

CUSTOMER STORY

Planned Parenthood Mar Monte Adds After-Hours Access, Saves 353 Staff Hours a Month with AI

📍 SAN JOSE, CA + SPECIALTY PRACTICE



40%
of after-hours calls
handled without staff

~2 FTEs'
worth of staff time
saved every month

37%
of after-hours
scheduling calls
result in a booked appointment

THE PROBLEM

Around-the-clock access was stretching staff too thin

As the largest Planned Parenthood affiliate in the U.S., Planned Parenthood Mar Monte (PPMM) provides sexual and reproductive healthcare for more than 300,000 patient visits each year across California and Nevada, with a call center available seven days a week to schedule appointments and answer patient questions.

“Monday morning is our busiest time, but we had to start every week with fewer people available because we were staffing the weekend too,” said Katherine Schott, VP of Patient Services at Planned Parenthood Mar Monte.

“

Navigator lets us be there for patients after hours while keeping our staff focused on the times when demand is highest.”

Katherine Schott
VP of Patient Services

THE SOLUTION

After-hours access without after-hours staffing

PPMM now uses NextGen® Navigator powered by Luma to extend patient access beyond business hours without staffing the call center on weekends. Patients can schedule appointments and get answers to routine questions even when the contact center is closed.

Staff no longer have to cover lower-volume weekend hours at the expense of the busiest times of the week. Conversational AI handles routine after-hours needs so PPMM can put staff where patient demand is highest.

HOW IT WORKS

- 1 Navigator handles after-hours calls when the contact center is closed.
- 2 Navigator answers routine questions and helps patients schedule appointments, with the option to switch from voice to text.
- 3 Requests requiring staff assistance are routed for follow-up by the care team.

OUTCOMES

Get their results

 A lower barrier to sensitive care HOW-TO: Let patients start the conversation “Some patients find it easier to ask AI that first question,” said Dr. Margaux Lazarin, Sr. Medical Director.	 Improved staff bandwidth HOW-TO: Add coverage when it's most needed PPMM used conversational AI to give staff their weekends back while maintaining after-hours access.
 Patients get what they need HOW-TO: Test AI in real-world calling conditions PPMM tested Navigator to make sure it worked well even with background noise.	 AI that keeps improving after go-live HOW-TO: Review real patient conversations for friction “We find things after launch that we never could have anticipated beforehand,” said Schott.

See how healthcare organizations are redesigning patient access with conversational AI.

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