

Novant Health Generates 4x ROI with Smart Care Routing™



<30

days to launch
Clearstep Virtual Triage

30K+

patient interactions

✓ 73%

of patients were
re-routed to more
appropriate levels of care

✓ 45%

of Urgent/ER care
cases deflected to lower
acuity care levels

⬆ 4x

ROI in <10 months

CHALLENGE OF OPTIMIZING PATIENT FLOW FOR OVERBURDENED CARE AREAS

During the height of the pandemic in 2021, **Novant Health**, one of the largest health systems in North Carolina, needed a solution to optimize its patient flow. As many other health systems were experiencing, too many patients who did not need to be seen immediately were presenting in person, backlogging care in emergency departments and other care areas.

Novant Health sought a technology partner to successfully direct patients to the appropriate venue of care by enhancing its website capabilities.

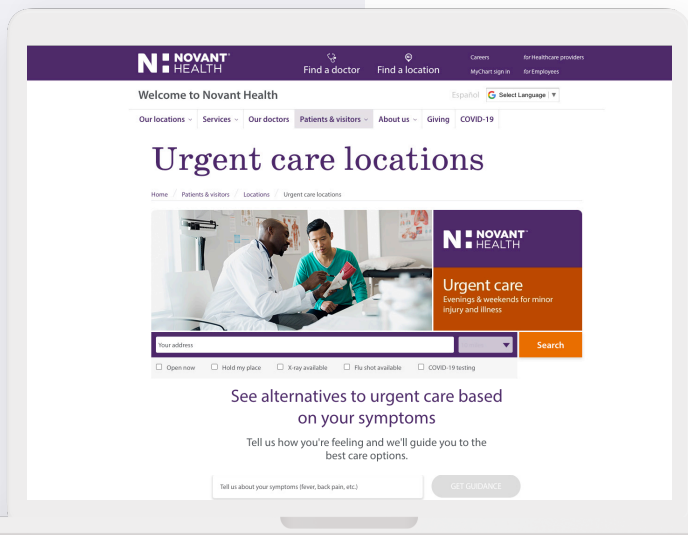
Additionally, the health system had recently conducted a community survey to understand what technology its patients were interested in seeing at Novant Health. Chat-based AI and self-service technology were two of the top three most requested initiatives. Knowing patient preferences and clinical care needs, Novant Health selected **Clearstep's Smart Care Routing™ Technology**.

IMPLEMENTING DIGITAL SOLUTIONS WHERE PATIENTS AND PROVIDERS NEED THEM MOST

In July 2022, Novant launched Clearstep's **digital triage software** to provide relief to capacity-strained facilities and a better patient experience.

It identified six unique entry points to Clearstep's white-labeled technology—three on their public-facing website and three within their authenticated app experience. These diverse entry points prompt Novant Health's patients to engage and receive comprehensive care options and steer them toward the right course of action.

After running an A/B test experimentation in 2022, we discovered that Novant Health patients incorrectly estimated their level of severity based on their triage results 61% of the time and did not know where to find the care (31% underestimated and 30% overestimated), highlighting and validating the need for accurate care routing services.





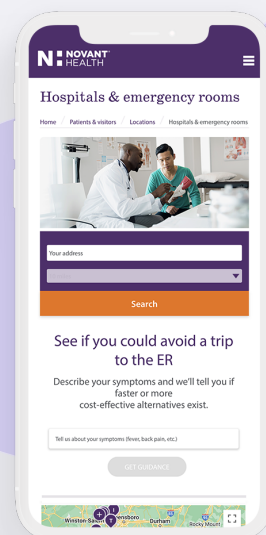
SAVING TIME, RESOURCES, AND MONEY WITH SMART CARE ROUTING™

To date, Clearstep's technology has deflected 45% of all traffic from Novant Health's urgent and ER care websites to a more appropriate level of care, ultimately saving time for its busy physicians, while still providing quality care services.

In addition to the benefits driven by directing patients to less capacity-strained resources, Novant Health has also seen additional ROI from Clearstep's ability to route patients to other telemedicine, primary care and specialist appointment resources. Within 10 months, Clearstep successfully converted thousands of care-seeking patients visiting Novant Health's website to complete their appointment booking.

In an analysis conducted by Clearstep using industry data¹ for average **booked appointment** and **total episodic care** revenue combined with the total number of patients routed to book appointments from Clearstep to Novant,² we estimate that a health system can see up to a 4x ROI from their investment into Clearstep's Smart Care Routing™ Technology.

Novant Health employs more than 1,900 physicians across 800 locations, providing more than 6 million patient visits annually. It comprises 15 hospitals and hundreds of outpatient facilities and physician clinics.



At Novant Health, we are always looking into solutions that combine our focus on purposeful innovation and human-centered care (both patient and care team.) As we've invested a lot of time and resources into AI, Clearstep has helped us drive engagement in our targeted channels and get [patients] to the right level and venue of care, which has proven to be successful for us and a win for the patient.

AMBER FENCL

SVP, Digital Health & Engagement
Novant Health

¹ Data leveraged followed virtual care users who had not received outpatient care from the health system for 24 months prior to their virtual visit. Of these virtual care users, approximately 25 percent converted to a health system patient by receiving in-person care within 12 months of their virtual visit, resulting in an average annual revenue increase of close to \$3,000 per converted patient.

² Data used from Novant Health is to help highlight expected ROI given a health system meets similar criteria to those used in the industry study.