

Case Study



Continental
Division



We selected Parlance as our PBX AI partner during the height of the pandemic and it has delivered significant results. In December 2020, we went live with Parlance in 6 weeks at a very large hospital, then subsequently rolled it out across all 10 hospitals in two states. As a CIO and professor of artificial intelligence in healthcare, I was impressed with Parlance's robust combination of conversational AI technologies and proprietary tools. Their commitment to the data science of AI over their 25+ year history and their unrivaled name recognizer technology are demonstrated by the ROI — over 70% of our external calls are handled by Parlance technology. This allowed us to reduce FTEs by 50% and consolidate the department.

— Andy Draper, Regional CIO at HCA Healthcare

The Challenge

Andy Draper identified consolidation and automation of the telecommunications infrastructure as an opportunity to modernize switchboard operations, increase the productivity of PBX operators, reduce labor costs, and improve calling experiences for patients and their families.

A regional cost reduction initiative mandated:

- A **quick solution** implementation and 'go live' to avoid hiring new FTEs to replace retiring operators
- The use of **AI to automate** routine call routing tasks and increase productivity of frontline staff
- A solution with **proven ROI** and demonstrated success in the healthcare industry
- A tool with **high accuracy in proper name recognition** to decrease inbound call volume to PBX operators
- Substitution of labor with technology where appropriate — **saving human effort for complex calls**
- Support for operators — with **modern technology tools to help build a more engaged employee culture**



It's imperative that any conversational AI solution in healthcare can handle references to people with high accuracy – whether it be a patient wanting to talk to their doctor, a doctor trying to get medical records for a particular patient, or loved ones trying to reach a patient — getting the name right is important. In a healthcare setting, service is fundamentally about healthcare professionals serving a community of people. Automatic speech recognition (ASR) systems are poor at recognizing and handling proper names.

— Will Sadkin, Directory of Technology and Architecture at Parlance



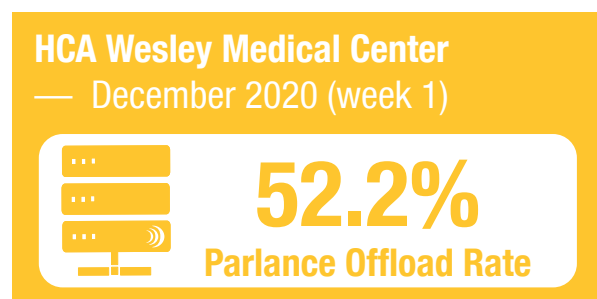
ROI for Parlance occurred within 90 days! If you're a CIO looking for a quick win in the budget cycle, I would do this." — Andy Draper

The Solution

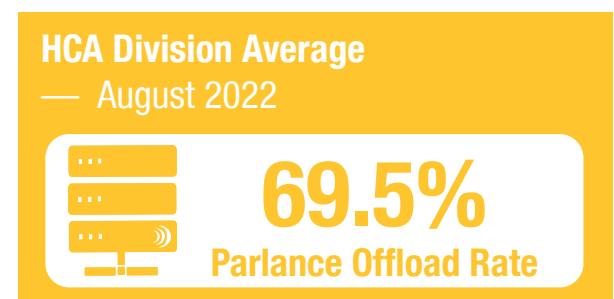
The ITG (Info Tech Group) team for the Continental Division, along with the operations team at Wesley set an ambitious goal of going live with Parlance in just 6 weeks to avoid replacing retiring operators. Parlance went live on-time with an immediate 52% offload! Following the 'go live' Parlance completed a deep analysis of calls to determine what directory database improvements were needed and how to better service callers throughout the care delivery network. This thorough discovery yielded new visibility into operational holes. Parlance recommended improvements that eliminated friction for callers, increased self-service capabilities, reduced operator and agent burdens, and decreased operator workload.

Demonstrated success in the HCA Continental Division

Instant labor savings



Labor savings grow over time



The Result

Parlance saves money for HCA while improving patient and operator experience at the switchboard, delivering comprehensive speech-driven solutions that bridge the gap between staffing limitations and patient demand.

Day one:

- Parlance enables callers to receive the support they need without the friction and frustration associated with typical automated solutions
- Patient and family member calling experiences improve right away
- Inbound call volume to operators is reduced
- Staff have breathing room and use their time more efficiently

ROI was immediate. The success of the Parlance solution built trust at HCA. Between April 2021 and June 2021, nine HealthONE facilities went live with Parlance. Today HCA Continental division enjoys a 70%+ offload rate across the region.



Parlance is excited to be an HCA Strategic Partner."

— Joseph Maxwell, CEO at Parlance

About Parlance

For over 25 years, Parlance has been at the forefront of speech-enabled solutions. Parlance improves switchboard performance at hundreds of hospitals across the nation. Our expertise enables clients to feel confident taking advantage of industry-leading technologies. As a trusted partner, we are committed to delivering the most valuable combination of technology and service to our customers. While we continue to push boundaries in the lab, we ensure that our customers have reliable industrial grade applications in the field. The Parlance solution combines our proprietary phonetic names database, with AI, NLP, NLU, machine learning, and integration into EMR systems, to deliver offload of PBX switchboards that is unrivaled in the industry.

Parlance delivers every engagement as a fully managed service; continuously improving performance requires more than just technology.



400 West Cummings Park,
Suite 2000, Woburn, MA 01801

info@parlancecorp.com
Tel: 888.700.NAME (6263)