

Barb McLaughlin



Barbara's expertise is HOW TO COMMUNICATE EFFECTIVELY with a focus on Healthcare. A lot of the information presented to patients is not remembered, understood or complied to.

Barbara's life's passion is to help patients navigate and comprehend the healthcare world so they are not so frightened and upset by the mere process.

Barbara worked with Smart Source to create a series of products and services whose primary function is to educate and communicate to the patients.

Visit our website at www.hand-holder.com and see how we meet this challenge. Then send us your comments and ideas so you too can help take care of everyone and feel good about your life every day!

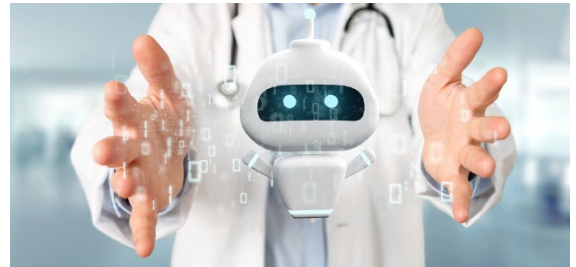
If you're afraid of Artificial Intelligence, please read this:

Barbara K. McLaughlin

VP of Healthcare at Smart Source

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We have created a set of Virtual Agents designed specifically for healthcare with all the security protocols already in place for HIPAA compliance and healthcare accuracy standards. These well-designed Agents are specific to routine healthcare functions with guardrails at every turn so only the intended functions can be performed with your business rules and routines.



These agents are primarily CONVERSATIONAL so we do not leave any patients behind! If patients do not have technology access or are technology challenged, our Virtual Agents can help them access and navigate healthcare. From a flip phone, from a land line, from a basic cell phone. Even a pay phone if there is such a thing anymore! Even in Spanish. If at ANY point in the conversation the patient says "agent", "person", "human", "receptionist", "operator", "doctor", "nurse" or similar the Virtual Agent transfers the call to a person. If after hours the call goes to an escalation console for a human to reach back out to the patient.



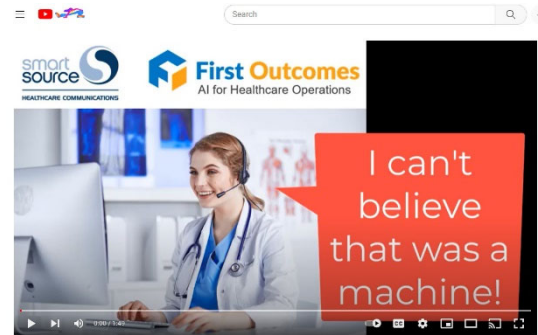
Each module using AI is clearly defined for a specific purpose to make sure patients do not wait on the phone line for simple tasks like:

- I just want to make an appointment
- I just want to pay my bill
- I just want to renew my prescription

Our Virtual Agents can handle these tasks- (and much more) with ease and for a fraction of your current costs. They do this without changing your workflow and are available 24/7/365.

Now back to the fear factor. Specific Access, Specific Functions, Specific Scripts, Specific Accountability, Specific Routines, Specific Tracking and Reporting, and YOUR Specific Quality Control. In other words- you write the rules and that is the sum total of what the Virtual Agents can perform until you decide otherwise.

Our Virtual Agents have ***predefined functions***, specific to healthcare, all created to improve the patient experience, and use data to facilitate accurate operational efficiencies. This is not a free for all where bots can randomly wreak havoc on your programs and processes.



For the most part, the guts of these functions are already programmed and ready to go- with customizations for your methods and procedures – related to access and revenue cycle operations- and are implementable within weeks. Additionally our Virtual Agents are both inbound and outbound- so if you need to reach out to your patients for any reason (confirmations, check ups, surveys, reminders, etc.) our Virtual Agents can handle this too using vetted, implemented product and service experience.

WHY WE ARE DIFFERENT AND WHY CAN YOU TRUST US:

Our Executive Team has a combined active healthcare experience of over 100 years! We know healthcare inside and out (though we continue to learn, much as clinicians do). Our technical team – who built our Virtual Agents- are second to none. It is important to know that companies who understand AI but have no healthcare experience will not be as effective as healthcare professionals with state of the art technology. Banking, Shipping, Retail and Manufacturing are NOT the same as healthcare with all its unique requirements and voluminous regulations. Peoples lives are on the line here.

Our Virtual Agents are NOT (IVR) Interactive Voice Recognition. They utilize AI tools such as AI Speech/Voice, AI Vision (Intelligence combined with Optical Character Recognition), Natural Language Processing, Patient Intent programming, Robotic Process Automation, Application Interfaces, and more. But understanding how healthcare functions are all intertwined is paramount to effective solutions.

No smoke and mirrors or empty promises or what ifs. These applications of AI are working now.

Please ask for a copy of our White Paper “Demystifying AI in the Healthcare Revenue Cycle” for more information on how Smart Source/First Outcomes can help you right now.

Thank you.