

How a Leading Children's Hospital Transformed Patient Outreach with WestCX

westcx



WestCX delivers automated, personalized communication that simplifies access, lightens staff workload, and fosters a more connected experience for families.

Background

When one of the nation's leading children's hospitals set out to improve how it connected with patients and families, its top priority was delivering peace of mind for parents navigating complex health journeys. To make that possible, the hospital also needed to ease the burden on staff and create seamless access to care.

These goals led the hospital to select WestCX, a brand under WestCX delivering a trusted, digital engagement platform with a 30-year track record in helping healthcare organizations connect with patients. Since partnering in 2021, the hospital has grown from sending 100,000 monthly messages to more than 1 million, making digital communication a core part of the patient experience.

Challenges and Solutions

Challenge: Streamlining Appointment Reminders

The hospital relied on agents to handle the process of appointment reminders. This meant staff were making thousands of outbound calls each day, taking up time that could be spent on higher-value activities.

Solution

- With WestCX's enterprise-level patient engagement solution, the hospital now fully automates appointment reminders across phone, text, and email.
- Families can choose when and how they receive reminders, with clear options to confirm, cancel or reschedule, typically seven, three, and one day before their appointment.
- The solution allows the hospital to add specialty instructions to reminders, such as MRI preparation, insurance requirements, or early arrival guidance.

Challenge: Improving Referral Conversion

The process of converting referrals into appointments was entirely manual. Agents would spend up to four or five hours a day manually calling patients, but the conversion rate was lagging in the single digits. Time was being wasted dialing numbers, leaving voicemails, or simply waiting on patients to call back.

Solution

- Referrals are now managed automatically by WestCX's platform through same-day outreach, giving patients the option to connect directly with an agent.
- This provides timely access to care for patients and more time for staff to focus on meaningful, higher-value interactions.

Challenge: Keeping Parents Informed

The hospital recognized the intensity that parents experience when their child is undergoing a surgical procedure and looked to alleviate this stress.

Solution

- Integrated with the hospital's EHR, WestCX's platform sends real-time text updates throughout the surgical process: when their child enters surgery, moves to recovery, and is ready for pickup.
- Beyond procedures, WestCX enables broad campaigns for flu shots, back-to-school vaccines, COVID updates, and insurance renewals, keeping families informed and engaged in their children's care.

Case Study:

Patient Outreach and Digital Engagement Transformation



Profile Organization Type: Leading Children's Hospital



Size: Nationally recognized hospital; handles over 1 million patient communications monthly



Relationship: WestCX Partner since 2021



Location: United States

As one hospital leader put it:

"The platform saves our staff time, but more importantly, it improves patient experiences and gives families peace of mind. It's a model that strengthens our mission to deliver quality care and improves our operational efficiency."

Outcomes and Benefits

As the hospital scaled its use of WestCX throughout the patient communication journey, measurable outcomes quickly emerged. By automating more touchpoints in a personalized way, the hospital made it easier for families to manage appointments, working to create a less stressful experience for those already navigating complex health needs.

Operational Impact:

- **Freed thousands of staff hours** by eliminating manual reminder and referral calls.
- **Lowered cancellations** with timely, personalized reminders.
- **Increased referral-to-appointment conversions** with faster scheduling and follow-through, driving 85% of referrals to convert to appointments within three days.
- **Made continuous improvements with real-time analytics** that track delivery and response data, offering visibility into message delivery, response trends, and workflow gaps.

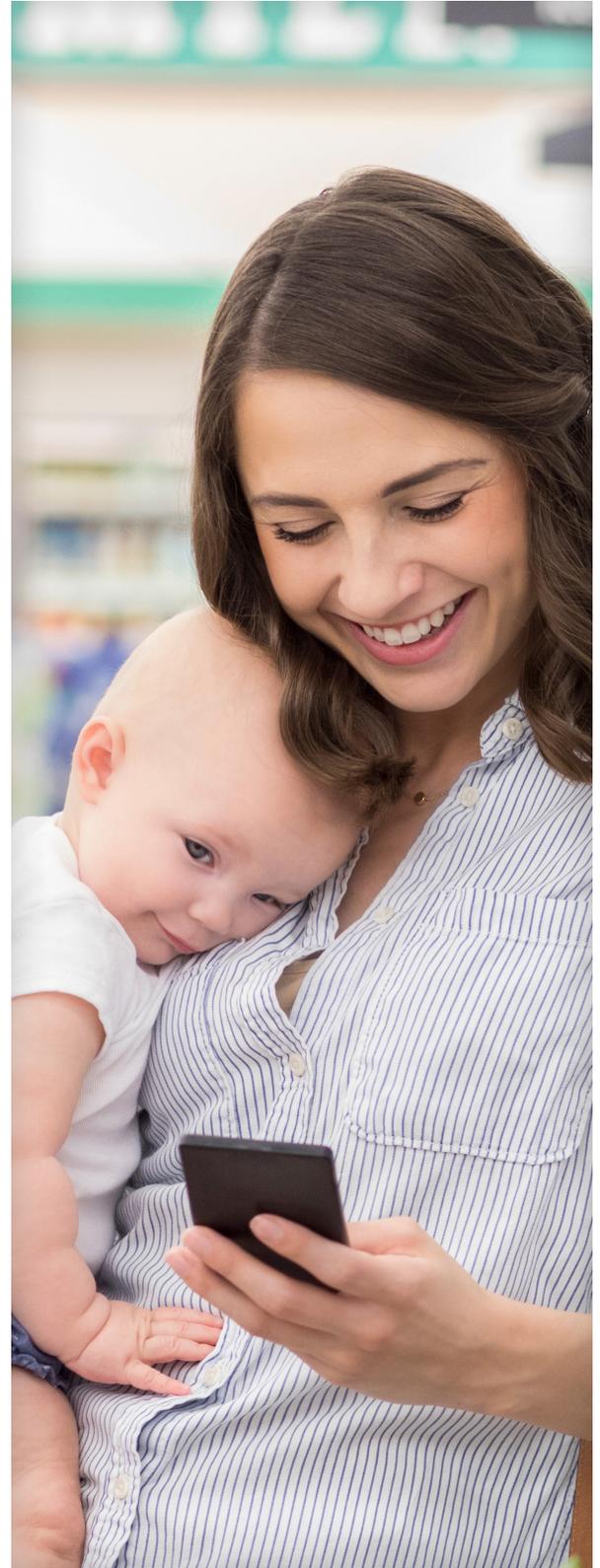
Patient and Family Experience:

- **Peace of mind for families** from timely, transparent communication.
- **Personalized experiences and control** for families in how they receive reminders and specialty instructions, such as “nothing by mouth” reminders that are tailored to each child’s needs.
- **Increased accessibility and clarity for diverse patient populations** through multilingual messaging.
- **Improved family satisfaction** during stressful procedures from automated updates before, during, and after surgeries.

Lessons Learned and Looking Ahead

Weaving WestCX into everyday workflows has enabled this leading children’s hospital to reduce operational strain and make care more accessible and less stressful for families. The results show what’s possible when digital communication is scaled with intention and can evolve with data-driven improvements.

Building on its rapid growth in digital outreach, the hospital continues to expand its patient communication without added costs through enterprise-level agreements.



WestCX is the parent company of Televoix and Mosaicx, bringing all solutions together under a single, unified brand.

