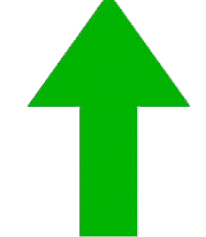**Case study**

Driving patient retention and protecting client reputation with conversation data

RevCycle, Inc. is dedicated to improving the financial health of clients and their customers by designing and providing customized solutions for all aspects of the consumer's revenue cycle journey while ensuring the highest netback at the lowest cost with dignity and respect in every contact.
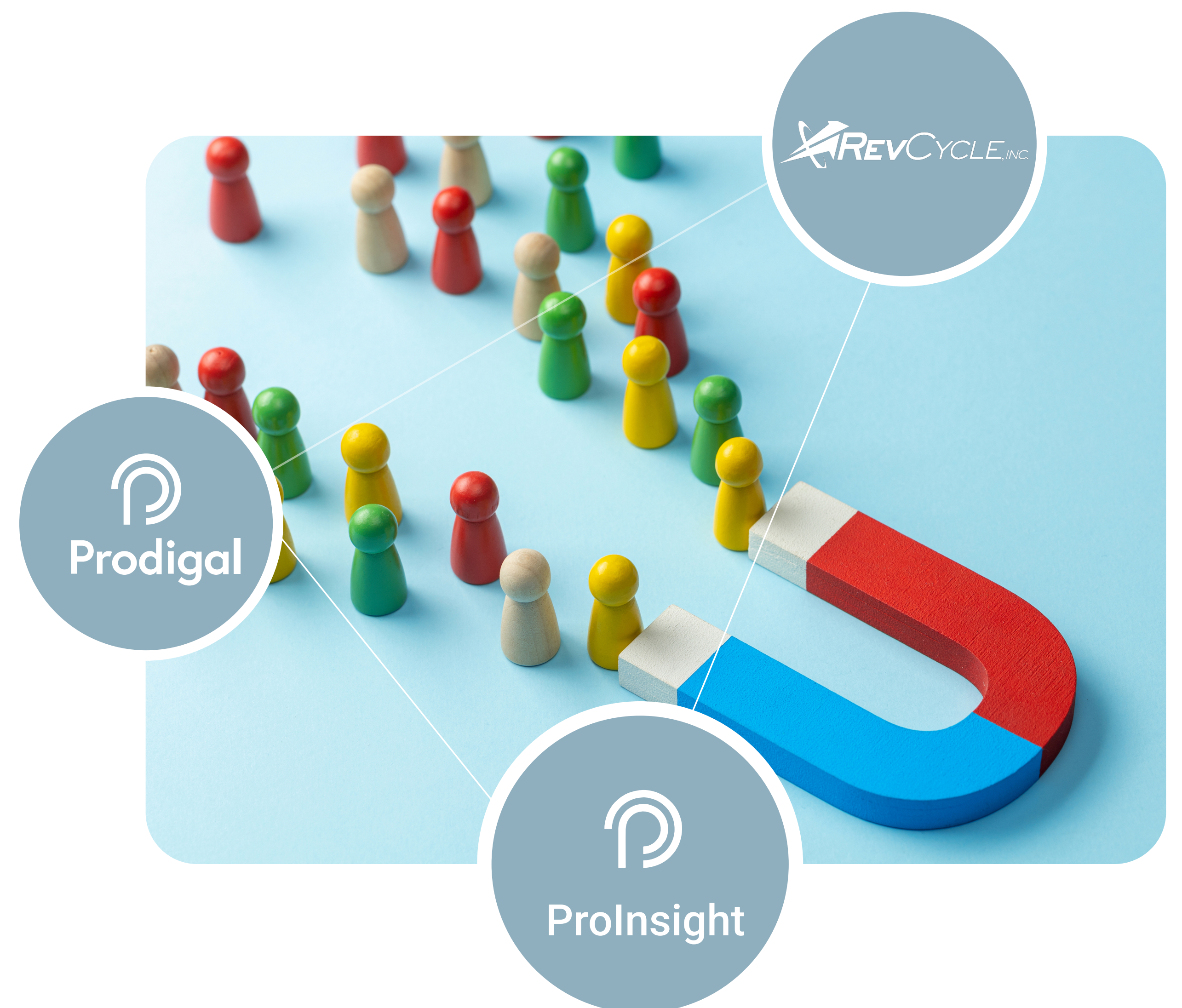
90% ⬆ Accuracy rate

2.3X ⬆ Agent improvement opportunities

70% ⬆ Faster call reviews

The challenge

Achieving excellence through accuracy and efficiency

RevCycle came to Prodigal because they wanted a call audit solution with higher accuracy than their speech analytics provider could manage.

By adopting Prodigal ProInsight, the RevCycle team got what they wanted - moving from ~50% accuracy to a human-level accuracy rate of >90%.

In addition to that accuracy, ProInsight delivers 70% faster automated call scoring as well as transcripts and tags that eliminate the need for RevCycle's QA agents and managers to listen to entire conversations.

But they also got something more.

The opportunity

AI for more than QA

RevCycle understands that in healthcare, the patient financial experience is a vital part of the total care experience.

That's one of the reasons they are known as an industry leader in patient retention and client reputation, and it's why Prodigal is the perfect partner.

Prodigal's AI Intent Engine has been trained on over 400 million consumer finance calls, including healthcare RCM.

This expertise means Prodigal's AI understands the context and sentiment of conversations, which delivered yet an additional benefit to RevCycle - data that targeted agent empathy as key to a positive patient experience.

The data

Powering agent empathy

RevCycle's agent empathy was already best-in-class, thanks to their commitment to training agents to be empathetic when patients were frustrated by the payment process.

But Prodigal's AI spotted even more opportunities to offer empathy when patients expressed vulnerability.

That intelligence allowed RevCycle to move even further ahead of the competition in their already stellar work in connecting with patients.

By reinforcing agent performance through training, RevCycle continues to demonstrate their ability to delight and retain patients while strengthening their clients' reputations.

"Not only has ProInsight exceeded our goals for improving accuracy, it has given us the opportunity to improve patient satisfaction with valuable insights that improve agent performance and ensure strong relationships with clients and patients."

Donald Strobel, Chief Operating and Strategy Officer