

## A First Look: How Jackson-Hinds Comprehensive Health Center Is Expanding Access with HealthTalk A.I.

### WHO

Jackson-Hinds Comprehensive Health Center is Mississippi's largest Federally Qualified Health Center (FQHC), with 34 locations serving Jackson and the surrounding area. Committed to providing a continuum of health and social services, they serve the state's most vulnerable populations: the poor, uninsured, and underserved.



*"AI is revolutionizing healthcare, and HealthTalk A.I. has empowered us to harness its potential to better engage and retain the patients we serve. Their platform has not only streamlined our operations but also enabled us to expand our patient population while optimizing resources. This allows us to focus on delivering exceptional care, improving outcomes, and strengthening our connection with the community."*

*Dr. Jasmin Chapman, DDS | CEO*

### CHALLENGE

As the largest provider of primary care services among Mississippi's FQHCs, Jackson-Hinds faced significant challenges in scaling outreach efforts to meet growing patient demand. Their goals included increasing patient encounters, addressing care gaps, and improving appointment scheduling. However, they encountered several obstacles:

- **Growth and Staffing Burden:** Labor-intensive outreach, scheduling, and patient follow-ups consumed valuable staff time, hindering scalability.
- **Limited Technology:** Existing solutions lacked automated scheduling and bi-directional engagement.
- **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 eClinicalWorks (eCW) EMR to ensure scheduling aligned with provider availability.

### APPROACH

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

- **Targeted Outreach:** Automated campaigns focused on specific patient cohorts to close care gaps effectively.
- **AI Scheduling:** Seamless integration with eCW enabling patients to schedule appointments directly with the appropriate providers, based on availability and location preferences.
- **Scalability:** Reducing administrative burdens, allowing staff to focus on higher-value tasks.

## RESULTS

In just over a month, Jackson-Hinds launched campaigns targeting six patient cohorts.

### Campaigns Targeted:

1. Patients overdue for well-child visits
2. Patients overdue for adult physicals
3. Patients due for follow-ups with their PCP
4. Patients not seen in over a year
5. Patients with an OB-GYN as a PCP overdue for a Well-Woman Visit
6. Reengagement of patients over 18 years with no listed PCP or an inactive PCP

### 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 \$15.00 for outreach staff.
- Revenue per Visit: Average gross income of \$110.00 per scheduled visit.

### Results Achieved:

- ✓ **19,534** patients contacted through automated outreach.
- ✓ **896** visits scheduled, generating increased patient encounters.
- ✓ **1,628** call center hours saved, reducing staff workload.
- ✓ **\$98,566** in projected revenue from scheduled visits.
- ✓ **\$24,417.50** saved through automated outreach and scheduling.
- ✓ **\$122,977.50** in projected revenue and workforce cost savings.

*Campaign Timeframe: August 9, 2024 – September 20, 2024*

## LOOKING AHEAD

With impressive initial results, Jackson-Hinds is planning to expand their use of HealthTalk A.I. to unlock even greater efficiencies and 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 eCW.
- **Call Center Assist:** Diverting calls to SMS for scheduling, cancellations, and medication refills to decrease hold times and enhance the patient experience.

The partnership between HealthTalk A.I. and Jackson-Hinds is transforming care delivery for Jackson's vulnerable population, creating new pathways for improved access and outcomes while setting a higher standard for patient engagement.