



Show Me the ROI

Measuring Agentic AI in Patient Engagement



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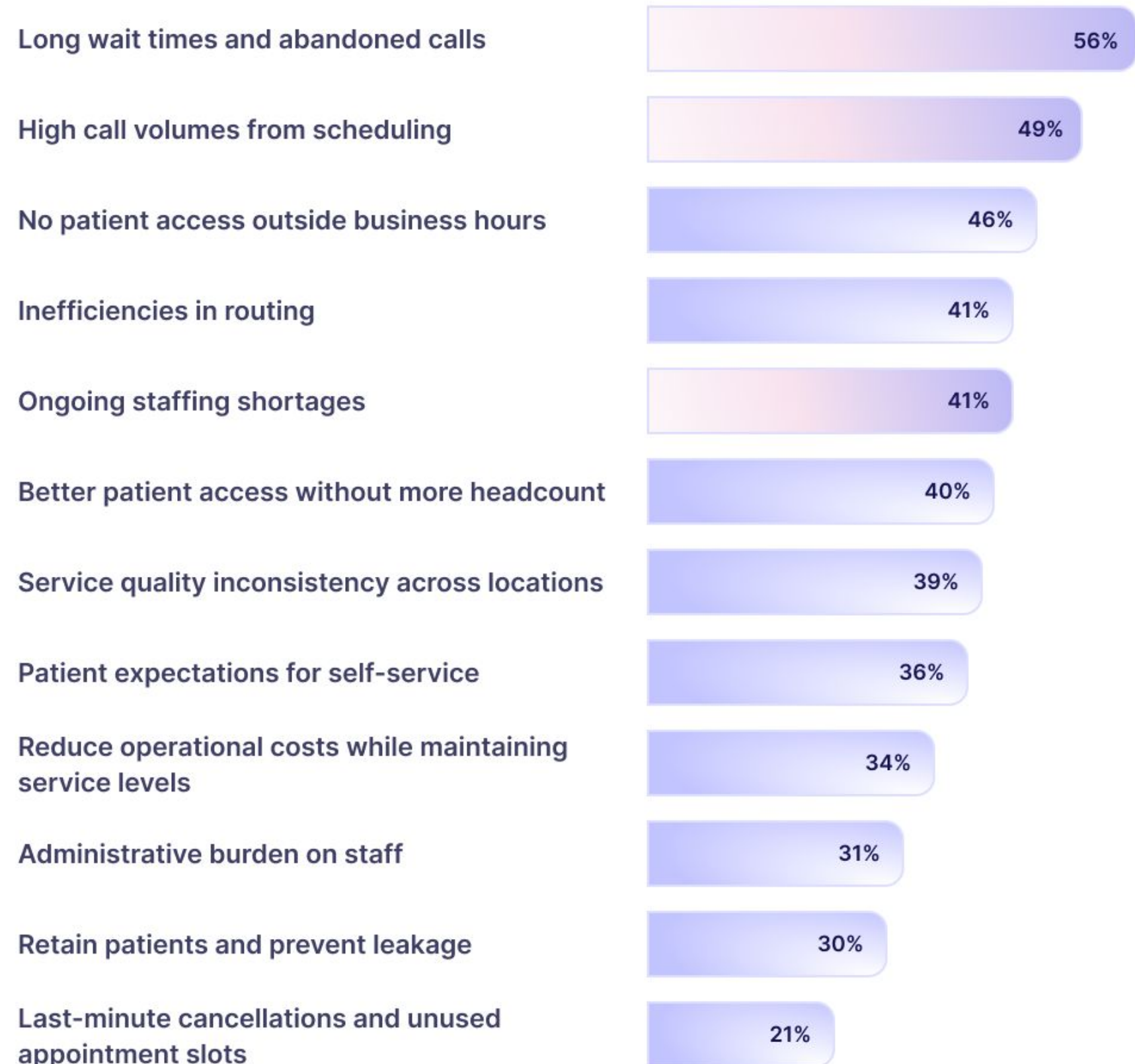
Destinations By Penrod



2026 Industry Reality

- ✓ ~400 healthcare leaders across IT, Innovation, Digital, Marketing, and Patient Access
- ✓ Live AI agent deployments in patient access call centers

