

How One of the Nation's Largest Nonprofit Health Systems Modernized Patient Outreach with WestCX

westcx



Automated outreach improves patient communication, boosts operational efficiency, and enhances staff experiences.

A Collaboration Shaped by Innovation and Growth

For more than five years, one of the nation's largest nonprofit health systems has partnered with WestCX to enhance patient engagement and streamline care coordination. Operating across multiple states in the Southeast, the organization serves millions of patients annually across a wide range of specialties.

Today, the health system leverages WestCX to automate patient communication and appointment and referral management at scale, improving access, reducing administrative burden, and strengthening continuity of care.

Improving Staff Efficiency and Patient Experience

As the nonprofit provider rapidly expanded across Alabama, Georgia, and the Carolinas, it faced the challenge of managing growing patient volumes while maintaining personalized communication and coordinated care. Manual outreach processes placed a heavy burden on staff and made it difficult to deliver timely, consistent patient experiences at scale.

The organization needed a solution to automate high-volume patient communication, which includes appointment reminders, follow-up care outreach, and referral management, without increasing staffing demands or compromising quality.

Case Study:

Patient engagement modernization and automated patient outreach



Profile Organization Type:
Nonprofit Health System



Size:
Serving millions of patients annually across multiple states



Relationship:
WestCX partner for more than five years



Location:
Southeast



Enterprise-Scale Automation with WestCX

Working closely with the health system, WestCX implemented its automated patient engagement solution to manage millions of patient communications each month across multiple service lines. WestCX also developed a custom integration with HL7 to enable seamless, secure exchange of health information across systems.

6 million

automated appointment reminders sent monthly, streamlining confirmations, cancellations, and reschedules across 275+ departments.

2.6 million

referral messages automated in 2024, reducing referral-to-appointment scheduling time.

300K+

care-gap follow-up messages delivered, helping close care gaps and ease staff workload.

1,500 staff hours

saved each month through chat and self-service tools.

Delivering ROI While Advancing Patient Care and Staff Efficiency

By automating patient engagement workflows, the organization has realized significant operational and financial outcomes, reinforcing the value of intelligent automation in patient care and staff outcomes.

➤ **Financial ROI:** In 2024 alone, automated workflows generated an average of \$4.2 million in monthly revenue, including:

\$1.8 million recaptured from rescheduled appointments after missed or canceled visits.

\$1.9 million in savings from reduced no-shows.

\$512,000 secured from recall and follow-up visits.



➤ **Enhanced efficiency:** Referral automation reduced scheduling time from several weeks to an average of four days, with half of referrals scheduled within two days.

➤ **Improved patient experiences:** Approximately 105,000 referrals were scheduled via chat in 2024, with 86% of patient interactions receiving positive ratings.

➤ **Operational impact:** Automation has freed staff to focus on higher-value patient interactions and provided greater visibility into performance and productivity through consolidated reporting.



Advancing the Future of Patient Access

Building on their shared success, WestCX and the health system continue to partner on new ways to advance patient access and engagement. Together, they're expanding automation to additional departments and care areas, with future initiatives that include broader use of chat and AI to enhance digital self-service and support a more connected care experience.

