Why Do We Need **Digital Front Door** That Feels As Responsive And Empathetic As A **Care Coordinator?**

Digital Leakage - Poor Marketing ROI

98% **Drop Off**
We had 25,000+ monthly website visitors, yet only 2% converted into bookings

Operational Overload — Slow Response, Lost Patients

30 mins **Average Response Time**
Our call center handled 3500+ weekly inquiries

Fragmented Experience & Missed Cross-Sells

₹2Cr **Revenue Lost**
Patients used different numbers for booking, billing, and reports. We were missing ₹2Cr a year in related services.

Long Waits = Lost Trust

25-30 mins **Wait time**
Even booked patients waited 25–30 minutes for registration. In today's world, patients expect Amazon-like convenience — instant, simple, and seamless.

References - Links

The Problem:
Missed Patients, Missed Revenue, Missed Experience

30+ years old
Legacy of Bihar.
400+ Beds

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Pre Tulu Health Launch

Marketing ROI is low despite high traffic:
25K visitors and **1M** Social Impressions
98% of website visitors dropped off

Overburdened 4 Staff still
Avg response time: 30-40 min
patients lost patience

Patients used **different numbers** for booking, billing, and reports.
We were missing ₹2Cr a year in related services — pure leakage.

"This Solution 5x our online bookings in 15 days and freed up our call center staff to focus on high-value patient cases. Patients loved the instant, local engagement."
- Dr Sambit Das, CEO

Impact on Patient

"From anxiety at 10 PM to clarity in minutes — AI turned patient frustration into confidence."

Patient Stories

Elderly Patient Struggles with Calls → Guided by AI
"I couldn't get through on the hospital line. The assistant helped me share my symptoms and select a cardiology appointment without calling anyone."

2. Late-Night Neuro Query → Next-Day Booking
"I reached out at 10 PM, unsure if anyone would respond. Within minutes, the assistant guided me to Dr. Anwar Alam, took my details, and confirmed a morning slot."

3. Post-Surgery Rehab Query → Routed to Physio
"After my knee surgery, I just typed 'I need physiotherapy.' The assistant instantly connected me to the physio department and shared available slots."

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Impact on Hospital

Business And Operational Excellence

Progress So far

- **Conversion** rate of **15**% with **Lead to appointment** rate **>90%**

- The AI handled **4000+ messages**

- **After-Hours** (8PM –8AM) **>20%** **Local Language - 12%**

- **≈80 hours/month saved** **Reduction in Call drop for** 320 Patients

Projected Annual Progress

- **≈2500 qualified leads/year,** **≈2000 bookings/year directly driven by AI**

- The AI will handle **>200,000+ messages** **and 10000+ patients**

- Patients now use a single WhatsApp and web interface. will boost cross-sell adoption to **10–12%** **in monthly ancillary revenue.**

- **≈1500 staff hours/year saved** **80%% reduction** in staff time spent on FAQs and scheduling. **Saved salary for 6 employees**

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SCALABILITY OF THE SOLUTION
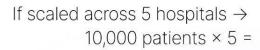## Built Once, Scales Everywhere.

Plug-and-play for any hospital
Uses standard website + WhatsApp integrations.
Plug and Play AI Agents through open API

Quick Deployment
Trains on hospital-specific FAQs;
Rapid hospital deployment—**live in 2 weeks**

Safe Modern infrastructure
Built on modern technology stack- AWS
Data security compliance (HIPAA, etc.)

Rich healthcare and Geography context
Adaptive AI learns **hospital-specific language & tone.**
Supports **multi-location** hospitals and **90+ regional languages.**

If scaled across 5 hospitals →
10,000 patients × 5 =

50,000 served annually

Why Healthcare Providers Choose This?
USEFULNESS FOR OTHER HOSPITALS
Innovation With Measurable Adoption

Increases new patient acquisition by
5-8x

First hospital in Bihar using multilingual AI for real appointment booking.

Reduces missed call leakage by
40%

24×7 AI replacing manual call center workload

Enables responsiveness without expanding staff.
24×7

"For the first time, our front desk slept while patients still booked appointments."
– Ruban Hospital Admin