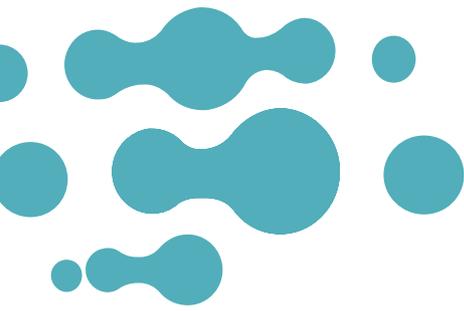




everis

an NTT DATA Company

**Conversational AI
taking the healthcare
industry to the next
level.**



Conversational AI taking the healthcare industry to the next level

Many organizations are moving towards digital transformation today. As cultural behaviors evolve and digital environments consolidate as profit generators in different industries, C level professionals and other decision makers rush their teams to implement new operations that reflect these new possibilities. They seek to optimize processes, improve outcomes and keep their companies as profitable and competitive as possible. This movement is particularly intensified at the current moment, due to the challenges imposed by the global Covid-19 crisis. Lockdown measures adopted by many countries around the globe stressed traditional in-person company-client relationships to unprecedented levels, and revealed a major opportunity for digital based companies.

The current digital transformation trend is particularly relevant in the healthcare industry. For many years, this was a sector reluctant to adopt digital solutions on their operations - particularly on those who involved the relationship between patients and healthcare personnel such as doctors, nurses and other caretakers. This was partially due to personal views adopted by many professionals, who believed that digitally mediated interactions were "too cold to be efficient", and also partially due to patients themselves - who used to be reluctant to adopt these solutions for similar reasons. This reluctance, however, was reviewed as Covid-19 spreaded around the globe.

As we will see, everis has a lot to offer when it comes to digital transformation in healthcare. Our artificial intelligence based solution, eva - enterprise conversational AI, includes a wide range of omnichannel resources that can work integrated to improve operational costs and resources, gather analytic information and offer the best in class user experience.

Three pillars of digital transformation

Some principles are useful to guide companies on the digital transformation process. At everis, we believe that this transformation must happen according to three main pillars: operational processes, client experience and business models.

Operational processes transformations include all those changes that will affect directly the way the company works and daily operations. In healthcare this may include all kind of hospital resources management, client medical records storage, work scales management for medical professionals, client services for healthcare operators, among many other services. We will talk more about the digital transformation of these operations later, when we introduce you to eva.

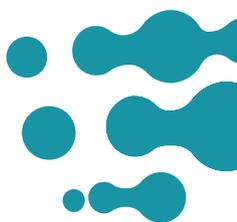
The business models pillar, on the other hand, might include reshaping all the way the company operates, including his value proposal. Finally, client experience includes the way the client interacts with the company - this is a key factor, as we will see, and depends on the maturity of both the client and the company. Some examples in healthcare are how medical appointments are made, how services are required while the client is hospitalized and even if medical appointments can happen remotely - something that is being widely tested during the Covid-19 crisis by many medical operators, as we will see.



The Age of the Client

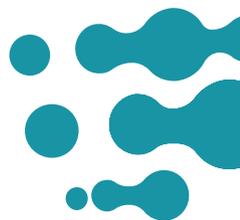
We are living the Age of the Client. Thanks to the digital transformation that has been happening in the past 3 decades, clients are extremely powerful and can choose when and how to interact with companies and organizations. Clients are also not only interested in meeting their needs, but also how this will happen. They are interested in the client experience, what becomes a key factor on digital transformation. Many companies and organizations see digital transformation as adding a layer of technology over their current operations.

However, this is much less than what digital transformation may be. Since client experience in the Age of Client is the main point of digital transformation, we must see technology as only the environment where deeper changes on companies and organizations happen. Technology catalyzes important transformations at the core of companies and organizations, but is not the change itself.



Digital Transformation in Healthcare

We can divide the healthcare industry in six different areas: clinics, laboratories, hospitals, preventive care and healthcare operators. Each one of these areas face digital transformation differently, and for every one of them everis has solutions to offer. These solutions are aligned with more recent technological trends in healthcare, including predictive analysis and patients care evolution. Some of these trends may become a real revolution in medicine, particularly the use of wearables, Internet of things, 3D print, virtual reality, precision medicine and artificial intelligence.

