



+\$1.1M
MONTHLY REVENUE

IMPROVING PERFORMANCE OF COMPLIANCE DETECTION AND AUTOMATION PLATFORM FOR A HEALTHCARE AI STARTUP

Verbal, a Healthcare AI startup helping automate clinical notes, QA, and feedback, joined forces with iMerit to automate compliance detection and improve benefits verifications for agents of its healthcare call center client.

THE CHALLENGE

Healthcare call centers are often the first point of contact for patients requiring medical care. During these interactions, call center agents perform administrative services, including scheduling appointments, verifying insurance, and ensuring a positive patient experience.

Managers and quality assurance staff at healthcare call centers manually audit calls to check compliance and improve the efficacy of the process.



I would like to make an appointment with **Dr. Emily Johnson** in the **Ortho** department, preferably **today at 11 AM**. Do you have any availability for that time?



This project was critical to our success. We needed the healthcare call center to become a referenceable customer who successfully used our platform.

-Waleed Mohsen, CEO, Verbal

Considering the high volume of call transcripts, the process is time-consuming, inefficient, and costly.

After learning about Verbal, the AI-based voice intelligence solution for virtual care ops and healthcare contact centers, this healthcare call center decided to automate its compliance detection.

Audit and annotation of thousands of hours of transcribed calls were needed to improve the accuracy and performance of the compliance detection platform by Verbal. To meet its increasing annotation needs, Verbal implemented a workflow automation system

while realizing that its in-house workforce wouldn't be able to meet the needs of this project. That is when Verbal began evaluating annotation service providers.

THE SOLUTION

Verbal chose iMerit for its HIPAA-compliant workflows and natural language processing expertise. iMerit's tool-agnostic approach to data annotation meant they could plug right into Verbal's workflow automation system and complement their existing work.

To further structure the data, iMerit created a HIPAA-compliant workflow that employed natural language processing expertise. By analyzing each call center encounter individually, the annotators could generate ground truth datasets that could train Verbal's model to provide real-time coaching and compliance detection. Within a few weeks, the iMerit team delivered the training data ahead of schedule.

QUALITY METRICS

- Did the agent go deep into a conversation flow?
- Did the agent ask verification levels of insurance?
- Did the agent get enough through the script before customer showed interest?
- Did the agent go through various clinical assessments?



We created metrics and visibility they never knew existed. Verbal enabled them in ways they never knew could be enabled.

-Waleed Mohsen, CEO, Verbal

THE RESULT

After training their model with the annotated training data, the model performance improved drastically, and the project became an overwhelming success. Before implementing Verbal's platform, only 11% of the healthcare call center agents met their target of patient benefits verification. The agents now meet their benefits verification target 67% of the time, a 56% improvement over the manual method. This improvement also meant an estimated \$1.1M in additional monthly revenue for the healthcare call center.

The call center also found that the Verbal's platform helped accelerate the time to onboarding. New employee training and coaching were seamless on Verbal's compliance detection and automation platform, which allowed the call center to scale its operations quickly. Now, this healthcare call center company is working with Verbal to implement this model at all of their call centers nationwide.

Today, iMerit continues working with Verbal to support its new projects and scale to new industries. As Verbal continues growing and getting new batches of data from new clients, the company trusts iMerit as its partner to annotate, implement, and deploy this data.

BOTTOM LINE IMPACT

+\$1.1M

Monthly Revenue

70%

Reduced QA Staffing Needs

+56%

Improved Agent Performance

About iMerit

iMerit provides end-to-end data labeling services to Fortune 500 companies in a wide array of industries including agricultural AI, autonomous vehicles, commerce, geospatial, manufacturing, government, financial services, medical AI and technology. iMerit employs more than 5,500 full-time data annotation experts in Bhutan, Europe, India and the United States.