

How Duly Health and Care guides patients through their network with Smart Care Routing™

<30

days to launch the POC

+1000s

of patients using virtual triage in the first weeks

✓40%

new patients

✓20%

conversion to booked appointments

⬆10x

ROI from online booking volume

⬆4x

NPS compared to industry average

DULY HEALTH & CARE



900 primary care and specialty care physicians



6,000 team members



150 locations



2.5 million patients

DULY HEALTH & CARE: LEGACY OF INNOVATIVE CARE

Duly Health and Care is the largest independent, multi-specialty physician-directed medical group in the Midwest. Its legacy of innovative healthcare spans over 50 years.

Duly Health and Care began as Glen Ellyn Clinic, the brainchild of Dr. Robert McCray. Dr. McCray was a local surgeon and healthcare visionary whose advancements helped redefine the physician practice in DuPage County into the kind of personalized, leading-edge health care that until then was rarely available.

Nearly half a century later, Glen Ellyn Clinic merged with two other medical centers in DuPage County. The result was DuPage Medical Group, which was formed in 1999 and became the state's leading multi-specialty group.

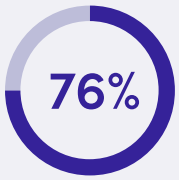
In 2021, DuPage Medical Group undertook a strategic rebrand in order carry its legacy of innovative healthcare into the 21st century. DuPage Medical Group officially became Duly Health and Care on September 15, 2021. Their purpose – to help patients flourish.



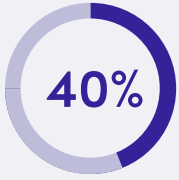
We were looking for quick wins and easy changes. Clearstep was simple to implement and kickstart momentum for innovation.

LAUREL RIS
Director of Patient Experience

NEW ERA OF PATIENT DIGITAL BEHAVIOR



of patients go online to look for health and care



of patients are not loyal to a local hospital or health system

WHY DULY CHOSE CLEARSTEP'S SMART CARE ROUTING

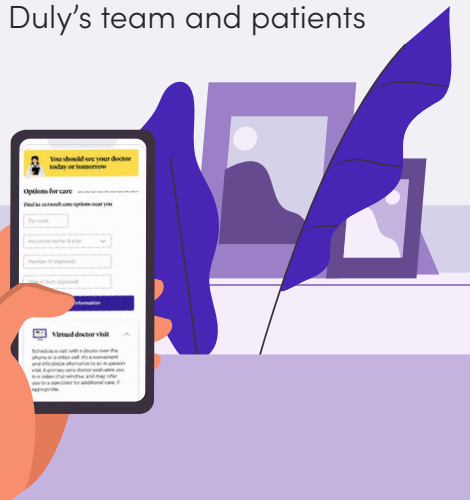
Lightning fast implementation with less than 30 days to launch a proof of concept

Gold-standard, Schmitt-based clinical content with outstanding clinical accuracy

Robust suite of AI chat solutions

Award-winning design white labeled to Duly's brand

Responsive and supportive Clearstep team, committed to a great experience for Duly's team and patients



USING AI CHAT TO MAKE HEALTHCARE EASY

Duly Health and Care's first priority was to address changing patient digital behavior. Patients expect a consumer-friendly, digital experience similar to what they enjoy within other industries. If not, they will seek care elsewhere: 40% of patients are not loyal to a local hospital or health system.

But healthcare has become increasingly complex for patients to navigate. According to the Department of Health and Human Services, 88% of patients do not have proficient literacy to navigate the care system.

In the words of Joel Nelson, Chief Transformation Officer at Duly Health and Care, "One of our biggest challenges is helping patients navigate through our network. We want our digital front door to be a seamless experience that leaves our patients feeling like we've helped them find the right care."

Duly Health and Care began searching for a technology partner who could help them deliver an outstanding digital patient experience. After a search process, the team selected Clearstep's Smart Care Routing solution for their AI chat capabilities.

GUIDING PATIENTS WITH CLEARSTEP'S SMART CARE ROUTING

Clearstep's Smart Care Routing™ guides patients through their provider network using AI chat technology.

Duly Health & Care started with a proof of concept for Smart Care Routing's flagship product, Virtual Triage. Virtual Triage allows patients to check symptoms and book care through AI chat online, using algorithms that leverage Schmitt Clinical Content, the gold standard triage logic used by 95% of call centers nationwide.

In just 30 days, Virtual Triage was live on Duly Health & Care's website. Thousands of patients began using the Virtual Triage flow online, delivering 10x ROI in a matter of weeks through increased online booking volume. Users of Clearstep reported an NPS of +40, 4x the industry average for healthcare providers. Since then, Duly Health & Care has continued to partner with Clearstep, expanding into AI chat use-cases for Patient Services, such as scheduling care, Rx refill and bill pay.



Want to see how Smart Care Routing can transform your patient experience? Talk to us at info@clearstep.health



Clearstep is a healthcare technology company headquartered in Chicago. Want to see how Smart Care Routing can transform your patient experience? Talk to us at info@clearstep.health



With Clearstep's Smart Care Routing, Duly has an “easy button” for our patients that enhances the human relationship.

JOEL NELSON
Chief Transformation Officer

