



7 Questions to Ask Before Investing in a Healthcare Chatbot

This is an extra resource to go along with the original article:
[Can healthcare chatbot improve the patient experience?](#)

Considering a healthcare chatbot to add to your practice? Make sure you ask a few of these important questions before you start the research and development process.

1. Can we afford a chatbot solution?

Chatbot solutions will be an investment, but you also have to consider the other cost savings they could add to your practice. Will a chatbot cut down on payroll hours? Will it add to the patient experience and build your practice up in other ways?

2. Can we afford to build our own chatbot?

If you're not going to use a chatbot service, you can build your own chatbot. If you go this route, however, you need to consider the costs of hiring a developer to build one and how much time, resources, and so on it will take to get it up and running.

3. How will we measure the chatbot's success?

How will you know if your chatbot is adding value to your practice? Will you survey patients? Will you track patient waiting time? Knowing whether or not you're seeing marked improvement in your patient experience will be important when it comes to investing in new technology.

4. Will patients know how to interact with our chatbot?

Not every patient will understand how to use or work with your chatbot. Will it be accessible on your website? Will you promote it at your clinic so they know to use it? Will there be instructions provided?

5. Will a chatbot be beneficial for the staff and doctors at the practice?

Not all chatbots are for patient experience. Some can simply be designed to make the life of the staff at your healthcare practice that much easier. Would a doctors-only chatbot be a better investment? Or should you look at getting a chatbot that can handle questions from both doctors and patients?

6. How long will it take to get a chatbot up and running?

Do you absolutely need the help right now, or is this an investment that can wait? Integration of a new technology can take some time, but if you're pressed for the help, you may want to focus more energy on getting one up and running sooner rather than later.



7. What do we have to lose if we invest in this technology?

For many clinics, the biggest risk will be cost related. You might sink some money in a chatbot that may only improve the patient experience by a little. On the other side, it might significantly improve your clinic and be worth every penny. Either way, it's a risk.