Reimagining Patient Engagement:

How AI Avatars are Reshaping the Digital Healthcare Journey

Presented by

PRSONAS   **PatientWorks**
The Perfect Balance Between Technology and Patient Service

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Hi! I'm Amy
Ask me a question or touch the screen

Meet the Presenters

Chuck Rinker, CEO

PRSONAS

Visionary technologist leading the development of AI-powered digital avatars to transform human engagement in healthcare. Leads the patented Digital Personality Engine

Larry Haworth, CEO

PatientWorks
The Perfect Balance Between Technology and Patient Service

Brings over three decades of leadership in healthcare technology and enterprise software solutions. PatientWorks is a trusted partner of kiosk check-in, mobile registration, and enterprise forms management

The Challenge in Patient Engagement Today

The Human and Operational Pain Points that Necessitate a Combined Solution

- Language barriers and lack of multilingual support
- Limited staff availability, 24/7 coverage
- Inconsistent patient experiences across touchpoints
- Difficulty capturing accurate patient data efficiently
- Improve adoption of scalable technology solutions

The Engine Driving Self-Service Automation

A detailed look at the foundational solutions provided by PatientWorks

Core Patient Access Solutions (The KioskWorks Cloud Suite):

- **MOBILE PRE-CHECK-IN:** Patients complete all registration tasks, forms, and payments before arrival from their smartphones or home PC.
- **SELF-SERVICE KIOSKS:** On-site hardware for fast patient identification, data verification, and secure check-in.
- **TABLET CHECK-IN:** A flexible, low-cost solution for full registration or targeted workflows in clinic and exam areas.

Revenue Cycle & Data Integrity:

- **CO-PAY COLLECTION:** The system automatically prompts for and processes co-payments at the kiosk or via mobile pre-check-in to boost revenue capture.
- **ELECTRONIC FORMS MANAGEMENT:** Capture electronic signatures on consent forms, which are automatically transmitted to your imaging/EMR systems.
- **EMR INTEGRATION:** Seamlessly integrates with all major EMR/HIS systems (Epic, Cerner, Meditech, etc.) to ensure accurate data flow and streamlined processes.
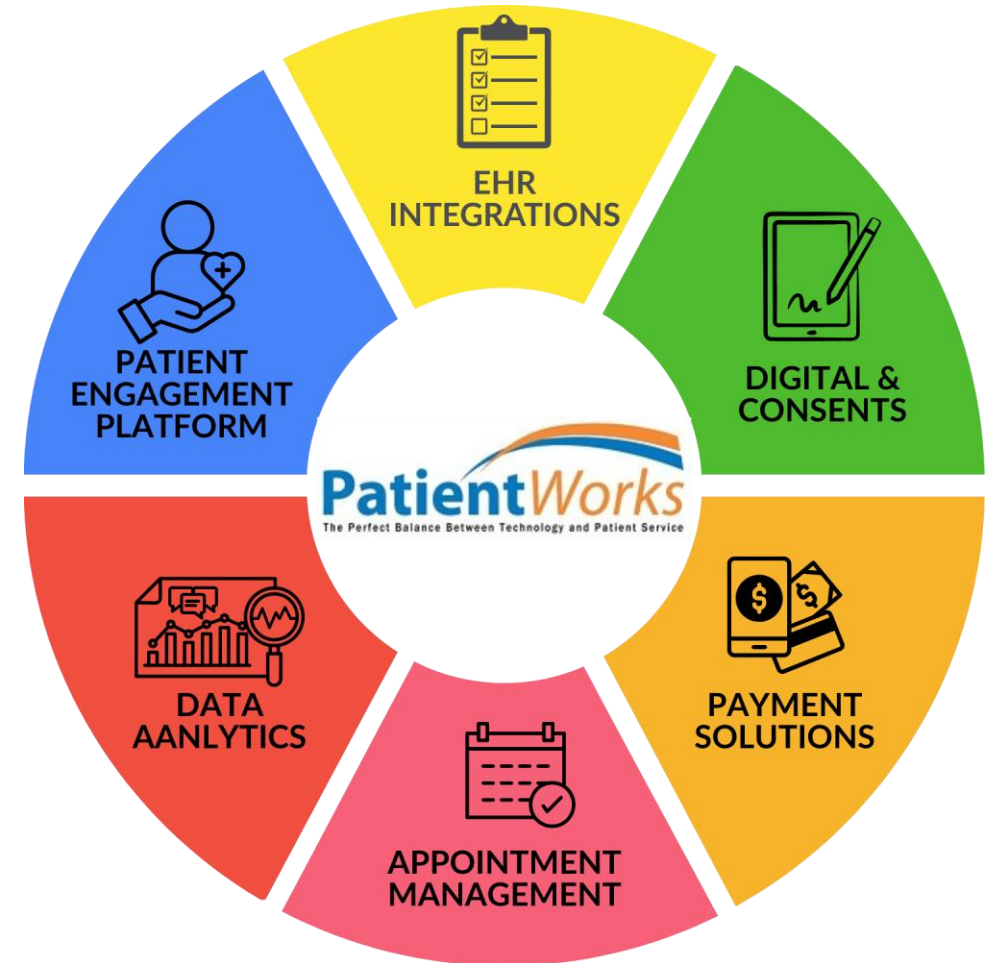
The Unified Solution:
AI Avatars on the PatientWorks Platform

