Emerging Company Spotlight

Vital ERAdvisor 2024

Keeping ER Patients More Informed and Engaged

KLAS RESEARCH

Emerging Company Spotlight

! Note: Emerging Company Spotlight reports are intended to shed light on the customer experience with solutions from newly emerging companies. Note that the data represents early findings.

vital | Vital ERAdvisor:
Keeping ER Patients More Informed and Engaged

Why This Spotlight?

The emergency department can be a chaotic and stressful environment that leaves patients feeling forgotten, but technological solutions can improve the patient experience without adding to the provider workload. Vital's ERAdvisor provides personalized tools and updates from check-in onward, thereby increasing patient engagement throughout the emergency department. This report examines the experiences of several ERAdvisor customers.

What Does Vital ERAdvisor Do?
(a customer explains)

"Vital utilizes AI technology to send real-time updates to patients on the progress of their current ER visit to their mobile devices. The technology also sends anticipated times. And then the software follows up with patients to ensure that they are complying with follow-up visits. So basically the software helps with closed-loop communication with patients." —Manager

Bottom Line

All respondents report an above-average experience that has left them highly satisfied, saying ERAdvisor has delivered as promised. Interviewed customers are pleased with the responsive partnership from Vital's expert team. Other highlights include the solution's patient-centric features and clear improvements in the patient experience. Some respondents would like to see the product grow to fit outpatient settings and develop functionality to integrate with other departments.

Key Competitors (as reported by Vital)
Epic, Get Well

Top Reasons Selected
Strong user experience, unique offering, product improves patient experience, vendor is a promising development partner
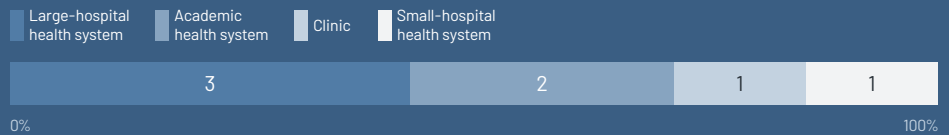
Number of Customers Interviewed by KLAS
9 individuals from 7 organizations (Vital shared a list of 10 unique organizations; the list represents 100% of the customers that are eligible for inclusion in this study)

Survey Respondents—by Organization Type

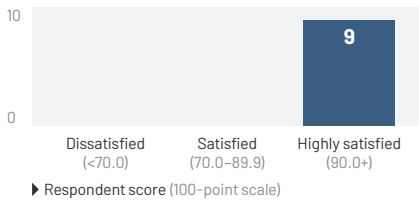| Large-hospital health system	Academic health system	Clinic	Small-hospital health system
3	2	1	1

0% — 100%

Vital ERAdvisor Customer Experience: An Initial Look

Distribution of Overall Performance Score
Based on individual respondents, not unique organizations

▼ # of individual respondents

	Dissatisfied (<70.0)	Satisfied (70.0–89.9)	Highly satisfied (90.0+)
			9

▶ Respondent score (100-point scale)

Key Performance Indicators

*Limited data

Supports integration goals	Product has needed functionality	Executive involvement	Likely to recommend
A+*	A*	A+*	A+*
(n=7)	(n=7)	(n=7)	(n=7)

Software grading scale (1–9 scale)

A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11	F = <5.22
A = 8.19–8.54	B = 7.29–7.64	C = 6.39–6.74	D = 5.49–5.84	
A- = 7.92–8.18	B- = 7.02–7.28	C- = 6.12–6.38	D- = 5.22–5.48	

Would you buy again? (n=7)
Percentage of respondents who answered yes

100%*

0% — 100%

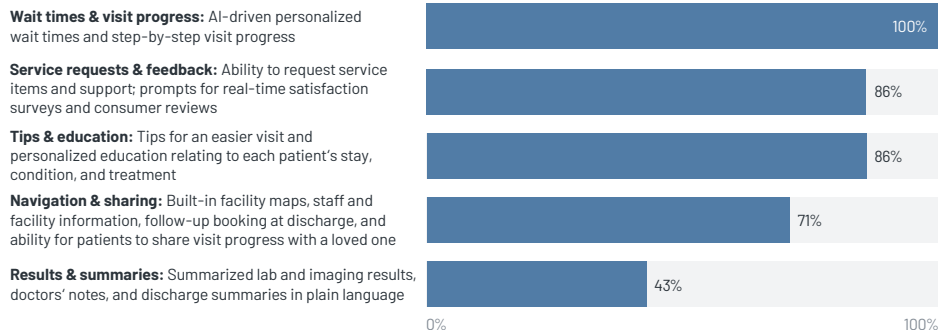Note: Percentages are calculated based on individual respondent counts, not unique organizations.

