

SmartBot360 offers a platform to create and manage healthcare AI chatbots, to increase patient conversion and engagement.

The problem and solution

Chatbots are computer applications that converse verbally and textually with humans to gather and provide information and to initiate actions. Chatbots have become popular in the last few years, as part of the larger push towards AI technologies. Healthcare chatbots, which are our focus, are of unique importance, given the inefficiencies in the communication between patients and the healthcare system. Healthcare customer relations, sales and service are inefficient, as staff members often perform repetitive tasks, such as answering FAQs, making appointments, collecting feedback, sending reminders, or making sale pitches. We focus on two specific opportunities. First, use chatbots to increase patient conversions and appointments for cash specialties like plastic surgeons and dentists. Second, reduce the load of customer service for healthcare providers by automatically handling routine questions.

[SmartBot360™](#) is a University of California Riverside spin-off company. It has developed a platform to create, manage and share healthcare AI chatbots. The platform empowers customer agents to increase the number of reached patients, by offloading routine interactions to the AI-powered chatbots. Chatbots and agents work together through easy to define triaging handover protocols. The intuitive Web-based SmartBot360™ Management Dashboard™ is the control panel of the platform, which allows monitoring and analyzing ongoing sessions, starting new chatbot campaigns, and directly chatting with patients. SmartBot360 has several small business customers and ongoing pilots, mostly from the healthcare industry. SmartBot360 has received SBIR funding from the National Science Foundation.

Competitive advantage

1. We have focused on healthcare from the beginning, so we have native HIPAA-compliance and also a large number of healthcare-targeted features.
2. Team consists of AI experts, including UCR Professor Christidis, and is continuously advancing the state-of-the-art in goal-oriented chatbots and generating relevant IP.
3. Unique experience on healthcare marketing chatbots, which balance HIPAA-compliance with marketing effectiveness.

Business Model

We have been using inbound marketing strategies, like blogs and social media, to attract customers to our web site. There, they either schedule a demo or create a trial account. We are seeking funding to hire sales people to augment this strategy. We use a subscription model. Healthcare companies pay between \$189 and \$1500 per month to use our platform. On top of this, we offer consulting services to customize the customers' chatbots.

Competition

There are many platforms to build and deploy chatbots, but they are not built for healthcare, and hence are not HIPAA-compliant, which is a key selling point for us. There are a couple of healthcare chatbots that focus on self-diagnosis (Babylon, your.md) and a couple that focus on appointment reminders (wellapp). However, there is little competition in HIPAA-compliant patient conversion, which is our specialty.