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# KLAS Research: Nuance customers improve omnichannel patient engagement

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A recent KLAS Research report turns the spotlight on Nuance Patient Engagement Solutions, asking Nuance customers about their experiences of deploying and using our conversational AI technology—and highlighting the patient engagement outcomes they've achieved.

As the focus on patient engagement collides with severe staffing pressures, many healthcare systems are on the hunt for technology that enables them to modernize their Digital Front Door and deliver convenient, frictionless experiences that are essential for improving patient care outcomes and financial performance.

By automating patient interactions on voice and digital channels with AI-powered solutions, organizations aim to delight patients without additional administrative burden. But in a market with a wide range of players, it can be difficult to know what to look for and what to expect. KLAS Research recently spoke to some of our customers about the results they've seen from implementing Nuance Patient Engagement Solutions. I'm excited to share some highlights of what our customers had to say.

## Rapid patient engagement improvements

Nuance Patient Engagement Solutions use AI-powered conversational AI to offer personalized, automated self-service capabilities in every channel, combining proven engagement technology and deep healthcare expertise to deliver superior experiences. Seamless integration with EHR, CRM, and contact center systems makes it easier for patients to manage their care and increases operational efficiency, helping drive better clinical outcomes — and cost savings through reduced manual work.

The KLAS Research *First Look* report shows that the Nuance customers the researchers interviewed are satisfied overall with Nuance Patient Engagement Solutions, with 80% saying they're "highly satisfied."

What's more, all the interviewees said they'd buy again.

Most of the interviewees (80%) achieved their desired outcomes either immediately (20%) or within six months of deployment (60%), including reduced burden on patient support resources and increased patient satisfaction. Plus, we received "A" ratings for overall product quality, overall satisfaction, and product functionality.

## Nuance customers value our expertise and responsiveness

The report features candid views from Nuance customers, and I'm proud to say that, as well as highlighting our reporting tools and service coverage, they stressed how much they appreciate the expertise and partnership of our teams.

"Nuance's strength is that they were a major vendor in the voice-recognition technology area even before Microsoft purchased them…. They have a lot of experience with automated responses," said one of the respondents. "Nuance's people knew what they were talking about and what they could offer…. They were able to work with our team in very granular detail to ensure that we went over use cases, and they specifically pointed out which questions needed to be directed at real people versus which questions could be handled automatically. Nuance is a good partner."

Another customer highlighted the responsiveness of my colleagues, saying: "[Nuance's] people have been exceptional. The vendor has been doing a tremendous job, and I think that has been because of their management team…. [They] have all been very responsive…. The management team has taken us seriously and has wanted our partnership to be successful. That has left a big impression on us."

## Our commitment to continuous improvement

It's outstanding to read these endorsements, and they're testament to the knowledge, skill, and dedication of the entire Patient Engagement team that is made up of colleagues from both the healthcare and enterprise teams and the Microsoft Health Bot group. But I'm equally grateful for the interviewees' feedback on opportunities to enhance our offerings.

It's through conversations like these, and our close relationships with health systems, clinicians, technology partners, and the research community that we're able to advance the AI-powered future of healthcare. And as a Microsoft company, we're uniquely positioned to integrate the most advanced GPT technology into our solutions.

Our portfolio of first-party patient engagement applications continues to evolve with expanding use cases and functionality — so watch out for more news on how we're enhancing our offerings with healthcare-focused generative AI and enabling a broader ecosystem with our platform.

**Tags:** Patient experience, KLAS Research
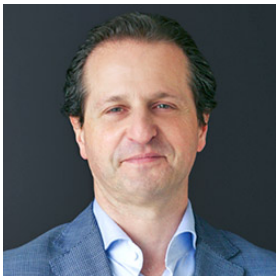
### About Peter Durlach

Peter Durlach is Executive Vice President and Chief Strategy officer at Nuance Communications, a Microsoft Company. Peter helped establish Nuance's Healthcare business in 2006, most recently serving as senior vice president of healthcare strategy and new business development, where he drove driving significant growth across the organization, helping to lead the business from $8m in revenue to approximately $1b. He is responsible for advancing Nuance's overall strategic direction and the creation and management of new strategic innovations focused on developing disruptive AI powered solutions in areas such as virtual assistants, ambient computing, imaging AI, and patient engagement. Peter also co-leads the overall Microsoft for Healthcare strategy since the Microsoft acquisition in 2022. Prior to Nuance, Peter served as founder and president of Unveil Technologies, Inc., was the vice president of healthcare marketing and business development at Lernout and Hauspie, and was a founder of Articulate Systems. He also served as an entrepreneur in residence at the University of Pittsburgh Medical Center. Peter holds a BS from the University of Vermont in business administration.

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