Factors Driving Organizational Investment in AI Agents for Call Center Use Cases

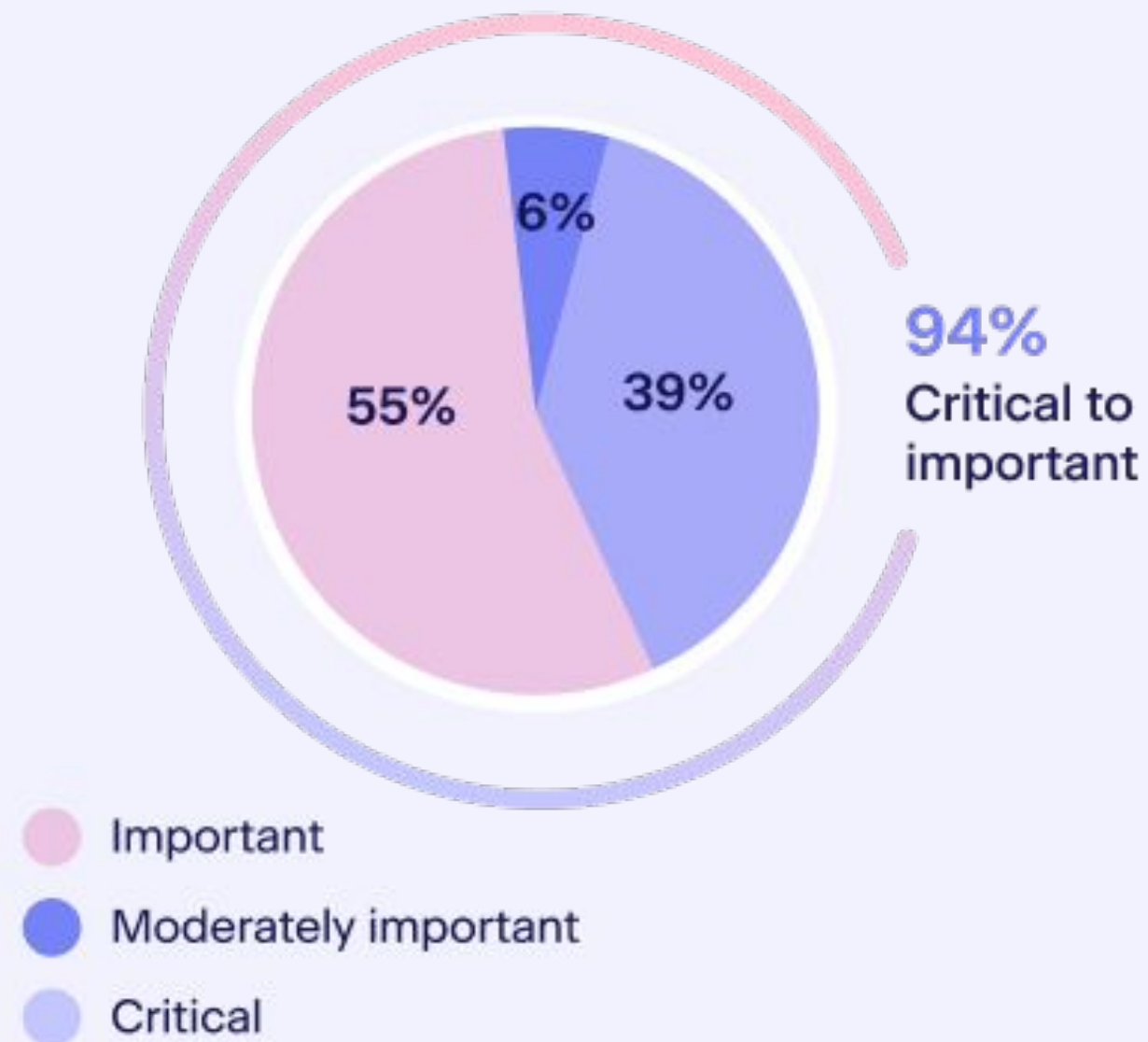


How closely did those findings reflect what Hackensack was experiencing before you implemented AI agents?

