

USE CASE

Referrals

Improve patient care, ensure patients receive referred care and realize additional service revenue

Automate outreach to referred patients with the Grace virtual agent.

Healthcare challenge

Physician referrals are integral to improving care managing patient outcomes through diagnostics, such as imaging and testing, and specialized treatment. One in three patients is referred to a specialist every year; referrals make up half of all outpatient visits.¹ But, providing a patient with a referral doesn't mean that they actually schedule an appointment to receive care. In fact, nearly 20% of patients don't follow up on their doctor's referrals to specialists, research shows, and that number rises to 50% among older adults.^{2,3} Plus, almost half of all referring physicians don't even know if patients actually see the specialists to whom they were referred.⁴

The impact of a failure to follow through on physician referrals affects patients, providers and payers.

- Patients forgo care that can result in early diagnosis and treatment.
- Primary care physicians are unable to manage and coordinate patient care.
- Specialists and hospital systems fail to realize revenue for referred services.

With time and resource constraint—and the high cost of applying valued staff to follow up with patients and confirm they have scheduled appointments for referred services—physicians are unable to ensure that patients are receiving the care they need.

What if you could solve the referral challenge by automating outreach to all patients in need of engagement so you can:

- Perform outreach to 100% of patients who receive a referral.
- Improve patient care and the patient experience.
- Free up clinical and administrative staff to focus on patient care.
- Capture additional revenue from referred services.

With Gridspace Grace you can.

The Gridspace solution – Grace virtual agent

Gridspace Grace is the virtual agent that gives healthcare providers a more convenient and cost-effective way to ensure that patients schedule services with referred providers. As the most advanced, natural-sounding virtual agent, Grace is a task-specific, next-generation platform for authoring and deploying virtual agents. A conversational voice bot, Grace handles customer interactions in a natural and friendly manner, giving referring physicians and healthcare systems a timely, easy way to confirm that patients have scheduled referred services and ensure that patients receive recommended care.

Key features

- Limitless, natural-sounding virtual nurses and administrators.
- Fluent, consistent and friendly conversations.
- Integrates with existing voice technology and data systems.
- AI orchestration interweaves voice technology with existing human workflows.
- Inbound API interfaces and outbound APIs support integration into clinical systems.

Key benefits

Voice automation addresses human talent challenges

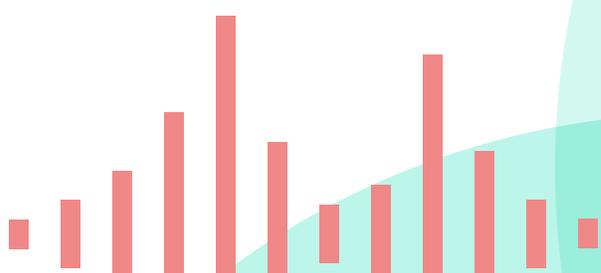
- Allows voice bots and high-value staff to tag team when needed.
- Scale immediately and elastically to meet demand.
- Conform to the same QA standards and methods as human staff.
- Triage opportunities to utilize human labor more effectively.

Promotes a patient-centered experience

- Indistinguishable from a capable human nurse or administrator.
- Creates seamless handoffs when escalation is needed.
- Better procedure adherence for service consistency.
- Scale multiple Grace voice bots to complete all patient calls on your schedule.

Easy to deploy and manage

- Purpose built for healthcare, enabling high-accuracy task completion.
- Zero integration to quickly start and scale.
- Compatibility with Gridspace Sift enables standardized monitoring and QA.
- Auditability with 100% visibility into every conversation.



**Hear for yourself –
experience Grace today!**

Listen to Grace perform patient outreach for referred services [here](#) and discover how Gridspace is pioneering real-time speech infrastructure for healthcare.

About Gridspace

Gridspace was formed in 2012 as a collaboration between SRI Speech Lab, the lab behind Siri and Nuance, and a multidisciplinary team of designers and engineers. The company's software makes it easy for contact centers and developers to automate calls, quickly understand customer requests, synchronize agent responses and drive successful outcomes. The company's HITRUST-certified product scans for customers in regulated industries. The company is already one of the largest Kubernetes cluster operators for streaming speech and has analyzed billions of call minutes with our cloud-agnostic speech technology. **To learn more, visit [gridspace.com](https://www.gridspace.com).**

¹ Mehrotra A, Forrest CB, Lin CY, [Dropping the Baton: Specialty Referrals in the United States](#), *Milbank Quarterly*, March 2011.

² Reinberg S, [Many Patients Don't Pursue Referrals](#), *ABC News*, March 2008.

³ Weiner M, Perkins AJ, Callahan CM, [Errors in completion of referrals among older urban adults in ambulatory care](#), *Journal of Evaluation in Clinical Practice*, February 2010.

⁴ Mehrotra A, Forrest CB, Lin CY, [Dropping the Baton: Specialty Referrals in the United States](#), *Milbank Quarterly*, March 2011.