Outcomes Expected by Customers

⊘ Achieved	★ Unexpected outcome
⧗ Pending	⊗ Not achieved

Patient engagement before and after treatments	⊘
Improved NPS	⊘
Reduction in LWBS patients	⊘

Adoption of Key Functionality
Percentage of interviewed organizations using functionality (n=7)

Wait times & visit progress: AI-driven personalized wait times and step-by-step visit progress — 100%

Service requests & feedback: Ability to request service items and support; prompts for real-time satisfaction surveys and consumer reviews — 86%

Tips & education: Tips for an easier visit and personalized education relating to each patient's stay, condition, and treatment — 86%

Navigation & sharing: Built-in facility maps, staff and facility information, follow-up booking at discharge, and ability for patients to share visit progress with a loved one — 71%

Results & summaries: Summarized lab and imaging results, doctors' notes, and discharge summaries in plain language — 43%

0% — 100%

Time to See Outcomes

■ Immediately	■ Over 12 months
■ Within 6 months	■ No outcomes yet
■ 6–12 months	

4	3

0% — 100%

Strengths

Vendor is well organized and has a mastery of their tool

"We are very impressed with how organized Vital is; if we bring a problem to them, we don't have to do too much legwork to describe the problem or get the use cases. It is a strength that they know their tool inside and out and that they know their customers really well and are able to help us with questions that we have." —Manager

Solution is well tailored to patients and meets them on their level

"The vendor is really adept at creating tools that delight patients. The vendor can translate complex or technical medical language into everyday talk. That just makes it so much easier for the patients and their families when they try to figure out what is going on." —VP/other executive

Vital maintains strong partnerships with customers to maximize personalization and efficiencies

"Vital's biggest key strengths are their personalization and the fact that they are really connecting with us as a customer in terms of their partnership with us. They actually connect with us via phone calls and virtual meetings; that real-life connection that makes us feel like the engagement is not just something where the vendor is telling us what they are going to do and then disappearing." —Director

Opportunities

Expand the product to work in urgent care settings

"I know that Vital is really focused on the inpatient setting. But opening up to outpatient care is the only opportunity for improvement I can think of." —Manager

Implement pharmacy verification functionality

"One [suggestion] is the ability for patients to verify pharmacy things and have that information cross over to the EMR, especially for facilities that do things electronically now with ePrescribing." —VP/other executive

Better explanations of product ROI to show value to hospital executives

"An improvement would be to have the vendor work with us so we can explain a little more of the ROI to our executive leaders. The vendor has a bit of a disconnect because they don't truly understand everything that is going on in our division and how things are impacting us in good or bad ways." —Director

Points to Ponder

What Does a Customer Need to Do to Be Successful with This Solution?

Customers explain

- **Start with strong understanding of organization's data architecture:** "Having data architecture on the customer side is really key. I definitely would recommend customers know their own architecture in terms of inbound and outbound feeds. Then customers should engage their operational partners early." —Manager

- **Plan early alongside Vital and reference successful tactics at similar organizations:** "My advice to others is to just have an honest, early, transparent conversation with Vital. The system is never a plug-and-play thing. Talk to Vital and figure out what they have done for similar clients because they have large and small clients." —CMIO

- **Choose a project leader who is intimately familiar with organizational workflows:** "The point person or liaison on the client side should be extremely familiar with the workflow of the clinic or hospital. Otherwise, the product just will not work, and that won't be the vendor's fault." —CMIO

Vital explains

- Understand current system priorities and their baselines prior to the implementation.
- Identify key champions and executives to quarterback the initiative throughout the entire partnership.
- Develop an agreed-upon ROI plan and process.
- Provide staff education and training on the program.
- Market the product thoughtfully to encourage patient adoption.

Vital: Company Profile at a Glance

Founders
Aaron Patzer and Justin Schrager

Year founded
2017

Headquarters
Claymont, DE

Number of unique customers
17 health systems with 83 hospitals

Number of employees
85

Estimated revenue
$5M annually

Target customer
Hospitals and health systems with 100+ beds; emergency departments (including FSEDs) with 5,000+ visits per year

Healthcare Executive Interview

Aaron Patzer, CEO

Justin Schrager, CMO

What is your background?
Vital was founded by Dr. Justin Schrager, a practicing emergency department physician at Indiana University (formerly at Emory University), and Aaron Patzer, former founder of Mint.com and VP of product innovation at Intuit. The two of them constitute the ideal intersection of the clinical practice of emergency medicine, high-adoption consumer-grade software, and development of advanced AI.

