

# Unifying Patient Communication Across a 24-State Health Network

westcx



**Delivering streamlined communication, reduced operational complexity, and consistent patient experiences nationwide.**

## Connecting Communication Across a Complex Care Network

Spanning 24 states and connecting more than 140 hospitals and 1,000 care sites, one of the nation's largest health systems serves millions of patients each year through a vast network of hospitals, physician groups, specialty clinics, and outpatient centers. Its reach makes care accessible on a national scale but also adds complexity to how the system communicates with patients.

To overcome this challenge, the organization partnered with WestCX to modernize and unify its approach to patient engagement. The deployment has set the foundation for more consistent, efficient communication across its markets.

## The Challenge: Fragmented Communication Across Markets

Each regional market had developed its own systems, templates, and vendors for appointment reminders, billing notices, and wellness campaigns. This decentralized approach led to fragmented outreach, inconsistent messaging, and limited visibility into patient interactions.

Without a centralized framework, it was difficult to ensure accuracy or measure the effectiveness of outreach efforts. Staff spent significant time managing local tools, and patients often received different communication styles depending on where they sought care.

To improve efficiency and deliver a cohesive experience, the organization needed to unify its engagement strategy and gain enterprise-wide visibility.

## The Solution: Building a Foundation for Enterprise Engagement

The health system partnered with WestCX to create a single, scalable engagement platform that could support communication across the network and give local teams flexibility to tailor outreach.

WestCX's Enterprise Edition offers the structure and scalability needed to standardize patient communication and streamline operations. What began as localized deployments evolved into a coordinated enterprise program with shared contracts, clear processes, and consistent patient experiences system wide.

### Case Study:

Patient engagement modernization and communication optimization



**Profile Organization Type:** Large Health System



**Size:** 140+ hospitals, 1,000+ care sites; serves millions of patients annually



**Relationship:** Partnered with WestCX



**Location:** 24 states (national reach)



## The Outcomes: Simplifying Operations and Elevating Patient Experience

WestCX's engagement solution has transformed how the organization connects with patients, reducing administrative burden and improving consistency across regions. Automated reminders and notifications have replaced manual outreach, allowing staff to focus more on patient care and less on repetitive tasks.

Patients now receive timely, more accurate, and reliable communication, helping them stay informed and engaged in their care. In markets that have fully adopted standardized messaging, appointment volumes have also increased, scheduling has improved, and patient satisfaction continues to rise.

### Key outcomes include:

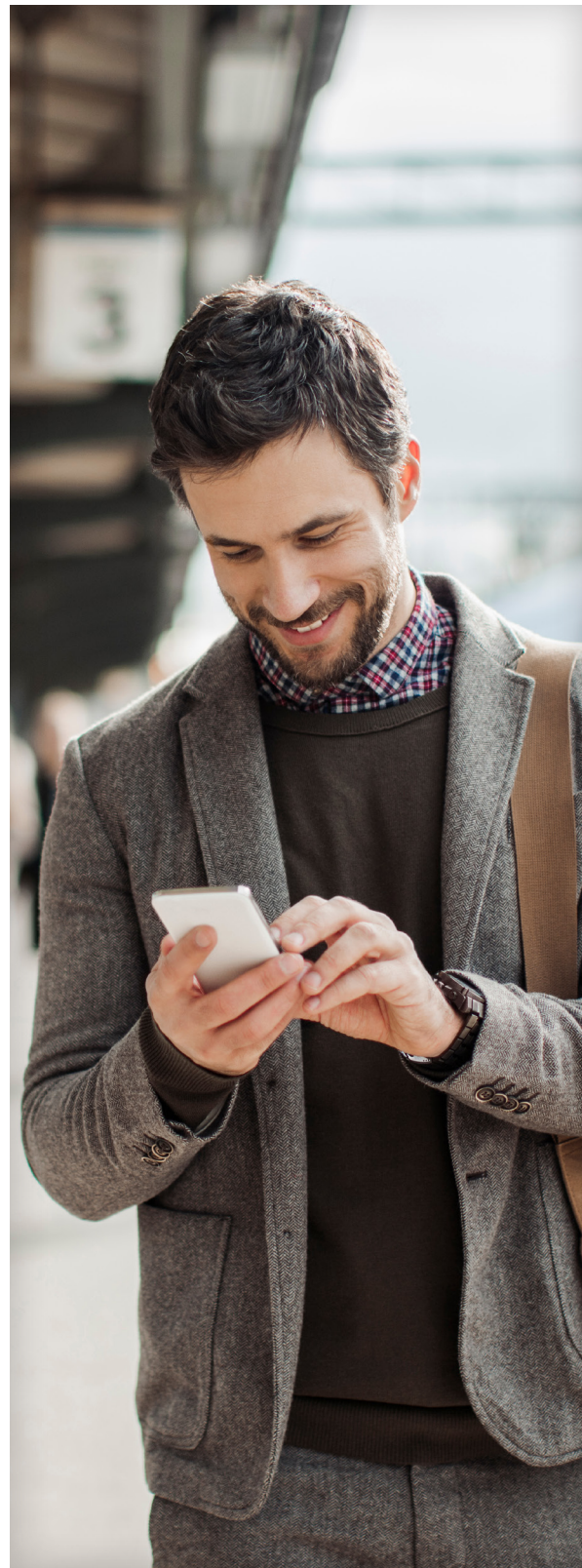
- ✓ **Improved operational efficiency:** Less manual work and improved scheduling accuracy.
- ✓ **Enhanced patient experience:** Consistent, timely communication helps patients feel informed, supported, and confident throughout their care journey.
- ✓ **Better patient preparedness:** Timely reminders and faster delivery of pre-visit instructions help patients arrive ready for care, supporting smoother appointments and better adherence.
- ✓ **Accessibility:** Multilingual messaging ensures equitable engagement across diverse populations.
- ✓ **Agility in care communication:** Self-service automation enables teams to quickly adjust outreach to meet evolving patient and organizational needs.

Early adoption in regions such as the Southeast and Pacific Northwest shows strong engagement and tangible improvements in communication efficiency.

## Looking Ahead: Expanding Next-Generation Enterprise Engagement

The health system continues to expand its use of WestCX, exploring new capabilities such as AI-powered chat, digital care programs, and RCS messaging to create more interactive, personalized patient experiences.

As additional regions come online, WestCX remains a key partner in helping the organization strengthen engagement, enhance operations, and deliver quality care at scale. Together, they are building a more connected, efficient, and patient-centered model for communication across large health systems.



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

