



## CareThrough Announces Conversational Chatbots for Better Care

*CareThrough, a HealthChannels company, teams with chatbot technology provider LifeLink to provide high-touch personalized patient navigation services at scale across healthcare*

**FORT LAUDERDALE, Florida – May 22, 2018** – Leading healthcare service provider CareThrough, a subsidiary of HealthChannels, today announced it has partnered with technology provider LifeLink to radically improve the level of outreach, engagement, and care for patients through the use of smart, mobile phone-based chatbot technology. As mobile technology throughout sectors continues to grow with the increasing use of smartphones and chat, the CareThrough and LifeLink partnership translates the trend into life-saving technology.

LifeLink's advanced conversational patient engagement platform gives patients care-related concierge services via mobile phone-based messaging. Chatbots, never on hold and infinitely scalable, augment the vital communication between patients and their care teams and improve responsiveness and service. Emergency room wait times, appointment reminders, directions to the healthcare facility, medication compliance and post-op care plans are all personalized and automated.

"Our clients are looking for smart technology to serve a range of populations, from the 75-year-old patient to the millennial, across the care continuum," says CareThrough President Kyle Cooksey. "The common denominator is that they all rely on and use mobile phone-based messaging and chat. The technology is transformative, especially in the Emergency Department," says Cooksey. "Chatbots transform our navigators' ability to reduce patient anxiety and steer them in the right direction, towards the next point of care."

The full potential of LifeLink's technology is realized when combined with CareThrough navigators. The conversational platform is used in the ED by specialized navigators, freeing physicians and care teams to work top-of-license to deliver high quality clinical care. Chatbots activate the patient experience, handle a range of intake and questionnaire-related tasks, and navigators provide the human connection allowing health systems to connect patients with the right resources quickly and consistently every time. This combination of advanced mobile technology and specialized human services optimize patient engagement before, during, and after visits.

"Pairing mobile technology with care navigators helps providers achieve value-based care goals in this new era of the digitally-connected consumer," says Dr. Michael Murphy, CEO of HealthChannels. "Research shows a full 64% of consumers want to reach the businesses they deal with via mobile messaging, and yet health systems have engaged just 2% of their patients with mobile apps. It's a big disconnect. Our partnership with LifeLink ensures providers can jump the curve to high quality patient engagement and outcomes at scale."

It's estimated that disengaged patients cost \$33 billion a year in avoidable hospital admittances, higher treatment costs, low prescription adherence and preventable deaths. As health systems try and remedy this with mobile apps, they're proving unsuccessful as data shows that consumers stick

to five apps, and often delete others. Meantime, consumers are spending an estimated 2.5 hours per day, over half of their overall time, using messaging-based chat apps and texting on their mobile phones.

LifeLink's technology platform is intuitive and responsive," says LifeLink CEO Greg Johnsen. "Consumers have app fatigue and printed information packs are overwhelming and ineffective. Our advanced mobile messaging technology paired with CareThrough navigators streamline engagement, improve service, and rein in costs at scale."

The LifeLink CareThrough solution will be available to Emergency Departments, Inpatient Facilities and private practices looking to improve remote monitoring and patient engagement capabilities in the new era of value-based care.

### **About CareThrough**

CareThrough is the 360 degree care management solution for improving quality of care, patient outcomes and engagement. As healthcare transitions to value, CareThrough leads the charge in improving the patient care experience by providing highly-skilled ancillary support. Our embedded support via Care Navigators, Care Team Assistants, and integrated technology solutions including AI Chatbots and Referral Management services, improve the entire patient experience, leading to better health results and decreased costs.

### **About LifeLink**

LifeLink is the conversational engagement technology platform for healthcare. LifeLink works with some of the largest healthcare and pharma companies in the country to reach patients on mobile and messaging, with personalized, natural, and contextual conversation. LifeLink chatbots automate thousands of high-value patient touchpoints before, during and after healthcare visits resulting in improved operational efficiency, increased customer satisfaction, and superior brand loyalty.

### **About HealthChannels**

HealthChannels is a group of three distinct, highly specialized companies helping providers usher in the new era of healthcare. ScribeAmerica, QueueLogix and CareThrough collectively meet the full range of increasingly complex healthcare data and documentation needs, improving clinical outcomes through highly-skilled clerical support. The leader in medical scribes, patient navigation and back-office coding and billing coordination, HealthChannels trains and manages more than 15,000 employees across 50 states and three countries.

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