



How Allegiance Health Management Is Driving Annual Wellness Visits with HealthTalk A.I.

WHO

Allegiance Health Management is an acute and post-acute health system based in Bossier City, Louisiana, delivering extensive years of healthcare operational experience to rural communities across Louisiana and bordering states. Through a comprehensive care approach, Allegiance delivers vital medical services to uphold local communities, granting patients access to quality care within reach of their homes.

- Acute Care Hospitals: 9
- Critical Access Hospitals: 2
- Rural Clinics: 72

CHALLENGE

As the primary provider of healthcare services across rural Louisiana, Allegiance faced significant challenges in scaling outreach efforts to meet growing demand. Their objectives included increasing patient encounters, closing care gaps, and streamlining appointment scheduling to enhance their quality measures. However, they encountered several barriers:

- **Growth and Staffing Burden:** Labor-intensive outreach, scheduling, and patient follow-ups consumed valuable staff time, hindering scalability and driving up operational costs.
- **Limited Technology:** Existing solutions lacked automated scheduling and bi-directional engagement, leaving critical gaps in efficiency and communication.
- **Accessibility Concerns:** Their patient portal struggled to drive engagement, highlighting the need for a simple, intuitive solution that ensures easy technology adoption and meaningful patient interaction.
- **Integration Needs:** They needed a platform that seamlessly integrated with their athenahealth EMR to ensure scheduling aligned with provider availability.

APPROACH

Allegiance partnered with HealthTalk A.I. to implement an AI-driven outreach and scheduling solution to overcome these challenges. Key features of the approach included:

- **Targeted Outreach:** Automated campaigns initially focused on patients due for Annual Wellness appointments, effectively closing care gaps within this cohort. Allegiance plans to expand outreach to additional patient groups soon.
- **AI Scheduling:** Seamless integration with athenahealth EMR, enabling patients to schedule appointments directly with the appropriate providers based on availability and location preferences.
- **Scalability:** Reducing administrative burdens and freeing up staff to focus on higher-value tasks.



"HealthTalk A.I. is driving meaningful change for Allegiance Health Management and the rural communities we serve. Their platform is empowering us to engage and retain patients more effectively, while optimizing our resources. With these efficiencies, we're positioned for growth and dedicating more focus to what truly matters—delivering exceptional care and deepening our connection with the communities that rely on us."

Joe Monsour | CEO

RESULTS

Within just six weeks, Allegiance Health Management successfully rolled out targeted campaigns across seven of its rural health clinics (RHCs), focusing on adults and children overdue for Annual Wellness visits. The initiative delivered remarkable outcomes, showcasing the power of strategic outreach and engagement.

ROI Factors Used to Measure Campaign Success:

- **Staff Time Saved:** Each manual outreach took approximately 5 minutes per patient.
- **Labor Costs:** Average hourly wage of \$25.00 for outreach staff.
- **Revenue Per Visit:** Average gross income of \$211 per scheduled visit.

Results Achieved:

- ✓ **21,395** patients contacted through automated outreach.
- ✓ **1,768** visits scheduled, generating increased patient encounters.
- ✓ **1,783** call center hours saved, reducing staff workload.
- ✓ **\$373,048** in revenue from scheduled visits.
- ✓ **\$44,575** saved through automated outreach and scheduling.
- ✓ **\$417,623** in revenue and workforce cost savings.

Results achieved in 6 weeks

LOOKING AHEAD

With impressive initial results, Allegiance is gearing up to tackle additional quality measures and broaden its use of HealthTalk A.I., aiming to achieve even greater efficiencies and elevate patient engagement:

- **Digitized Pre-Visit Intake:** Streamlining check-in documentation to reduce wait times, alleviate front-office workload, and eliminate paperwork.
- **Digital Front Door:** Enabling self-scheduling directly from SMS or their website, fully integrated with athenahealth.
- **Call Center Assist:** Diverting calls to SMS for scheduling, cancellations, and medication refills to decrease hold times and enhance the patient experience.
- **Transitions of Care:** Retaining patients in network and mitigating risk by automating actions to support patients as they move from one care setting to another.

The collaboration between HealthTalk A.I. and Allegiance Health Management is transforming care delivery for rural communities, opening new doors to enhanced access and outcomes while raising the bar for patient engagement.