



CUSTOMER STORY

Banner Health's Conversational AI Agent Cuts 70% of Staff Inbox

PHOENIX, ARIZONA + INTEGRATED DELIVERY NETWORK



70%
less manual
message triaging

2,300+
conversations handled
completely with AI
in one year

6 hours
sooner responses
for patients
on average

THE PROBLEM

Patients waited while staff sifted through messages

Banner Health had a daily backlog of patient questions about imaging visits. And Digital Product Manager Annie Wang noticed a ripe opportunity for conversational AI.

Wang's team spent hours every morning sifting through patient questions about directions, prep, or rescheduling. Only a fraction of patients needed live follow-up from Banner's call center. "Reviewing every message was inefficient, error-prone, and left patients waiting hours or even overnight for a simple response," said Wang.

The delay frustrated both patients and staff. "We needed a way to solve the root workflow issue, not just shift the work onto another staff member," said Wang.



Staff feedback has been very positive. Our inboxes are cleaner, and patients are getting what they need faster."

Annie Wang
Digital Product Manager



THE SOLUTION

Conversational AI equipped to help patients right away

Banner uses Luma's Navigator to answer 70% of messages right away, while routing complex needs to the right staff member.

"The staff time savings are significant, and our patients are getting quick answers and a better consumer experience," said Wang.

HOW IT WORKS

- 1 Patients text in with questions
- 2 Navigator intelligently parses the question and continues the conversation
- 3 Navigator routes questions that need more help to the right staff member

What time is my appointment?

I want to discuss treatment options with a nurse.

OUTCOMES

Get their results

 <h4>AI-enabled customer service</h4> <p>HOW-TO: Give patients opportunities to self-serve</p> <p>Now, patients can both self-serve and connect to a nurse or staff member by sending an SMS.</p>	 <h4>No waiting or dead ends</h4> <p>HOW-TO: Let AI handle triage, and staff handle more complex needs</p> <p>"Now, we're not spending time just getting messages to the right place," said Wang.</p>
 <h4>More efficient teams</h4> <p>HOW-TO: Look for unnecessary friction points</p> <p>"Navigator eliminated a bottleneck without shifting work onto other teams," said Wang.</p>	 <h4>A better consumer experience</h4> <p>HOW-TO: Make it simpler to get straightforward answers</p> <p>Patients often asked similar questions that could easily be triaged and answered with AI.</p>

See how Luma enables more patient care and expands staff capacity—without hiring.

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