PRSONAS

PRSONAS AI Avatar Concierge is integrated with the PatientWorks platform to humanize and intelligently guide the automated self-service experience.

INTELLIGENT GREETING & GUIDANCE: AI Avatars greet, guide, and assist patients with conversational, human-like interactions.

DYNAMIC WAYFINDING: Patients verbally ask for directions, and the avatar provides on-screen maps that can be sent to the patient's mobile device, solving navigation complexity.

ENHANCED ACCESSIBILITY: Provides 24/7 support in almost any language, including American Sign Language (ASL).

SEAMLESS INTEGRATION: AI intelligence is layered onto PatientWorks' existing EMR/HIS integration to maintain accurate data capture and analytics.

LIVE DEMO

Why Use an Avatar:
Building Trust Through Human-Centered AI

PRSONAS

Unlike voice-only AI, avatars offer a visual and emotional presence that fosters trust, empathy, and approachability. By combining expressive design with multilingual capabilities, avatars create more meaningful and inclusive patient interactions.

TRUST:
- Visual presence builds familiarity and credibility with patients
- Avatars create a sense of consistency and professionalism
- Patients are more likely to trust a "face" than a disembodied voice

EMPATHY:
- Facial expressions and gestures convey warmth and understanding
- Avatars can be designed to reflect cultural sensitivity and emotional intelligence
- Human-like interaction helps reduce anxiety and confusion in healthcare settings

APPROACHABILITY:
- Friendly, branded avatars feel more inviting and less intimidating
- Customizable appearance allows alignment with your organization's demographic
- Patients are more likely to engage with a character that feels relatable and welcoming

Unlike voice-only AI, avatars offer multimodal communication, combining voice, visuals, and on-screen text for greater clarity and accessibility!

Real Results:
Quantifying Efficiency and Empathy

INCREASED OPERATIONAL EFFICIENCIES: PatientWorks automates routine tasks, freeing up staff to focus on critical responsibilities, which can save staff time (save 10 minutes or more of staff time per check-in)

ENHANCED REVENUE CAPTURE: Co-pay collection before service improves your bottom line and decreases bad debt losses

IMPROVED PATIENT SATISFACTION SCORES: Providing easy mobile check-in and 24/7 conversational support reduces stress and wait times for patients

HEIGHTENED ACCESSIBILITY: Multilingual and ASL support ensures an inclusive patient experience and customizable to appeal to diverse populations.

Key Takeaways: The Perfect Balance

PatientWorks is the Platform

Automating your core registration, forms, and revenue cycle to ensure staff efficiency and financial health

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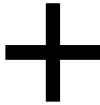
PRSONAS is the Intelligence & Personality

AI avatars are conversational, scalable, multilingual, and emotionally intelligent concierges that humanize the patient experience

Seamless Integration

The solution is easy to deploy and integrates directly with your existing EMF/HIS systems

Comprehensive Coverage

They improve patient experience while reducing operational strain by covering the entire journey, from remote pre-check in to on-site wayfinding

Let's Continue the Conversation

✓ You'll receive a **recording of this webinar** and a **copy of this presentation –** *Share with a colleague or friend!*

🖵 Ready to explore how AI avatars can work for your organization? **Book a personalized demo** to discuss your specific needs.

PatientWorks – Book a Demo!   PRSONAS – Book a Demo!

Not ready for a demo? That's okay, here's how you can get more information to share with your decision-making team

PatientWorks – Contact Us   PRSONAS – Contact Us

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