

GDT Patient Experience Connector cut costs by 95% for Texas hospital's Epic integration

Summary

A large Texas hospital system invested more than \$1 million in an AI interactive voice response (IVR) solution designed to integrate its Cisco contact center and Epic platform. However, the third-party technology failed to deliver the promised integration and performance, resulting in significant challenges across the contact center environment, poor ROI, long call-handling times, and inefficient agent workflows. GDT deployed our prebuilt Epic connector, the GDT Patient Experience Connector, enabling agent-friendly features such as computer telephony integration (CTI) screen pop and click-to-call directly within Epic. The GDT solution was implemented in two weeks and cost 95% less than the original implementation.

Customer overview

Our customer is a large Texas-based healthcare system with more than 65 offices, clinics, mobile health units, hospitals, and urgent care locations.

The challenge

Our customer had implemented a \$1 million third-party AI IVR natural language processing solution that failed to deliver. The organization's goals were to streamline patient call times, improve customer experience, and increase agent utilization. In addition, leaders hoped to lower their cost per call and improve overall efficiency for their contact center agents.

Key challenges included:

- Cost overruns and poor ROI from a failed AI IVR integration
- Operational inefficiencies for agents, forced to navigate multiple systems and manually search for records
- Limited scalability and rising costs per call
- Poor patient experience due to long call-handling times, repetitive identity questions, and slow issue resolution



The solution: GDT Patient Experience Connector

GDT delivered a purpose-built integration that met the organization's business and technical requirements without the cost or complexity of a large-scale platform replacement. Rather than introduce another expensive custom solution, we deployed our prebuilt Epic connector from the Epic App Marketplace to provide a fast, certified, and healthcare-ready integration between the customer's Cisco contact center platform and the Epic system. This approach minimized implementation risk, reduced compliance concerns, and saved substantial costs.

Our solution enabled

- CTI screen pop directly within Epic, providing agents with immediate visibility into patient details at the start of each call
- Click-to-call from Epic, eliminating manual dialing and reducing workflow inefficiencies
- Seamless integration between inbound calls, IVR workflows, and the contact center platform
- A single Epic-based workspace to reduce application switching, manual searches, and error-prone data entry

Because the GDT Patient Experience Connector was already built, tested, and certified in the Epic ecosystem, we were able to deploy the solution in approximately two weeks, dramatically shortening the time to value compared with more traditional integrations. Our lightweight architecture also enabled our customer to scale with call volume growth.

The results

Implementing GDT's Patient Experience Connector enabled our customer to eliminate unnecessary complexity, keep agents working within Epic, and have a reliable solution for continuing to drive efficiency gains as the organization grows.

Key benefits included:

- Replaced a failed \$1 million solution with a \$50,000 one-time implementation (a 95% cost difference)
- Deployed in 2 weeks, accelerating time to value
- Saved 1–2 minutes per call by eliminating manual searches and app switching
- Improved agent productivity and utilization with Epic-based workflows
- Reduced cost per call through faster, more efficient handling
- Lowered integration risk using a prebuilt, Epic-certified connector

GDT collaboration solutions

With modernized, AI-enabled collaboration technology, organizations maximize resources to run effective call center operations and support positive, productive customer interactions.

Customize your communication approach using GDT's in-depth assessments and relationships with every major OEM to enable efficient service and boost customer and team satisfaction.

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