

Modernizing Patient Engagement Across One of New York's Largest Health Systems

westcx



Leveraging automation to unify patient communication across hospitals and clinics to deliver more consistent, connected digital experiences.

Building a Foundation for Modern Patient Engagement

For nearly 20 years, one of New York's largest nonprofit healthcare providers has partnered with WestCX to transform how it connects with patients across its growing network of hospitals and outpatient centers.

With 21 hospitals and more than 890 outpatient facilities, the health system — also the state's largest private employer — manages millions of patient communications each year. As it expanded through acquisitions, the organization inherited a fragmented technology landscape, including up to 10 different electronic medical record (EMR) systems.

To address this complexity, the provider launched a comprehensive modernization effort to consolidate systems, streamline communication, and align operations under a unified digital infrastructure. This initiative, supported by WestCX, played a key role in advancing the health system's enterprise-wide digital transformation.

Connecting a Complex Network

After a series of acquisitions, each acquired hospital and practice continued to operate independently, which created inconsistencies in how the hospitals communicated with patients. Staff managed appointment reminders, follow-ups, complex referrals, and population health campaigns manually, using different processes, fragmented data, and disconnected systems.

As the organization prepared for a major digital transformation, leaders recognized the need for a scalable communication platform capable of supporting both legacy and next-generation systems.

The primary goals were to:

- Unify communication across hospitals and clinics by consolidating multiple EMR systems.
- Create a consistent patient experience throughout the health network.
- Reduce staff workload through automation of scheduling and reminders.
- Support enterprise modernization with scalable, measurable communication solutions.

Case Study:

Patient engagement modernization and automated patient outreach



Profile Organization Type:
Nonprofit Health System



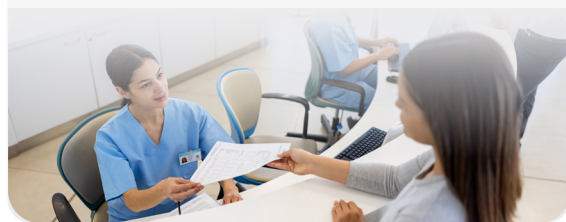
Size:
Serving millions of patients annually



Relationship:
WestCX partner for nearly 20 years



Location:
Northeast



Enterprise-Level Automation Driving Digital Transformation

To achieve these goals, WestCX collaborated with the health system to migrate from an aging application service provider (ASP) model to an automated patient engagement solution that could integrate with Epic and other EMRs. This shift unified operations across all facilities, simplified workflows, and provided a scalable framework for future growth.

Appointment reminders, confirmations, and reschedules via SMS, voice, and email.

Centralized workflows to ensure consistent message formatting and timing.

Real-time patient interaction capabilities that allow for seamless appointment management.

Advanced analytics to track utilization, performance, and engagement trends.

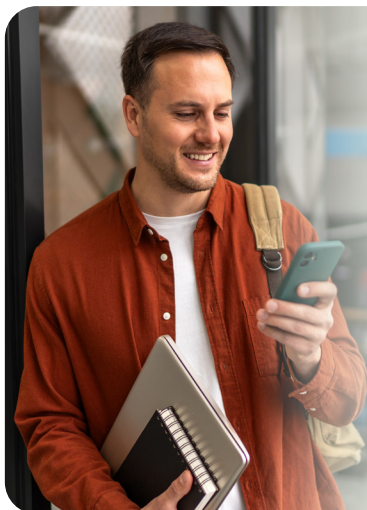
The transition, completed over 18 months, consolidated all EMR environments into a unified, Epic-integrated ecosystem. The automated patient engagement solution currently facilitates approximately 500,000 patient communications each month, providing near real-time visibility into performance across hospitals, departments, and patient demographics.

Stronger Patient Response and Greater Operational Efficiency

Since transitioning from a legacy ASP platform to WestCX's engagement solution, the health system has improved patient engagement and operational efficiency. Documented and projected outcomes include:

- **5% increase in patient response rates following the migration to WestCX's platform.**
- **Approximately 500,000 automated transactions a month, significantly reducing staff intervention.**
- **Approximately 30% savings over three years compared to legacy transactional models.**
- **Improved appointment completion and reduced no-shows across high-volume departments.**
- **Stronger message consistency and reduced patient confusion across all locations.**

Even modest improvements in patient response and engagement rates can generate significant financial and operational value. Missed appointments cost U.S. healthcare providers an estimated \$150 billion annually, with each open slot representing lost revenue and reduced access to care. By improving response rates and automating outreach through WestCX's patient engagement solution, the organization has strengthened patient communication, appointment adherence, and overall system efficiency.



Looking Forward: Partnering for Continuous Innovation

As part of its ongoing digital evolution, the health system continues to expand its use of WestCX's solutions across new modalities and service lines. Upcoming initiatives include pilots for Rich Communication Services (RCS) messaging and additional self-service features designed to improve convenience and accessibility for patients.

WestCX's role as a strategic partner extends beyond technology implementation. The two teams collaborate closely on data analysis, message optimization, and operational strategy to ensure communication remains seamless as the organization scales.

This two-decade partnership stands as a model for how enterprise healthcare organizations can modernize communication at scale, blending automation, analytics, and personalization to deliver more connected and patient-centric experiences.



Source: <https://www.mgma.com/articles/better-patient-communication-to-deter-no-show-appointments>