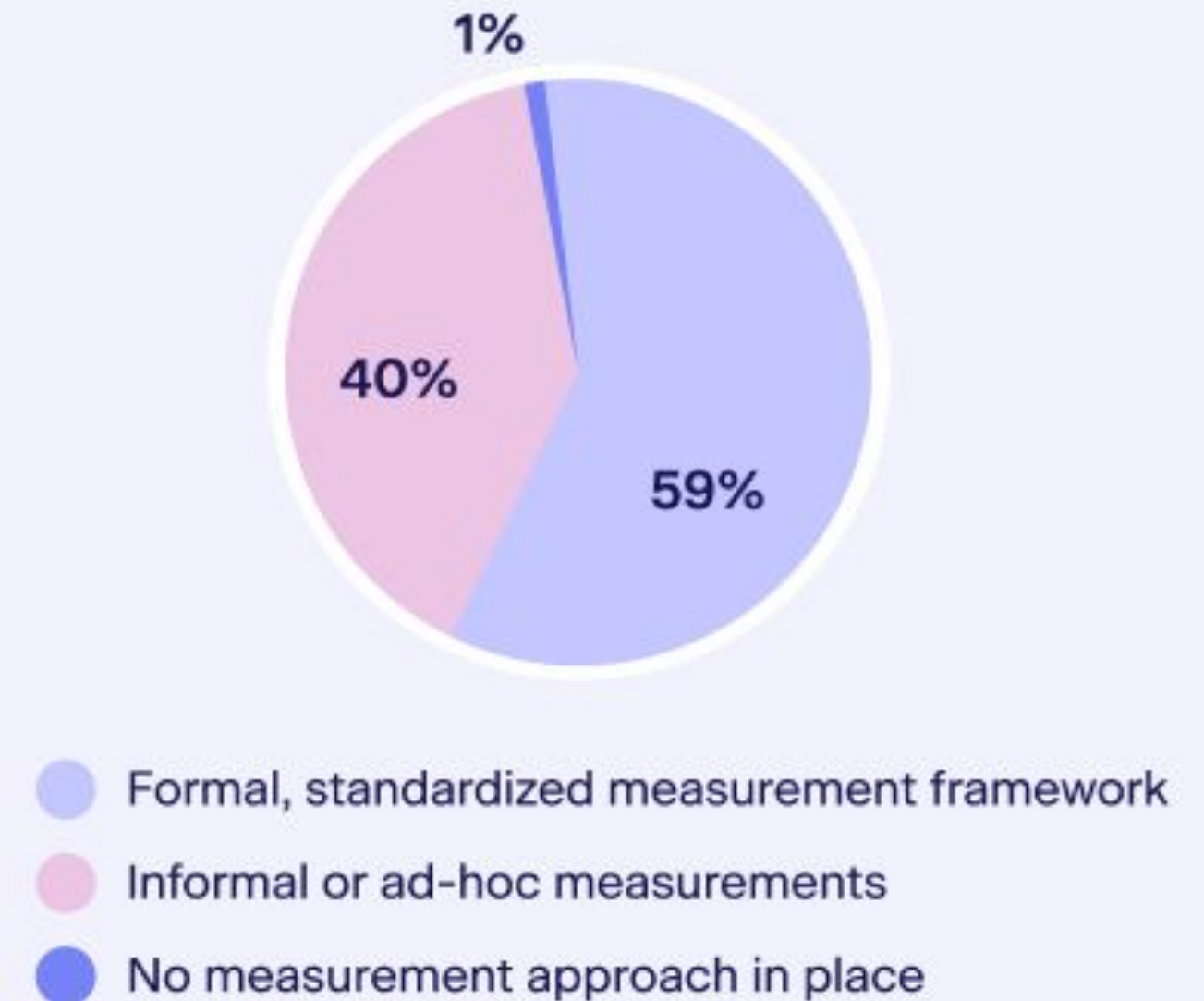


The Measurement Gap

Importance of Measuring AI Performance



Current AI Measurement Maturity



Before you had a formal measurement strategy, how were you evaluating success?



What ROI Actually Looks Like

01 - Acquisition

AI-driven scheduling and chat that bring new patients in, tied to downstream revenue

02 - Access

Call deflection, appointment automation, and 24/7 coverage that removes friction

03 - Engagement

No-show reduction, retention, and patient-experience scores that compound over time

\$719K

average **annual ROI** for healthcare-native deployments (vs. \$586K industry average)

