

# THE ROI OF AI AVATARS IN HOSPITALS

*Enhancing Patient Engagement &  
Wayfinding*







Let's face it, hospitals are busy places. Patients are anxious, visitors are confused, and staff are stretched thin. Now imagine a friendly, always-available AI avatar that can answer common questions and guide people through your facility with ease. Sounds futuristic? It's not. It's happening now, and the return on return on investment (ROI) is real!

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In today's healthcare landscape, patient experience isn't just a buzzword - it's business imperative. With rising competition, value-based care models, and increasingly tech-savvy patients, hospitals are under more pressure than ever to deliver seamless, satisfying experiences from the moment someone walks through the door.

## THE STAKES ARE HIGHER THAN EVER

- Patient satisfaction directly impacts reimbursement. Programs like HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) tie patient feedback to Medicare payments. A confusing or frustrating visit can literally cost your hospital money.
- Consumer expectations have shifted. Patients now expect the same level of convenience and personalization from healthcare that they get from retail, banking, and travel. If your hospital feels outdated or hard to navigate, they'll notice - and they'll remember.
- Staff burnout is at an all-time high. Nurses, front desk teams, and support staff are overwhelmed. Offloading repetitive, non-clinical tasks like answering FAQs or giving directions can free up hours of time and reduce stress.

## WHY AI AVATARS ARE A STRATEGIC ASSET

'This isn't about replacing people - it's about augmenting your team with intelligent, scalable support.

An AI avatar can:



Be available 24/7



Speak multiple languages



Provide accurate information



Learn and adapt

## A COMPETITIVE ADVANTAGE YOU CAN'T AFFORD TO MISS

Hospitals that adopt AI-powered solutions now are positioning themselves as leaders in digital transformation. They're not just solving today's problems - they're building a foundation for smarter, more connected care in the future.

### In short, this matters now because:



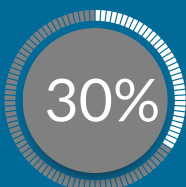
**THE COST OF  
INACTION IS RISING**



**THE TECHNOLOGY  
IS READY!**



**THE ROI IS  
MEASURABLE**



**of first-time hospital visitors get lost  
navigating the facility.**





Hospitals are complex environments. With sprawling campuses, multiple departments, and ever-changing protocols, it's no surprise that patients and visitors often feel overwhelmed the moment they arrive and get lost.

## THE REPETITION PROBLEM

Your front desk staff are highly capable - but they're also overburdened with the same questions, day in and day out:



These questions consume a significant portion of staff time.

## STUDIES SHOW:

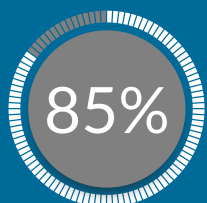
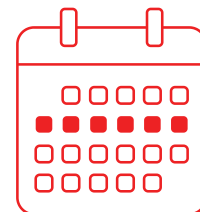
Hospital staff spend up to



per year just giving directions



**THAT'S AN ENTIRE WORKWEEK LOST TO REPETITIVE, NON-CLINICAL TASKS.**



of first-time hospital visitors get lost navigating the facility.





Imagine walking into a hospital and being greeted by a friendly, intelligent digital assistant - one that never sleeps, never gets frustrated or overwhelmed, one that never has a bad day or missed their morning coffee and always has the right answer. That's the power of an AI-powered avatar.

These avatars are more than just virtual faces on a screen. They are **intelligent**, **multilingual**, and deeply **integrated** into your hospital's systems, ready to support patients and visitors at every step of their journey.



## ANSWER FAQs - 24/7/365 - MULTIPLE LANGUAGES

Whether isn't 3 pm or 3 am, your AI avatar is always available to answer common questions - about visiting hours, parking, and department locations. It can deliver the message in multiple languages including American Sign Language, ensuring accessibility for diverse patient populations and reducing language barriers that often lead to confusion.



## PROVIDE REAL-TIME, INTERACTIVE WAYFINDING

No more wandering hallways or asking strangers for help. AI avatars can guide users step-by-step through your facility using kiosks and their personal devices. Maps can be captured via a QR Code to the patient's or visitors' personal device, no download required.



## REDUCE STAFF WORKLOAD

by handling repetitive, non-clinical inquiries, AI avatars free up your front desk, nursing, and administrative staff to focus on higher-value tasks. This not only improves efficiency but also reduces burnout and improves morale.



## IMPROVE PATIENT AND VISITOR SATISFACTION

A smooth, stress-free experience starts with clear communication and easy navigation. AI avatars help patients feel more confident and cared for from the moment they arrive - leading to higher satisfaction scores and better overall impressions of your facility.