Why was Vital started?
Schrager recognized the need to improve the care experience for emergency departments across the US. He and Patzer founded Vital on the premise to do just that. With consumer-grade software and AI, Vital has been breaking down information silos, optimizing the user experience, and increasing operational efficiencies since its founding and has impacted over one million patients and families.

What is Vital's biggest differentiator?
Vital's ERAdvisor uses advanced AI and a true user-centered design to achieve some of the highest digital health product adoption in the industry. All features and capabilities are designed with the user at the center, resulting in a 55%+ average patient adoption rate at active hospitals and over 1M patient users per year. A simple, no-training-required user interface uses AI to personalize things to each patient and their unique disposition, location, results, educational needs, and more. Because of the high adoption rate and rapid pace of feature release, hospitals recognize an ROI very shortly after activation in areas like LWBS rates, downstream appointment revenue, HCAHPS and consumer survey scores, and length of stay/throughput.

Solution Technical Specifications Information provided by Vital

Cloud environment
AWS

Development platform
React with TypeScript, GraphQL API layer

Database environment
Amazon Redshift, AWS DynamoDB

Mobile application environment
Web app, works with any modern browser

Security platform
HITRUST CSF r2 certified, SOC 2 Type 2

Confidentiality
HIPAA compliance, BAA required

Data encryption
AES 256 at rest, TLS 1.2+ for data in transit

Integration approach
HL7 over HTTPS, MLLP using TCP/IP and encrypted through a VPN, SFTP using CSV, FHIR

HITRUST certification
Yes

AI
Yes

Report Information

Sample Sizes

Unless otherwise noted, sample sizes displayed throughout this report (e.g., n=6) represent the total number of *unique customer organizations* that responded to a particular question. Some respondents choose not to answer all questions, meaning the sample size may change from question to question.

Sample sizes of 15+ unique organizations are considered fully rated. When the sample size is 6–14, the data is considered limited and marked with an asterisk (*). If the sample size is 3–5, the data is considered emerging and marked a double asterisk (**); no overall performance score is shown for emerging data. No data of any kind is shown for questions with a sample size of less than 3. Note that data marked as limited or emerging has the potential to change significantly as additional surveys are collected.

Vital ERAdvisor Performance Overview
All standard software performance indicators

Overall performance score (100-point scale) (n=7)

2024 Best in KLAS software average: **79.6**

	97.0*

0.0   100.0

Culture

Keeps all promises Percentage of respondents who answered yes	(n=7)	**100%***
Proactive service (1–9 scale)	(n=7)	**A+***
Product works as promoted (1–9 scale)	(n=7)	**A+***

Loyalty

Forecasted satisfaction (1–9 scale)	(n=7)	**A+***
Likely to recommend (1–9 scale)	(n=7)	**A+***
Overall satisfaction (1–9 scale)	(n=7)	**A+***
Part of long-term plans Percentage of respondents who answered yes	(n=7)	**100%***
Would you buy again Percentage of respondents who answered yes	(n=7)	**100%***

Operations

Ease of use (1–9 scale)	(n=7)	**A***
Quality of implementation (1–9 scale)	(n=7)	**A+***
Quality of training (1–9 scale)	(n=7)	**A+***

Product

Delivery of new technology (1–9 scale)	(n=7)	**A+***
Overall product quality (1–9 scale)	(n=7)	**A+***
Product has needed functionality (1–9 scale)	(n=7)	**A***
Supports integration goals (1–9 scale)	(n=7)	**A+***

Relationship

Executive involvement (1–9 scale)	(n=7)	**A+***
Quality of phone/web support (1–9 scale)	(n=7)	**A+***

Value

Avoids charging for every little thing Percentage of respondents who answered yes	(n=7)	**100%***
Drives tangible outcomes (1–9 scale)	(n=7)	**A-***
Money's worth (1–9 scale)	(n=7)	**A***

Software grading scale (1–9 scale)

A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11	F = <5.22
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Our Mission
Improving the world's healthcare through collaboration, insights, and transparency.

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Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.