iN mappedin

CASE STUDY

PRSONAS IHEALTHASSIST

TRANSFORMING THE PATIENT EXPERIENCE

THE PARTNER

PRSONAS™ is a digital experience platform that specializes in self-service solutions through AI-powered digital personalities customized for specific organizational requirements. PRSONAS offers digital workforce assistants designed to transform customer service by integrating human-like interactions into friendly and approachable kiosks.

The kiosks feature digital avatars that deliver a customized directory experience with interactive dialogues and verbal and visual navigation instructions. A notable implementation of this technology was deployed at the Princess Alexandra Hospital in England, where the Mappedin SDK was used as part of the turnkey solution.

THE CUSTOMER

Princess Alexandra Hospital, located in Harlow, Essex, United Kingdom, employs approximately 3,700 healthcare professionals and serves a diverse population of 350,000 residents. The hospital consistently achieves high patient satisfaction ratings and is recognized for clinical excellence across various medical specialties, including maternity care, cancer treatments, and emergency services.

THE CHALLENGE

Similar to many healthcare facilities, Princess Alexandra Hospital faced increasing demands on its staff and services. Patients and visitors experienced challenges with navigating the hospital, finding information quickly, and accessing multilingual assistance. These challenges created additional pressure on resources and highlighted the need for an innovative solution to enhance the patient experience, optimize resource utilization, reduce the burden on staff, and improve operational efficiency.
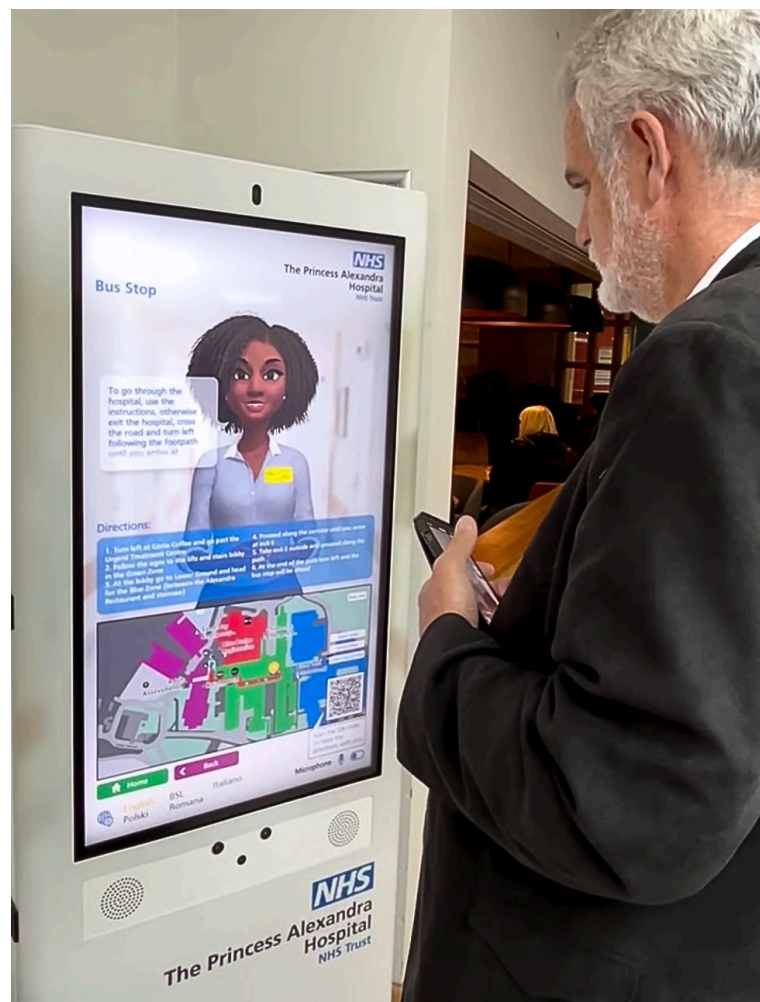
THE SOLUTION

The solution implemented at Princess Alexandra Hospital utilizes PRSONAS AI/Avatar kiosks to provide comprehensive information and wayfinding assistance. The implemented kiosk features a digital avatar that interacts with visitors and patients to guide them through the hospital to find wards, rooms, services, and amenities. The integrated wayfinding is powered by Mappedin SDK to visualize detailed indoor maps and facilitate conversational interaction, enabling visitors to navigate the hospital more efficiently.

THE SOLUTION

PRSONAS iHealthAssist was designed to address several specific challenges in healthcare environments:

- **Patient engagement**: Deliver a more personalized experience for patients to reduce anxiety and delays, and improve overall patient satisfaction.
- **Navigation complexity**: Provide clear and intuitive directions within the hospital to help patients and visitors navigate complex hospital layouts more easily.
- **Operational inefficiency**: Automate routine tasks such as providing directions and answering common questions to reduce staff workload and allow staff to focus on critical responsibilities.
- **Accessibility limitations**: Facilitating communication in multiple languages to make hospital services more accessible to a diverse patient population.

THE RESULTS

The implementation of PRSONAS iHealthAssist kiosks at Princess Alexandra Hospital has delivered significant operational improvements. The system now provides 24/7 navigation support in five languages, including British Sign Language, substantially enhancing accessibility for the diverse patient population.

This integration combines PRSONAS's expertise in creating engaging digital assistants with Mappedin's advanced indoor mapping capabilities. The result is an intuitive wayfinding system that bridges the gap between complex hospital layouts and patient navigation needs through an interactive, user-friendly interface.

In one month, on average, 800 questions are asked and totaling 40 hours of interaction (estimate 3 minutes per conversation). Usage data indicates that approximately 35% of kiosk interactions involve wayfinding requests, while 65% address general inquiries. This distribution demonstrates the system's versatility in both navigation assistance and alleviating routine information requests that would otherwise require staff intervention. The AI avatar consistently responds to patient queries even during periods when staff availability is limited.

"We're so excited to team up with Mappedin to make the patient experience at Princess Alexandra Hospital a little easier and a lot more welcoming. With smart, friendly wayfinding powered by our AI avatars, we're helping people feel more confident and cared for the moment they walk through the doors."

CHUCK RINKER, CEO OF PRSONAS

By implementing this integrated solution combining PRSONAS's interactive avatars and Mappedin's indoor mapping technology, Princess Alexandra Hospital has created a more accessible, efficient, and patient-centered environment, validating the significant operational benefits of this technological partnership.