UAMS Automates 95% of After-Hours Calls with Luma's Navigator

"Epic-first" health system saves 800+ contact center hours annually with AI

UAMS
University of Arkansas for Medical Sciences

THE GOAL

Addressing contact center bottlenecks

The University of Arkansas for Medical Sciences (UAMS), Arkansas's only academic medical center and Level I trauma center, relies on its centralized contact center as a key hub for patient access. But like many health system contact centers, UAMS' contact center was overwhelmed with manual tasks – especially to handle after-hours voicemails from patients looking to cancel appointments.

"The team was using three hours' worth of time every day just listening to voicemails from patients who called in after hours. Then, they had to manually cancel appointments," said Michelle Winfield-Hanrahan, BSN, MHA, MSN, Chief Clinical Access Officer and Assistant Vice Chancellor of Access. Winfield-Hanrahan turned to Navigator, Luma's conversational AI concierge, to handle after-hours cancellation calls. "Navigator completely took that manual work off our plates," she said Winfield-Hanrahan.

95%
of inbound calls to after-hours line are automated

800+
fewer contact center hours spent processing cancellations annually

10,000
calls handled annually without staff intervention

> "We were looking for efficiency — and we found it with Navigator. It sounds and acts like a human, and it's so helpful. Navigator took manual work off our plates and significantly decreased our call volume."
>
> **Michelle Winfield-Hanrahan, RN, BSN, MHA, MSN**
> **Clinical Chief Access Officer & Associate Vice Chancellor of Access**

More staff efficiency and a better patient experience

A better experience for patients, where they're empowered to self-serve instead of leaving a voicemail, also creates benefits for UAMS' staff and business. A savings of over 800 contact center hours annually means that FTEs can focus on more meaningful calls and fewer positions need to be filled. "Contact center staffing is challenging," said Winfield-Hanrahan. "We're looking for agents who provide great customer service, so we want them to do that instead of listening to hours of voicemails." Meanwhile, patients are getting the care they need sooner without playing phone tag.

How UAMS benefits their staff, patients, and business with Navigator:

Minimal change management

UAMS uses Navigator for their after-hours call line, so there's no change to workflows during business hours. Navigator easily integrates with Epic, so changes to appointments are reflected in the schedule immediately.

Concerned about getting AI approval from your compliance committee? Consider using it for a specific operational task, like UAMS does for cancellations.

Fewer administrative tasks for contact center agents

"We wanted to take some of the administrative burden off of our agents," said Winfield-Hanrahan. "Handling simple cancellations that would have otherwise gone to voicemail is the perfect use case for AI."

Winfield-Hanrahan – an experienced conctact center transformation leader – recommends that operational and IT stakeholders work together to ensure that new technology fits with your contact center workflows.

Reduced no-shows

Each morning, going through the evening's cancellation voicemails took several hours – and appointments scheduled for that morning were being marked as no-shows. Now, appointments are canceled right away, better utilizing UAMS' resources.

Torn between making patient experience improvements and prioritizing efficiency changes that drive revenue? Self-service is a top patient priority and prevents lost revenue from late cancellations.

Need to maximize your contact center? Schedule a Luma demo today.