Channel Futures, U.S.: Improving the Health Care Consumer Experience with Conversational AI

"Contextual voice solutions is a new way for engagement, and many of the leading health care organizations are thinking about how to strategically implement these technologies to enhance consumer engagement," says **Sashi Padarthy**, who Leader of AI/ML Healthcare Solutions. "There are multiple factors — both macro and micro — that are driving this trend."

Excerpts from Channel Futures' article:

"According to Padarthy, a couple of key factors for contextual voice solutions are consumer engagement and clinical call centers.

Cognizant itself is leveraging this technology to support its customers in a number of ways.

'We have been working on using these technologies to develop a conversational engagement platform that allows us to deploy highly personalized, branded and HIPAA-compliant solutions to health care organizations,' says Padarthy. 'We are currently working with leading health systems and health plans to deploy this technology in a variety of use cases, from member engagement and care coordination to patient services.'

The platform supports multiple channels, including mobile, web, Google and Alexa along with IVR. It also makes it easy and cost effective for health care organizations because it comes with connectors to back-office systems such as Facets/QNEXT, care management systems, EMR and Salesforce."

Click **here** to read more.

Artificial Intelligence, AI, AnalyticsCognizant ConsultingCognizant Digital BusinessHealthcare

https://news.cognizant.com/2019-09-11-Improving-the-Health-Care-Consumer-Experience-with-Conversational-AI