › 90% who download a new mobile application won't engage after 30 days
- › 80% use mobile messaging regularly
- › 60% prefer to interact with healthcare services via messaging over other channels

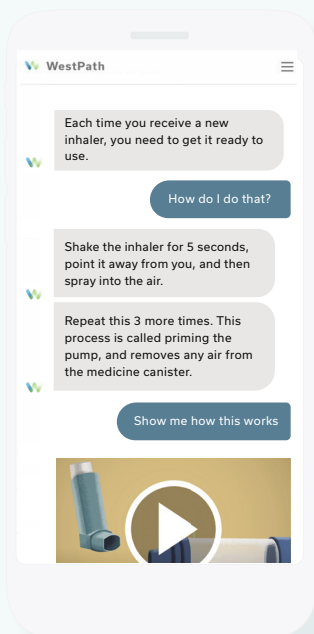
## Conversational Engagement: Less Friction, Better Outcomes

The Lifelink Systems platform powers personalized, automated conversations with patients on their preferred mobile channels. Critical path workflow solutions such as referrals, pre-visit intake, and therapy enrollment are designed for rapid configuration and deployment, delivering high engagement rates, better workflow completion rates, and patient satisfaction.

## Platform Capabilities

- › SMS + email activation
- › Browser-based UX (app-less)
- › Passwordless authentication
- › Patient data intake; camera upload
- › FAQ management (NLP)
- › Deep workflow automation
- › Multilingual engagement
- › Conversational tracking and analytics

### CASE STUDY



## Therapy Concierge: Driving Engagement and Adherence

A specialty hub provider supporting dozens of therapy programs launched an omnichannel strategy (call, IVR, secure email), but was challenged by low patient engagement, high non-contact rates, and poor patient comprehension.

Partnering with Lifelink Systems, they augmented agent teams with smart digital assistants for high-scale conversational engagement. Patients now receive real-time status updates, therapy education, and adherence reminders via the automated therapy concierge.

The new CRM-integrated capability was launched in 3 months, saving \$1M+ and 9+ months in development overhead. The technology has resulted in a 40% reduction in missed calls to patients and a 10% increase in program enrollments. Conversational engagement has also improved operational precision, and is positioned as a key differentiator in the hub's marketing.

**6+**  
engagement  
programs launched

**40%**  
reduction in  
missed calls

**93%**  
average patient  
satisfaction

**59%**  
increase in speed  
to therapy