

**843** TOTAL QUESTIONS ANSWERED\*  
**40** HOURS OF STAFF TIME SAVED\*\*



\*average per month

\*\*based on three minutes per question

## SITUATION

Princess Alexandra Hospital (PAH), a key part of the NHS Trust in the UK, faced increasing pressures on its staff and services. Patients struggled to navigate the facility, and the hospital's diverse patient population required multilingual assistance – placing additional strain on limited resources. These challenges highlighted the need for an innovative solution to:

- ✓ **ENHANCE THE PATIENT EXPERIENCE**
- ✓ **IMPROVE OPERATIONAL EFFICIENCY**
- ✓ **OPTIMISE RESOURCE UTILISATION**
- ✓ **REDUCE THE BURDEN ON STAFF**

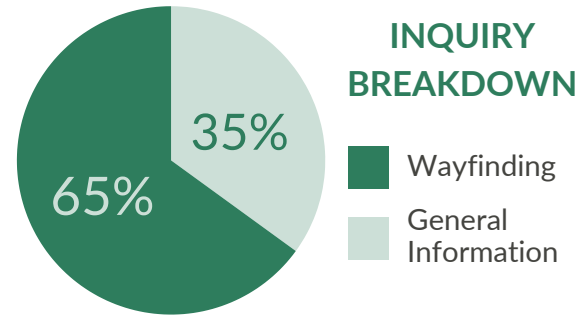
## CHALLENGES

The **high demand on staff** led to frequent **delays for patients**, negatively affecting the overall patient experience. The lack of multilingual support created **communication barriers**, further frustrating patients and **increasing the workload** for clinical and support teams. These issues resulted in inefficiencies that impacted the hospital both financially and operationally.

## RESOLUTION

By implementing the iHealthAssist AI Avatar Concierge, PAH offered **24/7 navigation support** in five languages, including British Sign Language. This innovative approach significantly **reduced patient wait times** and **improved communication** -- all without requiring additional staff or volunteers. The AI system also **responded to patient queries** even when no staff were available.

## INQUIRY BREAKDOWN



The AI Avatar's current placement near a human reception desk naturally impacts the number of interactions it receives. Adjusting its location would enhance engagement and better demonstrate its ability to support visitors effectively.

## MEET ALEX



## IN PARTNERSHIP WITH



**ELEVATED PATIENT CARE**



**IMPROVED EFFICIENCY**



**STREAMLINED OPERATIONS**

## BRIEF HISTORY

PAH is located in Harlow, Essex, United Kingdom, founded in 1965. Their staff of 3,700 serves a diverse population of 350,000 and consistently achieves high patient satisfaction ratings. They are recognized for clinical excellence in various medical specialties, including maternity care, cancer treatments, and emergency services.



**The Princess Alexandra Hospital**  
NHS Trust

*"We are delighted to be able to provide this fantastic technology to improve the experience for our patients and visitors."*

Phil Holland, Chief Information Officer  
The Princess Alexandra Hospital NHS Trust.

