

## CASE STUDY

# How Dignity Health Turned Patient Experience into Real ROI

## THE CHALLENGE

### Long Waits, Frustrated Patients

Emergency department (ED) wait times are rising nationwide — the median is now 2 hours and 40 minutes, and in some hospitals, it stretches to 5.5 hours. For patients and their families in crisis, that can feel like an eternity.

Dignity Health, a prominent healthcare provider of the CommonSpirit Health network, recognized that improving the quality and consistency of patient experience—starting in the ED—was mission-critical. They needed a digital solution that could ease anxiety, enhance communication, and simplify the care journey without adding complexity. Whether patients were in the ED, hospital, or urgent care, Dignity Health aimed to transform moments of confusion into clarity and confidence.

## THE SOLUTION

### Vital's AI-Powered Patient Experience Platform

To meet this challenge, Dignity Health partnered with Vital, implementing its solutions—Vital Emergency and Vital Inpatient—across key touchpoints. The goal: streamline communication, reduce uncertainty, and keep patients informed in real time.

Vital's platform uses AI to deliver personalized updates to patients via text—no app required. Patients receive real-time wait time estimates, lab and imaging progress, care team information, and discharge instructions—all in plain language and their preferred language. With one tap, they can share updates with loved ones, turning confusion into assurance and satisfaction.

"Vital helped us simplify the discharge process and connect patients with follow-up care—something that's often frustrating and fragmented," said Mark Slyter, former President and CEO of Dignity Health Arizona East Valley Market. "This partnership made it easier for patients to stay within our system and continue their care with confidence."

Dignity Health worked closely with Vital to tailor the solution and rigorously track ROI—ensuring it was delivering value not just to patients, but also to the organization.

"The feedback from our teams has been overwhelmingly positive," Slyter added. "Vital isn't just improving patient experience—it's making life easier for our staff and is driving real outcomes."

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## THE RESULTS

## Turning Patient-Centered Care into Competitive Advantage

Since implementing Vital's solutions, Dignity Health has seen measurable improvements across patient satisfaction, safety, and financial performance:

- ✓ 2% market share growth in key service areas
- ✓ 4.4-star average rating across ED and inpatient visits
- ✓ 50% improvement in patient experience
- ✓ Nearly 100% reduction in safety events
- ✓ \$2.2 million increase in EBITDA margin
- ✓ 18x ROI from downstream appointment revenue
- ✓ 1% left-without-being-seen rate (LWBS)

High adoption was fueled by Vital's intuitive, frictionless design—patients don't need to download an app or create an account. A simple text message is all it takes to unlock real-time updates and peace of mind.

## WHAT'S NEXT

## Expanding the Impact

With clear wins in the ED and inpatient settings, what's next?

"The logical next step is to expand Vital across the health system. We're currently working with Vital on urgent care, and we'd like to see it implemented in clinics and other settings, such as rehab hospitals and behavioral health facilities. The engagement level that we can achieve with this technology is far broader than what we can do in acute care and inpatient settings."

**Mark Slyter**

Former President and CEO of Dignity Health Arizona East Valley Market

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