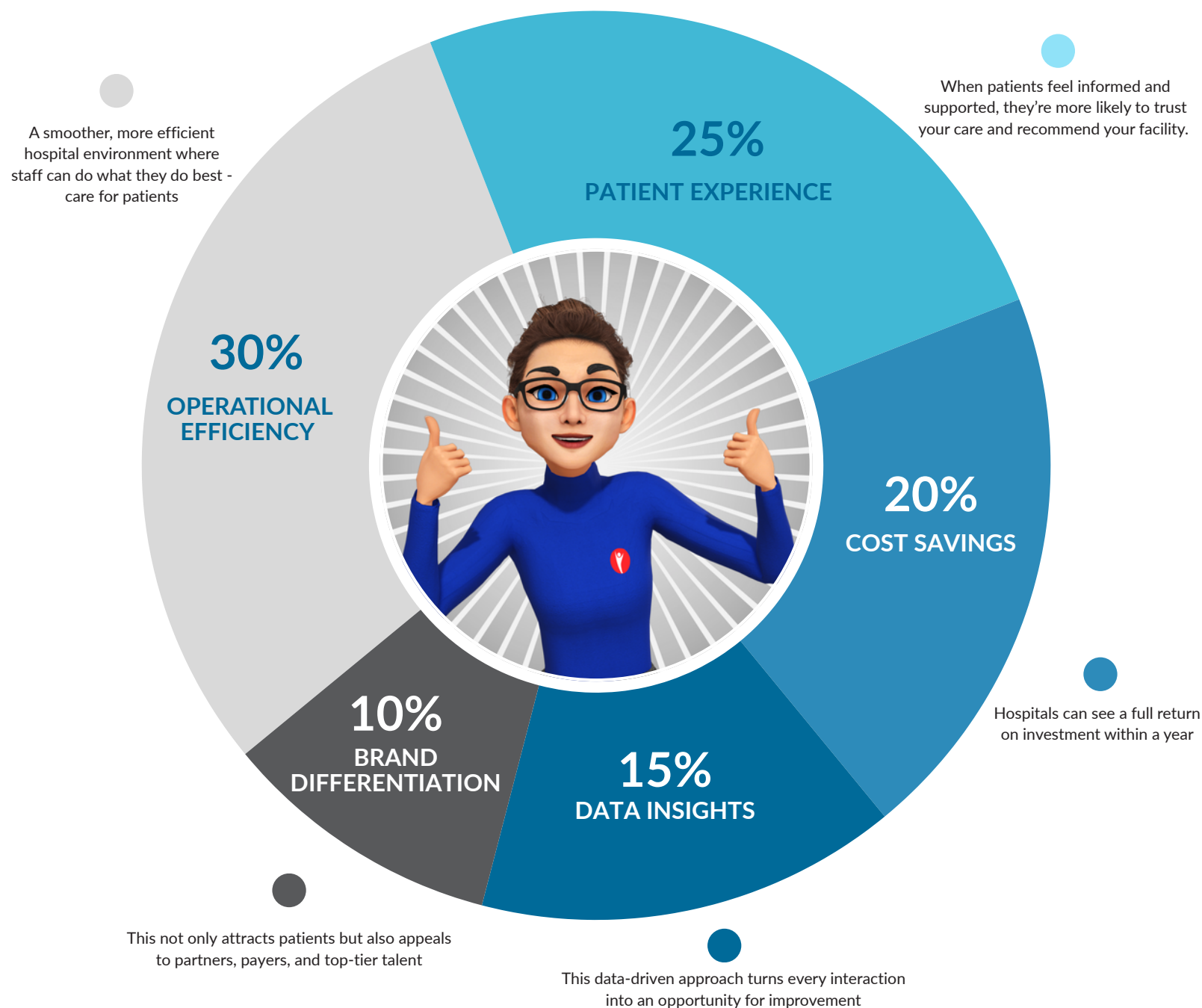
Alex answers over 800 questions a month at Princess Alexandra Hospital NHS Trust in the UK







Investing in an AI avatar isn't just about innovation - it's about measurable, strategic returns. From operational efficiency to brand perception, the benefits are both immediate and long-term. Let's break it down:



**260% increase in [patient] engagement when using a digital avatar!**

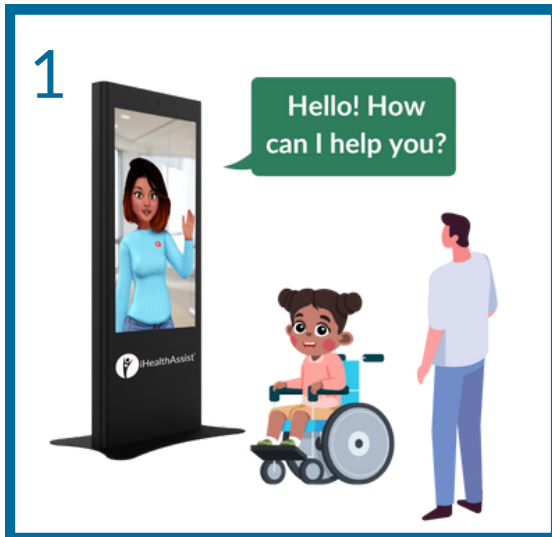




Let's move from theory to practice. One large urban hospital facing high patient volumes, overwhelmed front desk staff, and declining satisfaction scores decided to implement an AI avatar across its main campus.

