



CASE STUDY · HEALTH MEDIC

HEALTHCARE · CHAT · MARCH–AUGUST 2026

751 appointment requests. 2,065 patient conversations.

Six months. One AI chatbot, available around the clock.

Health Medic is a polyclinic in Novi Sad. We deployed an AI chatbot that answers patient questions and captures appointment requests, including outside reception hours.

2,065PATIENT
CONVERSATIONS**751**APPOINTMENT
REQUESTS**96.8%**OF ANALYZED
CONVERSATIONS
WITHOUT NEGATIVE
SENTIMENT**24/7**

AVAILABILITY

Production data, March to August 2026. Totals reconciled from monthly figures.

BEFORE

Phone-only booking

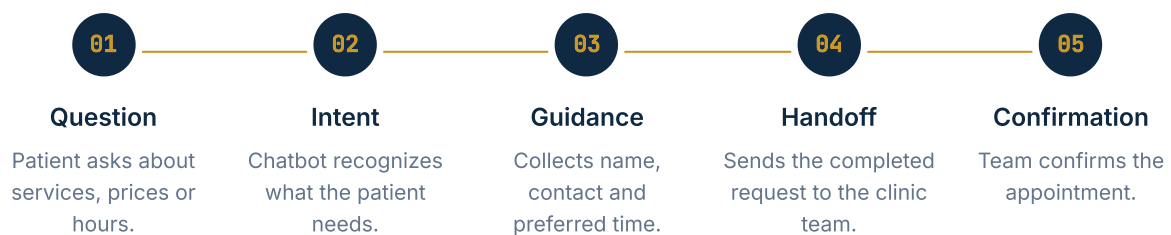
- Reception open weekdays 8 to 20 and Saturday mornings only
- Closed Sundays and every evening
- Patients waited on hold or gave up
- Nights and weekends had no way to reach the clinic

AFTER

AI chatbot, 24/7

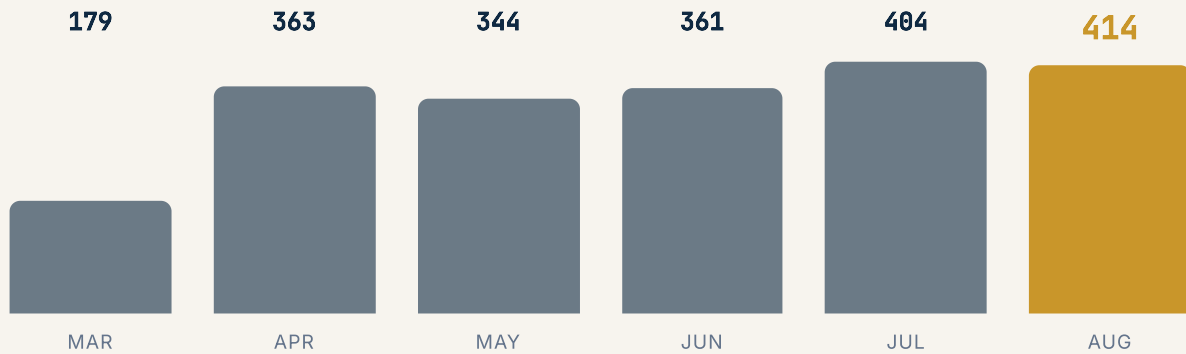
- ✓ Answers questions about services, prices, doctors and hours instantly
- ✓ Guides patients through an appointment request
- ✓ Recognizes intent: appointment, pricing, service info, or medical question
- ✓ Sends completed requests to the clinic team for confirmation
- ✓ Works every hour of every day, including when reception is closed

HOW IT WORKS



PRODUCTION RESULTS

Monthly conversation volume



Volume rose from 179 conversations in March to 414 in August, with month-to-month variation in between. Many conversations arrived outside reception hours.

WHAT PATIENTS ASK

751

APPOINTMENT REQUESTS, 36.4%

644

PRICE INQUIRIES, 31.2%

230

SERVICE INQUIRIES, 11.1%

96.8%

OF ANALYZED
CONVERSATIONS
WITHOUT NEGATIVE
SENTIMENT

WHY AVAILABILITY MATTERS

8-20 → 24/7

2,065 conversations over six months, with the chatbot
available every hour of the week.

Top requests: appointments for pediatrics, gynecology, internal medicine and check-ups, the same services patients
call about most.

**"751 appointment requests captured by the AI
chatbot, which takes questions and requests
around the clock, including when reception is
closed."**

Production data

Health Medic, March–August 2026

Every hour has coverage now.

The chatbot takes questions and requests at any hour, including late on a Sunday, when reception is closed.

BRING US A REAL PROCESS

See what this could look like on your data.

Show us where patients or customers drop off outside working hours. We'll map the process and define how the result should be measured.