

Building the Future of Patient Engagement Through a Trusted Collaboration with WestCX

westcx



Automated, intelligent communication improves patient engagement, reduces manual workloads, and supports enterprise-wide operational efficiency.

Evolving Patient Engagement Through Two Decades of Digital Innovation

For nearly two decades, one of the nation's most respected academic health systems has collaborated with WestCX to enhance communication between patients and providers across hospitals, outpatient centers, and community practices throughout the Boston region.

With more than 15 hospitals and over 1,500 affiliated practices, the organization manages hundreds of thousands of patient communications each month, ranging from appointment reminders and follow-up messages to complex referral coordination and outreach campaigns.

WestCX serves as a trusted advisor in the health system's ongoing digital transformation, providing enterprise-level patient engagement solutions that automate communication workflows and uphold the personal touch patients expect.

The Challenge: Meeting the Need for Seamless Patient Engagement

As the organization continued to expand its network of hospitals, clinics, and community practices, it faced mounting challenges managing appointment coordination, referral tracking, and preventive care outreach at scale. The healthcare system's goal was to improve operational efficiency and maintain timely, personalized communication across a large and diverse patient population.

WestCX collaborated with cross-functional leaders across care delivery, scheduling, and innovation teams to identify areas for improvement. Together, they developed a centralized approach to patient communication that reduces staff burden and ensures consistency across all care settings.

The Solution: Driving Operational Impact Through Automation

WestCX's enterprise-level engagement solution streamlines high-volume communication across the health system, enabling care teams to reach patients efficiently before, during, and after their appointments. Through this collaboration, the organization has reduced its reliance on manual calls and improved scheduling turnaround for complex care pathways.

Across the healthcare industry, missed appointments cost U.S. health systems an estimated \$150 billion annually, with the average physician losing \$200 per missed visit. By automating outreach and offering real-time self-scheduling and rescheduling capabilities, WestCX helps mitigate these losses while improving patient convenience and satisfaction.

Case Study:

Patient engagement modernization and communication optimization



Profile Organization Type:
Highly respected academic health system



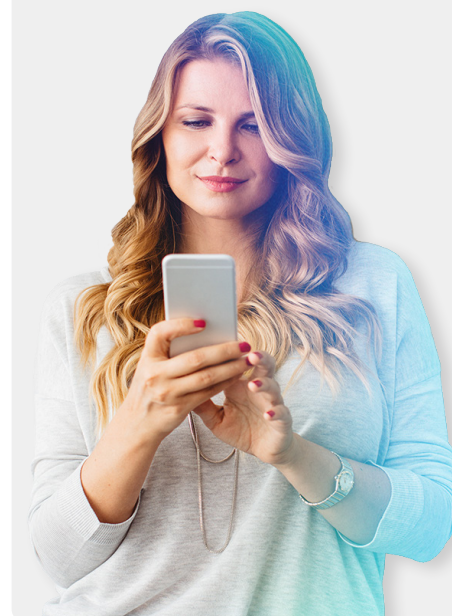
Size: 15+ hospitals, 1,500+ affiliated practices



Relationship: 20 years



Location: Boston region



Key areas of operational impact include:

Reduced no-shows and improved access: Automated reminders can decrease missed appointments by 20-30%, improving visits and continuity of care.

Faster scheduling cycles: Referral automation can shorten scheduling time to 40%, increasing efficiency for both patients and staff.

High-volume automation: Approximately 700,000 patient communications are managed each month, allowing care teams to focus on higher-value interactions and consistent follow-up across departments.

Expanded proactive communication: Automated appointment reminders, referral messages, and rescheduling prompts help patients stay connected to care. The system also supports targeted programs such as endoscopy and colonoscopy scheduling, radiology orders, psychiatry follow-ups, and population health initiatives like the organization's United Against Racism campaign, along with others in development.

The Outcomes: Enhancing Patient and Staff Experiences

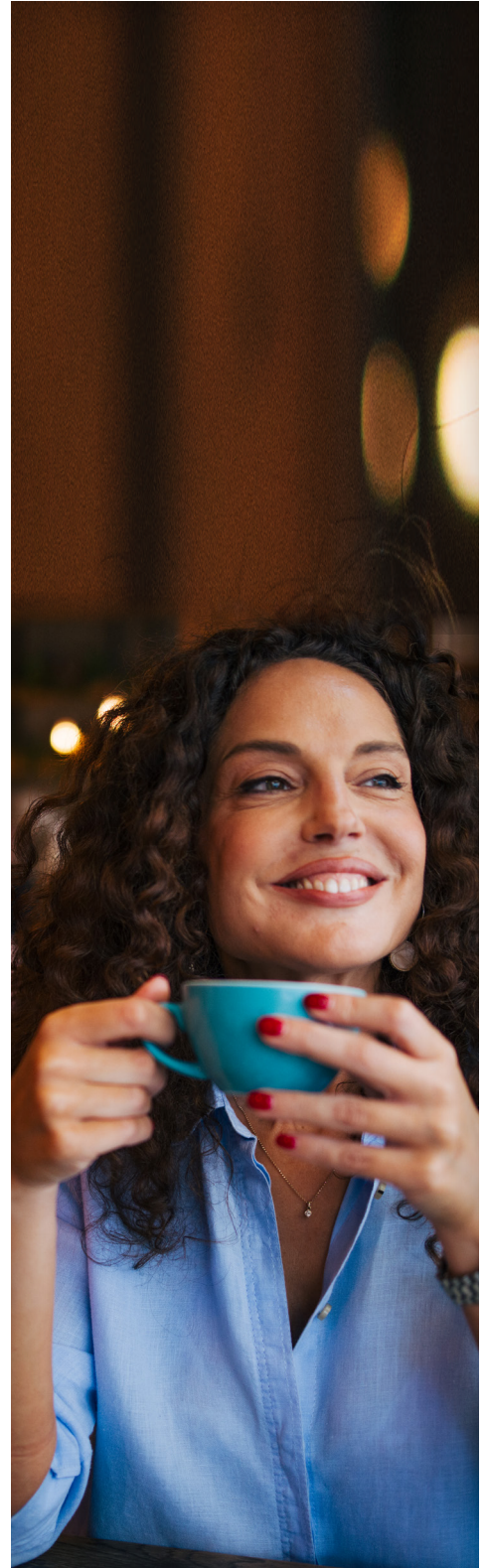
Through intelligent automation, the organization has achieved improvements in access, efficiency, and engagement. Patients now receive timely appointment confirmations, preparation instructions, and reminders through their preferred channels—voice, text, or email, while staff benefit from reduced administrative tasks and greater visibility into scheduling performance.

Preliminary feedback indicates higher patient satisfaction with appointment communication and greater compliance with screening and follow-up care. Research shows that digital-engaged patients are 2.5 times more likely to report high satisfaction, and automation of scheduling tasks reduces staff administrative burden and enables more direct patient-care time. Operational leaders report significant time savings across scheduling teams and improved appointment adherence in several key service lines.

Building on a Foundation of Partnership to Continue Innovation

With nearly two decades of collaboration, WestCX continues to work closely with this academic health system as it modernizes its communication infrastructure. Upcoming initiatives include expanding automated outreach to new care programs, integrating additional referral types, and advancing analytics capabilities to better understand engagement patterns and patient outcomes.

Together, WestCX and the health system are transforming how patients access care, driving efficiency, improving outcomes, and ensuring every interaction supports the organization's mission of delivering exceptional, equitable healthcare.



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