**The goal? To improve the patient experience and reduce operational strain**

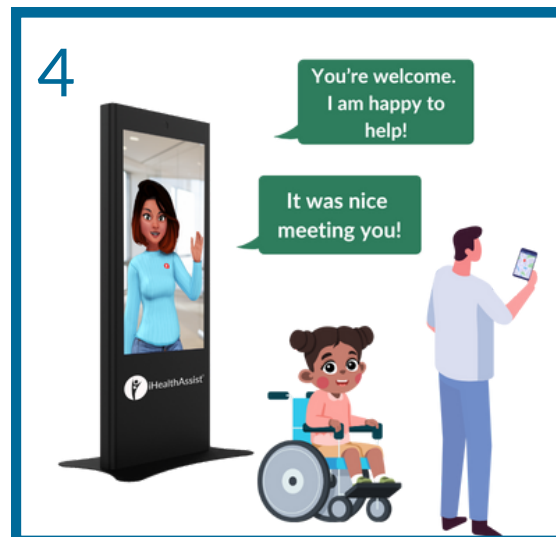
## STRATEGICALLY PLACED TO GREET UPON ARRIVAL



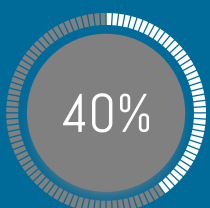
## ACTIVELY LISTENS TO REQUESTS



## SHARES ANSWERS & DIRECTIONS CONSISTENTLY



## EASY ACCESS TO INFORMATION



REDUCTION IN FRONT DESK INQUIRIES





AI in healthcare is no longer a future concept - it's a present-day imperative. Hospitals that delay adoption risk falling behind in patient satisfaction, operational efficiency, and competitive positioning.

With AI adoption in healthcare accelerating. Hospitals that wait risk falling behind. Implementing an AI avatar is a low-risk, high-reward move that can deliver measurable ROI in months - not years!

## WHEN YOU ADOPT



40% fewer front desk inquiries



AI in healthcare market to grow 524% by 2030



Higher patient satisfaction

## WHEN YOU DON'T



Increased staff burnout



Higher operational costs due to inefficiencies



Lower patient satisfaction scores



80% of hospitals now use AI to enhance patient care and workflow efficiency, and 92% of healthcare leaders agree that automation is critical to addressing staff shortages.



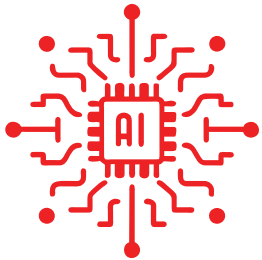


If you're a CTO, CIO, CEO, or anyone responsible for patient engagement, this is your moment to shine!

AI avatars are NOT just about answering questions or giving directions - they are about reimagining the patient journey from the ground up. They represent a shift from reactive service to proactive, intelligent engagement to

*MEET PATIENTS WHERE THEY ARE  
PHYSICALLY, EMOTIONALLY, AND DIGITALLY*

## THIS IS MORE THAN A TECH UPGRADE



It's a strategic investment in:

- **Operational Resilience**
- **Patient-Centered Care**
- **Workforce Sustainability**
- **Digital Transformation**

*Hospitals that embrace AI avatars today are not just solving current pain points - they're **future-proofing their organizations** for the next generation of healthcare delivery.*



## THE TIME TO ACT IS NOW!

With measurable ROI, proven case studies, and accelerating adoption across the industry, the question isn't **if** your hospital should implement AI avatars - it's **how fast** you can do it!



**"The best time to plant a tree was 20 years ago. The second-best time is now."**

~ Chinese Proverb





The future of patient engagement is intelligent, accessible, and already here. AI avatars are not just a technological upgrade - they're a strategic leap forward in how hospitals serve, support, and connect with their communities.

**If you're ready to reduce operational friction, elevate patient satisfaction, and lead your organization into the next era of healthcare innovation - *don't wait!***

## LET'S TALK

Connect with us today to see how easy it is to implement an AI avatar in your facility. We'll show you how to:

- **Get Started**
- **What Results to Expect**
- **How Quickly You Can See an ROI**



How can I help you?

*Ask me a question*

como posso ajudá-lo?

*Pergunte-me alguma coisa*

¿Le puedo ayudar en algo?

*Hazme una pregunta*