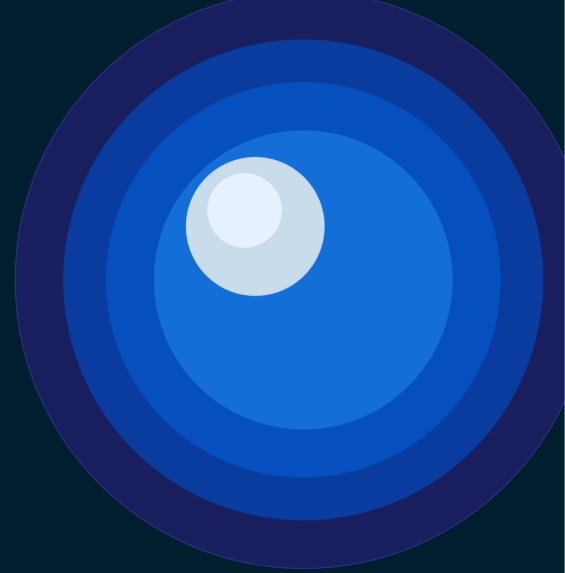


CLIENT SUCCESS STORY

# Closing the Referral Loop with HealthTalk A.I.

How MedCura Health transformed referral management from a persistent challenge into a streamlined, data-driven process — achieving a **54% patient response rate** and closing **nearly 70% of open referrals**.



**13,981**

Patients Contacted

**54%**

Patient Response Rate

**9,689**

Referral Loops Closed

**69.3%**

Loop Closure Rate

## WHO



MedCura Health provides affordable, accessible, quality primary care to ethnically diverse patients and their families. As a grassroots medical option for the underserved and uninsured, MedCura operates 14 locations across metro-Atlanta.

- 14 locations, metro-Atlanta
- Cobb, Dekalb, Fulton, Rockdale Counties
- Serves underserved & uninsured

“Referral management used to be one of our biggest challenges — time-consuming, manual, and difficult to track. With HealthTalk A.I., we’ve transformed that process. We now have the visibility, automation, and patient engagement tools we need to close the loop and ensure better outcomes for our patients.”



### Denatras Silas

Chief Information Officer, MedCura Health

## THE CHALLENGE

### Open Referrals, Manual Processes & Low Reach

- **Thousands of Open Referrals**
  - Referral loops were difficult and time-consuming to close, requiring extensive manual effort to track progress and manage responses.
- **Low Patient Phone Answer Rates**
  - Traditional phone outreach yielded less than 10% response rates, severely limiting MedCura’s ability to measure outcomes and coordinate care.
- **Staff Burden & Limited Visibility**
  - Without real-time analytics, staff lacked visibility into bottlenecks and couldn’t efficiently close unneeded referrals or prioritize high-risk patients.

## HEALTHTALK A.I. APPROACH

MedCura Health implemented HealthTalk A.I.’s Referral Management solution — automating patient outreach and follow-up while providing robust reporting and real-time analytics to track referral status, patient responses, and completion rates.

Automated Patient Outreach

Real-Time Referral Analytics

Loop Closure Automation

# Measurable Impact

The impact of HealthTalk A.I. was measurable and immediate — transforming referral management across 14 MedCura locations without adding staff.

**Across 13,981 patients contacted, MedCura achieved significant results:**

**7,500** patients responded to outreach campaigns (**53.54% response rate**)

**9,689** referral loops closed (**69.30%**)

**2,426** patients reported their referral was complete, improving care coordination (**17.35%**)

**782** patients requested to cancel their referral, enabling more informed care planning (**5.59%**)

**6,481** referrals closed after 2 contact attempts, ensuring documentation accuracy (**46.36%**)

**1,042** patients reported scheduling or had a future appointment

**397** referrals updated with new information through automation

## RETURN ON INVESTMENT

### Staff Time Recovered & Revenue Impact

Manually completing referral loop closure takes an average of 14 minutes per referral. The HealthTalk A.I. outreach campaign closed 9,869 referrals — the equivalent of **2,261 staff hours, valued at \$41,000** (\$18.31/hr). Beyond cost savings, this freed up the equivalent of a full-time employee to focus on higher-value care coordination for high-risk patients.

**9,869**

Referral Loops  
Closed

**2,261**

Staff Hours  
Recovered

**\$41,000**

Value of  
Staff Time

## SUMMARY

### From Challenge to Competitive Advantage

With HealthTalk A.I., MedCura Health transformed referral management from a persistent challenge into a streamlined, data-driven process. By automating outreach, MedCura achieved a **54% patient response rate** compared to the typical <10% response to phone calls — and closed nearly **70% of open referrals**. Patients who had once been difficult to reach are now engaged and responsive. This success has given MedCura greater visibility into referral trends, reduced administrative strain on staff, and strengthened care coordination across the continuum.