CASE STUDY

iCareONE™

Unified AI Platform for Patient Access & Engagement

GeBBS
HEALTHCARE SOLUTIONS
Forward Thinking

20–30% *Fewer No-Shows*

35% *Faster Scheduling*

25% *Fewer Denials*

Overview

A large multi-specialty healthcare provider with outpatient clinics and diagnostic centers across multiple regions faced growing patient access challenges due to fragmented and manual engagement workflows. Disconnected communication channels and high call volumes led to operational inefficiencies, inconsistent patient experiences, reduced staff productivity, and limited scalability.

Opportunities & Challenges

Fragmented and manual workflows led to:

- Agents navigating multiple systems for patient data, scheduling, and eligibility checks
- No unified voice, SMS, and email platform
- High no-show rates and costly agent follow-ups
- Manual eligibility and auth workflow delays
- Limited visibility into patient access KPIs

Outcomes

No-Show Rate:
20–30% reduction via proactive reminders

Scheduling Speed:
35% faster turnaround time

Denial Reduction:
25% fewer front-end denials

Agent Productivity:
Up to 25–30% with AI-assisted workflows

Patient Satisfaction:
Improved via faster, transparent access

Solution

Unified Patient Engagement & Front-End Workflow Platform

GeBBS implemented iCareONE™ to unify patient access operations and automate front-end revenue cycle workflows:

- Unified patient engagement and front-end platform
- Omnichannel communication via integrated contact center
- AI-based scheduling, reminders, and self-service management
- Automated eligibility verification (270/271) at scheduling
- AI-assisted agent guidance with real-time prompts

Key Takeaways

- Omnichannel engagement reduces fragmentation at scale
- Automated eligibility eliminates upstream denials and rework
- AI-assisted tools boost throughput without added headcount

" No-shows are down, authorizations are faster, and our agents spend less time on manual tasks. iCareONE™ has been a true operational transformation. "

— VP, Patient Access

Conclusion

iCareONE™ unified patient engagement, automated eligibility, and enabled AI-assisted agent operations — delivering measurable gains in access, efficiency, and financial clearance without adding headcount.