

CLIENT SUCCESS STORY

Expanding Patient Access with HealthTalk A.I.

How Jackson-Hinds Comprehensive Health Center — Mississippi’s largest FQHC — used AI-driven outreach and scheduling to contact **19,534 patients**, schedule **896 visits**, and generate **\$122,977.50** in projected revenue and cost savings in just six weeks.



19,534

Patients Contacted

896

Visits Scheduled

1,628

Call Center Hours Saved

\$122,978

Projected Revenue & Savings

WHO



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 to the state’s most vulnerable populations: the poor, uninsured, and underserved.

- 34 locations across Mississippi
- Largest FQHC in the state
- Underserved & uninsured population

“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.”



Dr. Jasmin Chapman, DDS

CEO, Jackson-Hinds Comprehensive Health Center

THE CHALLENGE

Scaling Outreach, Closing Care Gaps

● **Growth & Staffing Burden**

Labor-intensive outreach, scheduling, and follow-ups consumed 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 & Integration**

Their patient portal struggled to drive engagement. They also needed seamless integration with eCW EMR to align scheduling with provider availability.

HEALTHTALK A.I. APPROACH

Jackson-Hinds partnered with HealthTalk A.I. to implement an AI-driven outreach and scheduling solution — with automated campaigns, EMR-integrated scheduling, and real-time analytics to close care gaps and reduce administrative burden.

Targeted Patient Outreach

AI Scheduling into eCW

Care Gap Closure Campaigns

Measurable Impact

In just over a month, Jackson-Hinds launched six targeted outreach campaigns — achieving significant results in patient engagement, scheduling, and revenue impact without adding staff.



Across 19,534 patients contacted, Jackson-Hinds achieved:

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

ROI FACTORS

How Results Were Measured

● Staff Time Saved

Each manual outreach took ~5 minutes per patient at an average hourly wage of \$15.00.

● Revenue per Visit

Average gross income of \$110.00 per scheduled visit used to calculate projected revenue.

● Call Center Hours

1,628 hours recovered through automated outreach, freeing staff for higher-value tasks.

CAMPAIGNS TARGETED

Six Patient Cohorts in Just Over a Month

- 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 OB-GYN as PCP overdue for a Well-Woman Visit
- 6 Reengagement of patients 18+ with no listed or inactive PCP

LOOKING AHEAD

Expanding the Partnership

● 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.