92%

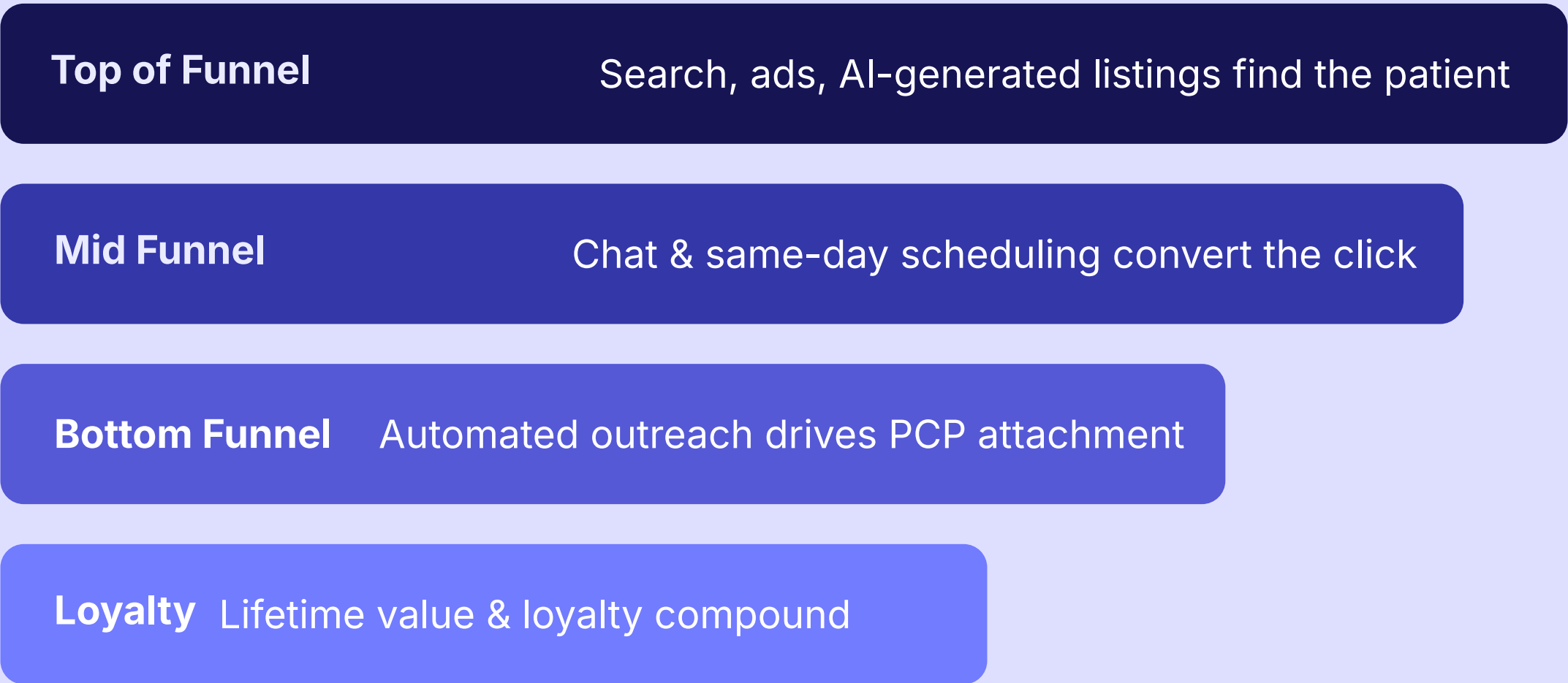
realize operational **value within 6 months**, the new bar for time-to-value

When you think about ROI, what's delivered the biggest value for Hackensack?



Building Your Funnel

Full-funnel attribution connects the first click to a booked, retained patient.



PRECISION MARKETING, MEASURED

39:1

marketing ROI across **75 campaigns in 19 months** — a digital CRM transformation at a regional health system

\$39M

net revenue generated

\$13M

direct attributed contribution

How do you connect patient access to revenue?



The Access and Engagement Lens

Once a patient reaches out, the return is measured in resolution — not deflection.

85%

of routine patient interactions resolved or deflected end-to-end

88%

drop in call abandonment — fewer patients hang up before help

79%

of patients self-serve successfully online, without an agent

35–45%

lower contact-center operating cost across deployments

Capacity returned to staff, after-hours access closed, and no-shows reduced —
the access metrics that feed every downstream revenue number.

Beyond automation rates, what proved the patient experience was improving?



A Framework For Measuring AI

Three tiers that build from daily activity to dollars. Each tier earns the next.

ACTIVITY

TIER 1

**Operational
Efficiency**

Call deflection

Containment rate

Hours saved

Time to value

TIER 2

**Engagement
& Conversion**

Appointment conversion

No-show reduction

Self-serve rate

PSAT scores

TIER 3

**Financial
& ROI**

Annual ROI

Attributed revenue

Cost per interaction

DOLLARS

Which of those three tiers gets the most attention today — and where are the gaps?



