

Intelligent Total Experience Elevation

Leverage Agentforce, Agentforce Voice, integrated EMR, and available Google services, to create a scalable, intelligent engagement layer, designed to deliver personalized, proactive appointment support and to reduce operational friction across the enterprise.

Personalization

Verifies identity in-call using **patient record context and EMR APIs** before taking action

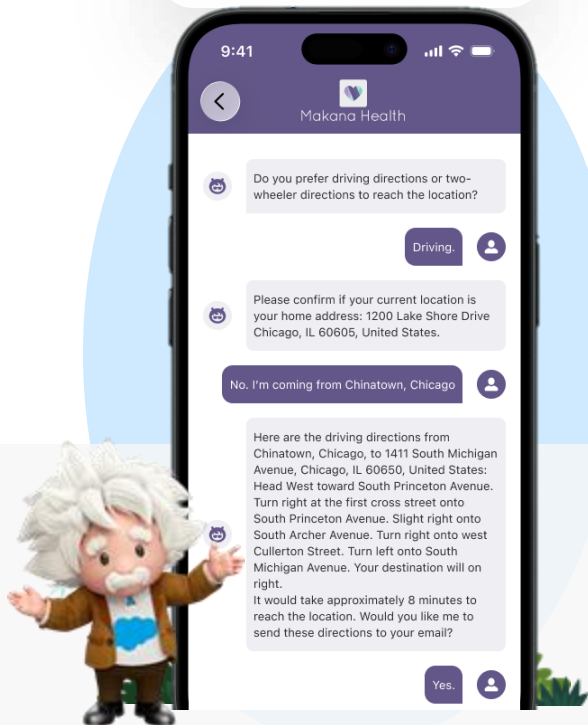
Elevating Experience

Pulls **real-time routes via Google APIs** and read directions and wayfinding support

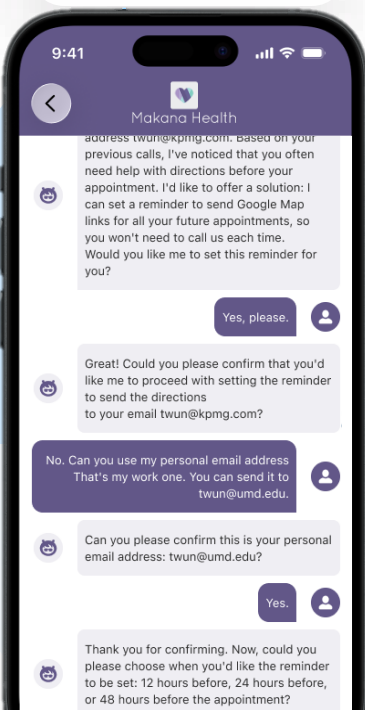
Proactive Engagement

Detects voice recognition, text and chat patterns and **triggers proactive engagement to drive elevated experience**

Real-time Directions



Proactive Reminders



Frictionless Arrival: Verified patients receive real-time, voice-guided directions tailored to their appointment location paired with check-in links

Proactive Direction Reminders: Automatic email reminders with built-in navigation links deliver navigational guidance prior the visit, helping to reduce uncertainty and delays

Lower Contact Center Volume: Personalize simple to moderate level experiences prior to transfer live-agent involvement for complex use cases, helping the contact center agents to focus on higher escalated situations

Adaptive Voice & Channel Outreach: Intuitive call behavior informs smarter reminder timing and directional support to help drive appointment check-in completion, overall attendance, and reliable ptient support

Expected Benefits

- **Shift in call reasons**
- **Improved arrivals readiness**
- **More consistent engagement**
- **Operational scalability**

Personalized

Tailor behavior through preference-based questions to enhance the experience beyond the immediate phone call

Adaptable

Preview and run a configurable algorithm; adjust business rules for the automation as needed with safe guards for live-agent escalation if needed

Interoperable

Pre-built integration can enable patient verification and appointment confirmation through the EMR along with Google API callouts for real-time routing

Personalized Communication

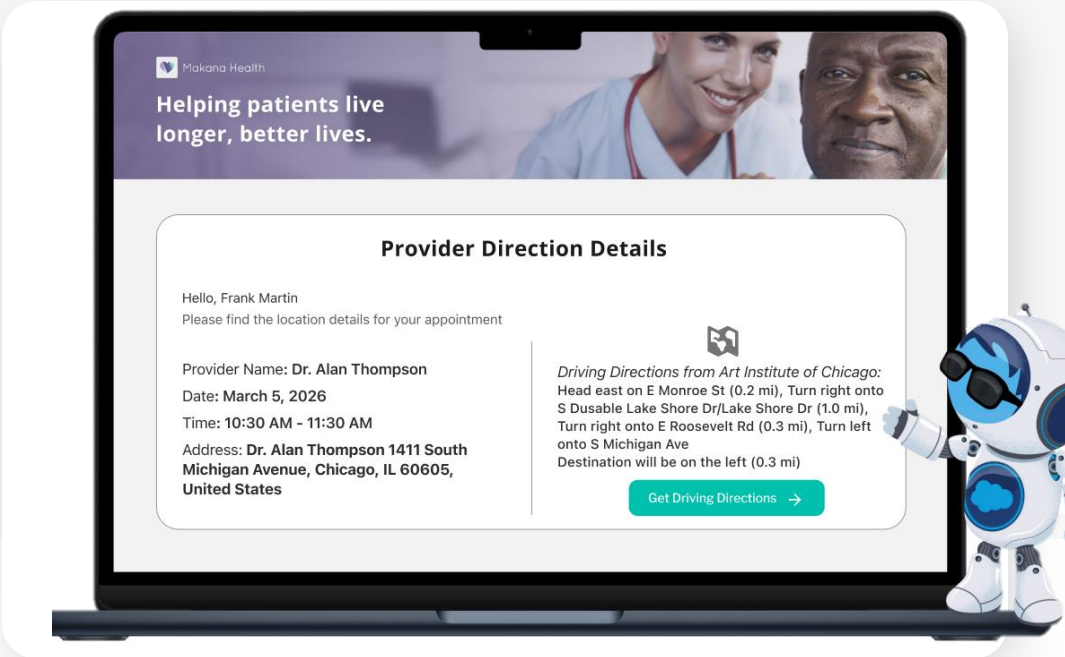


Fig 1. Personalized appointment reminder email with directions and real-time Google integration to reduce no-shows and increase patient proactive appointment preparation

Solution Package



-  **Health Cloud**
Helps to secure PHI for patients throughout scheduling process
-  **Marketing Cloud**
Designed to enable emails and personalization based on preferences
-  **Mulesoft**
Pre-built integrations to the EMR for more seamless appointment management
-  **Data Cloud & AgentForce**
Appointment, patient data & AI automation to help drive optimal engagement

Intelligence Led Engagement

Experience-Oriented Algorithm measuring effectiveness, cost, and outcomes to monitor engagement

Agentic Self Improvement Model

Learning from positive and negative interactions to help drive improved Voice AI Agents with each interaction

Enterprise Digital, Inbound & Outbound

A single voice layer for consistent scalable patient engagement

Access Support

Designed to expand appointment support via voice channel, to help reduce overhead and staffing costs

