

# Case Study

LTI helps a Leading Medical Equipment Manufacturer enable an always-on digital engagement channel for patients suffering from sleep disorders



# Client

The client is a leading medical equipment manufacturer based in the US. They specialize in building products that treat sleep apnea, COPD and other chronic respiratory diseases.

## Challenges

- A company providing machines for effective sleep apnea treatment was looking to deploy an innovative digital service delivery model to help its customers diagnose and treat sleep disorders.
- The manufacturer wanted to capture user profile information in a streamlined manner and enhance user experience by making its digital channels engaging and easy to use.

## LTI Solution

- LTI built a 'Sleep Apnea Bot' – an AI-driven digital application that helps in the diagnosis and treatment of sleep disorders by managing free-form text conversations effectively.
- Customized user interactions by deploying AI-driven conversational systems that comprehend a patient's medical history and symptoms to provide detailed therapy courses.
- Leveraged data from live chats with patients to provide a variety of services ranging from pre-diagnosis to a detailed therapy course.

## Business Benefits Delivered

- With the Sleep Apnea Bot available 24x7 to patients, the client's accessibility to patients has increased tremendously.
- Customer engagement and connections have seen a significant rise, and simple conversations are being harnessed to deliver relevant diagnosis and treatment.
- Customer data is also being managed with greater efficiency and predictive assistance has become the norm rather than the exception, boosting customer satisfaction.
- With data-driven insights, the client can now successfully treat sleep disorders and better gauge user habits and patterns.

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