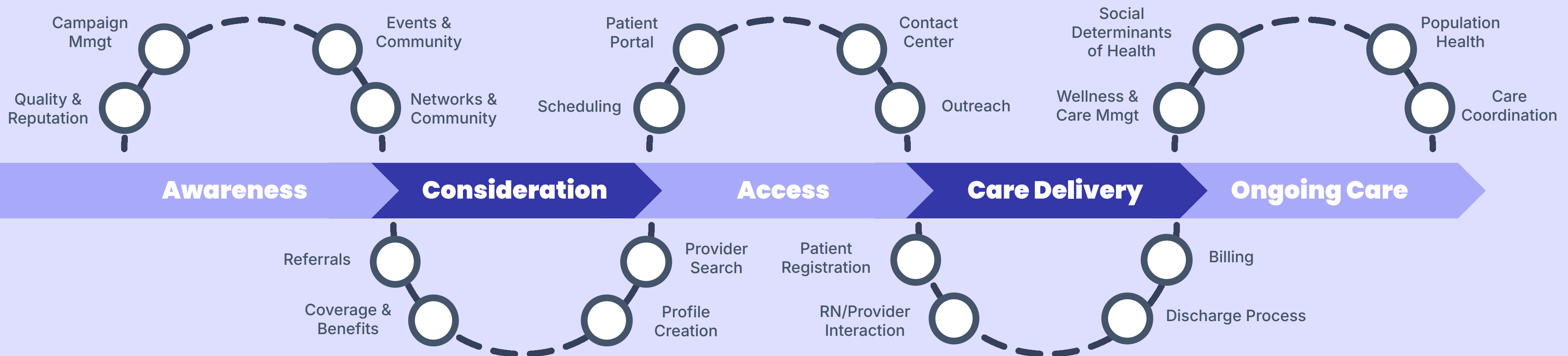
From Launch to Adoption



What did it take to get your teams and patients to trust and embrace AI?



Cross-Connected Patient Engagement



A modern patient experience platform acts as an engagement engine that walks with patients across every step of their care journey.

***What types of content or campaigns
work best at each stage of the patient
journey?***



Not all AI agents perform for *healthcare*

Architecture	Speed-to-Value	Routing Accuracy	Resolution Rates	Appointment Automation	Capacity Gains	Annual ROI	The catch (where it breaks)
Healthcare AI-native 36% of market	A+	A+	A+	A+	A+	A+	None. The only architecture top-tier on every metric — \$719K avg ROI, 92% live in <6 mo.
CCaaS-embedded 34% of market	B	B	C	C	C	C	79% deliver under \$500K ROI; just 17% reach strong (61–80%) resolution rates
Industry-agnostic 15% of market	B	B	B	B	C	C	69% can't support healthcare's range of appointment types
CRM-based 10% of market	C	C	A+	B	A+	B	35% wait 7–12 months for value; 0% reach \$1M+ ROI
EHR-native 5% of market	C	C	C	B	B	A+	37% wait 7–12 months — slowest of all; routing accuracy as low as 1–50% (lack of agentic AI native capabilities)

Healthcare-native,
by the numbers

\$719K

Avg annual ROI — highest of any architecture

92%

See value in under 6 months (fastest)

48%

Hit 91%+ routing accuracy — nearly half, the elite tier

Looking back, what's one question every health system should ask an AI agent vendor?



Three Takeaways to Put Into Action

01 ROI starts with measurement

If you can't measure it, you can't improve it or prove its value

02 Resolution beats deflection

The winners have the deepest EHR integrations and most impactful workflows handled end to end

03 Treat AI as a growth strategy

The biggest returns come when agentic AI improves both operational efficiency and patient access

GET THE DATA

2026 Healthcare AI Agent Benchmark Report



Scan to download the full benchmarks, peer comparisons, and the measurement framework.

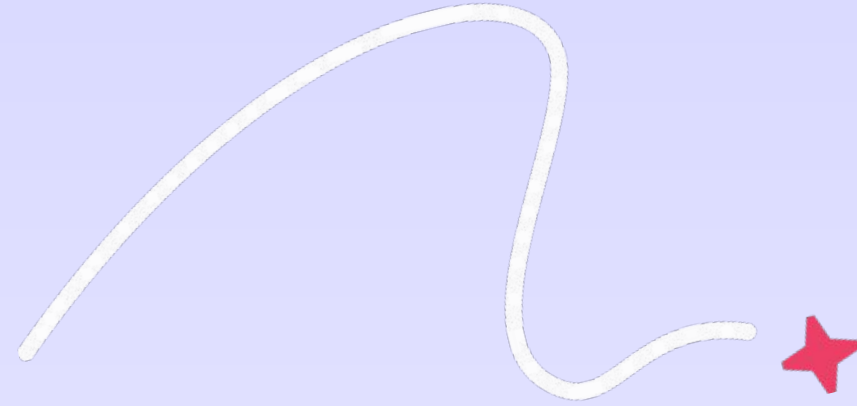
WEBSITE AUDIT

Find Out If Your Full-Funnel Attribution is Compliant



penrod.co/audit

We'll scan your website, show what's sending PHI to non-compliant platforms, and show you what needs to change.



Questions?



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