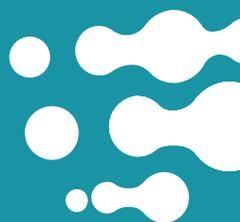




In observance of the new challenges faced by healthcare industry in digital transformation, NTT Data and everis worked together to create the new Virtual Health assistant, based on the NTT Data and everis asset - eva. eva is our artificial intelligence solution created to integrate with every communication channel to offer the best in class user experience, lower operational costs and high quality analytic information thanks to cognitive capacity.

Thanks to eva, we can create a fluid and natural user experience by engineering new conversational flows. The backstage of eva includes a team of computer linguists who constantly monitor and add new contents, processes and parameters to the system.

That means eva is always updated, and can be easily integrated to many web applications, smartphone applications, interactive voice response systems, virtual reality and tools such as Skype, Slack, Telegram and Whatsapp. In a nutshell, eva can communicate and be integrated to any application based on API. eva can also manage omnichannel communication sessions through an interactive and highly intuitive module, and his development was oriented by good practices in software security, and according to high level recommendations in safety protocols and authentication. eva is a best-in-class artificial intelligence solution to guide healthcare organizations and companies towards digital transformation.



Technology focused on the client

Patients value experience more than ever. Thanks to eva, they can interact with many different platforms to connect with a wide range of service providers in healthcare, including hospitals, laboratories, healthcare operators and other services. These interactions can be done on a website, smartphone application, on physical totens installed in different places, through virtual reality technology, wearables, social media, voice calls, online chat and even home speakers such as Amazon's Alexa - which can learn many different skills to help, Apple's HomePod or Google's Nest.

Through these platforms, healthcare organizations can significantly improve their performance and outcomes by managing a digitally automatized communication interface with clients.

Every time a communication request comes into the system, an automated Broker decides where to place it according to pre-established parameters. This Broker counts on a state-of-the art cognitive engine based on Clever - a cognitive language system made by everis, to improve these parameters by his own. The next step is to direct the communication to different internal channels, that include content manager to offer pre-defined messages or analysis of requirements; it also live chat with an organization's representative, or to a legacy system to different internal areas.





Why everis?

everis and NTT Data are joining forces and expertise to provide a clear and advanced guide towards digital transformation to the industry. They are uniting business consulting expertise with technology development experience to achieve this objective. But regarding particularly the current healthcare scenario, everis offer some important advantages.

OmniChannel

With eva it is possible to start a service on one channel and conclude on another, thus helping the dissemination and adoption of the multiple digital channels of a company.

Multi-cognitive engine

eva counts on an agnostic approach on different cognitive engines. This means that we can propose the most adequate solution considering healthcare organization needs. If the client decides to change the cognitive engine, the conversational flow keeps unaltered.

Multi-chatbot management platform

We offer a robust platform that allows organizations to manage a diverse range of chatbots in different channels.

Our management platform makes sure that chatbot flows can be reused in other channels if necessary.

Voice and text solutions

Clients can interact with healthcare organizations through voice or text. eva will make sure that in both cases the communication flow will be satisfactory.

LUI Workshop

Along with the eva development, which is tailored to the healthcare organization needs, we offer a workshop to develop a new brand identity to the initiative. This guarantees the initiative will be aligned to the organization's brand values, allowing a flawless and smooth communication flow with patients.

Conclusion

As digital transformation surges as a main trend and the next revolution in the healthcare industry, companies and organizations aim to implement new technologies and operations. On this scenario, it is important to count on guides, services and professionals who can offer state of the art solutions that not see technology as the principle, but as the environment which can trigger important improves and operational changes in organizations.

Considering this, eva stands out as a flexible, intelligent and multi-channel solution that can take organizations to the next level in digital transformation. It also combines benefits for final clients, that see an important improve on their experience, and the company or organization, who will improve operations, effectiveness and outcomes.

Alexa Skills

Among other possibilities, one of the main applications for eva is integration with intelligent speakers Alexa. Through this, users can interact with the assistant and make different requirements while hospitalized. Alexa also can solve many different doubts for patients without help from a human representative.

Virtual Nurse

The company wanted to improve clients' experience and improve internal operations by implementing new channels of communication with patients. For that, we implemented eva using artificial intelligence on a mobile application. As a result, patients' trivial requirements were solved in less time than it was usual and the staff could concentrate on requirements where their presence was essential.

Online Appointments

The client was looking to improve the way his clients were able to schedule medical appointments - and also wanted to implement virtual appointments as a new possibility. Thanks to eva, we created a new scheduling flow integrated to already operational systems that were able to interact with clients both through voice or text. As a result, calls from clients that required a human representative significantly decreased, improving operations and reducing costs for the client.

Forward **Digital Health**



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