

Automated Referral Management for KMH Cardiology Centres with OpenBots Agentic Automation



DESCRIPTION:

KMH Cardiology Centres, a high-volume, referral-based organization with over 30 specialist practices in cardiology, MRI, CT scans, PET scans, and oncology, partnered with OpenBots to transform its referral intake operations. Handling over 55,000 faxes per month, KMH needed to accelerate intake while maintaining accuracy across multiple systems, including Cerebrum (EHR) and Salesforce Health Cloud.

By leveraging OpenBots' agentic automation platform, KMH drastically reduced manual referral processing time, enhanced coordination across systems, and eliminated the need for additional staff—even as referral volumes grew.



CHALLENGES:

- 55,000+ faxes per month needed to be reviewed, triaged, and manually entered.
- Each referral required an average of 15 minutes to fully process.
- A 50+ FTE intake team handled referrals across 30+ specialist practices.
- Staff manually extracted and entered data into both Cerebrum and Salesforce Health Cloud.
- Referral growth was driving urgent need to hire additional intake personnel to maintain service levels.



SOLUTION:

- Deployed OpenBots' AI Referral Management Agent to automate 24/7 ingestion and triage of inbound faxes and digital referrals.
- Parsed and extracted structured data (e.g., referring provider, modality, urgency, diagnosis).
- Applied rule-based prioritization and routed referrals directly to specialty queues.
- Automatically populated Cerebrum and Salesforce Health Cloud to trigger downstream scheduling.
- Created exception queues for edge cases requiring human review.



RESULTS:

53%

TIME SAVED

Reduction in Manual Referral Time

Cut average processing time from 15 minutes to under 7 minutes per referral.

50+

FTE

Workforce Optimization

Freed up a significant portion of the 50+ FTE intake team for clinical and operational work.



Hiring Prevention

KMH has permanently avoided the need to hire additional referral staff, even as patient volumes continue to increase.



Scalable Growth

Automation has scaled effortlessly across KMH's expanding network of practices and modalities.

Transform your healthcare operations workflows with OpenBots. Eliminate manual intake work, reduce scheduling delays, and streamline cross-system coordination with ease.

