

BRIDGE™ CXM's 6 Pillar Model:

The 6 Pillars of building “Global Healthcare Destinations”

These are CXM’s recommended 6 pillars to build the foundation of trust on which the next generation of global healthcare stands - enabled by integrated AI, data and ecosystem platforms



Brand & Demand

Global campaigns, storytelling, reputation building

CXM builds **market entry strategies** & demand **funnels**



Reception & Route Design

Mapping “first 72 hours” journeys and building service playbooks

CXM designs seamless **arrival & service pathways**.



Innovation & Clinical Outcomes

Centers of Excellence, robotics, AI.

CXM **benchmarks** outcomes globally, designs **Centers of Excellence** roadmaps, guides adoption of **robotics, AI** diagnostics



Digital Trust & Data

Secure, interoperable, trusted digital touchpoints.

CXM ensures that every piece of **information** a patient receives is consistent, **clear and dependable across channels, teams and time**.



Governance & Partnerships

Accreditation, payers, ecosystem alliances

CXM ensures the hospital runs on clear **ownership**, aligned **partnerships** and **structured revenue models**.



Experience, Stay & Aftercare

Patient journey mapping, Patient Experience programs, staff training.

CXM **co-designs experiences** that retain and grow patients.

The 6 Pillars of building “Global Healthcare Destinations”



Brand & Demand

- Develop outcome-based storytelling and thought leadership campaigns
- Build multilingual digital funnels & patient portals optimized for conversion
- Create VR hospital tours, decision packs, and virtual consult flows
- Run feeder market mapping and patient acquisition strategy

CXM builds market entry strategies & demand funnels powered by real-time insights and predictive targeting.

DIGITAL Is Medical Tourism Infrastructure

Let patients experience your hospital before they arrive with virtual walkthroughs of rooms, clinics, and surgical suites.



From Mass Messaging to ONE-TO-ONE TRUST

Most hospitals still run digital campaigns that talk at patients. We build Conversion Ready Journeys engineered to feel personal from First Click to Final Outcome.

- Precision empathy** – powered by deep patient insight: motivation, fears, and readiness
- Condition-specific journeys** – tailored by treatment, intent, culture, and patient type
- Micro-messaging architecture** – why you, why now, localized for each market and persona
- Conversion-first strategy** – built to move patients from research to readiness to booking
- Experience-integrated personalization** – consistent relevance from the first ad to post-treatment support

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Reception & Route Design

- Design “first-mile confidence”: visa assistance, airport concierge, multilingual orientation playbooks
- Benchmark and implement best-in-class patient navigation systems
- Align airport–hospital–hotel coordination with tourism boards
- Train frontline teams for international patient reception & experience

CXM designs seamless **arrival & service** pathways, enhanced by intelligent patient routing and conversion optimization.



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Innovation & Clinical Outcomes

- Benchmark clinical programs against global Centers of Excellence
- Guide adoption of robotics, AI diagnostics, genomics, and minimally invasive procedures
- Support publication and communication of outcome dashboards & success rates
- Build clinical narratives that attract high-acuity cases

CXM benchmarks outcomes globally, designs **Centers of Excellence** roadmaps, guides adoption of **robotics, AI diagnostics** etc

Patient Experience AI Dept.

Navigation, education, multilingual engagement etc across all touchpoints



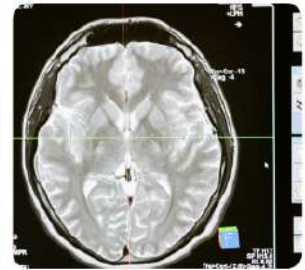
Cardiology AI Dept.

Screening, diagnosis, emergency workflow support



Neurology AI Dept.

Stroke triage, tumor detection, advanced brain mapping



Radiology AI Dept.

Imaging analysis, automated triage, comprehensive reporting

Patient Intake & Scheduling AI Call Center Assistant

- ✓ Handles patient calls via NLU
- ✓ Verifies ID, insurance, symptoms
- ✓ Books appointments directly in EHR

Clinical Visit & Documentation AI Medical Scribe

- ✓ Ambient AI listens to conversations
- ✓ Auto-generates SOAP notes
- ✓ Reduces documentation time by 80%

Claim Generation & Validation AI Claim Validator

- ✓ Generates CPT&ICD-10 coded claims
- ✓ Cross-checks insurance & history
- ✓ Detects and corrects errors

Claim Filing & Follow-Up AI Submission Agent

- ✓ Submits validated claims via APIs
- ✓ Tracks insurer responses
- ✓ Manages follow-ups automatically

Batch Processing & Optimization Mass Submission Engine

- ✓ Files 1,000 claims/min
- ✓ Reduces rejections by 20%
- ✓ Boosts revenue recovery

Revenue Analytics & Feedback AI-Driven Insights

- ✓ Tracks denial trends & cash flow
- ✓ Predicts reimbursements
- ✓ Feeds continuous improvement loop

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Digital Trust & Data

- Data Consistency Audit (Reality vs. Assumption)
- Critical Data Alignment Across Touchpoints
- Transparent Pricing & Information Structuring
- Patient Case Visibility Model (Internal)
- Digital Intake & Pre-Arrival Structuring
- Trust-Critical Communication Points
- Executive-Level Data Prioritization
- AI-powered patient journey orchestration and coordination

CXM ensures that every piece of information a patient receives is consistent, clear & dependable across channels, powered by connected data systems and intelligent automation.



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Governance, Accreditation Readiness & Finance

- Accreditation Readiness Structuring (not Certification Ownership)
- Governance Model for Patient Experience & Medical Tourism
- Executive Dashboards That Actually Drive Action
- Medical Tourism Financial Structuring
- Insurer & Partner Commercial Alignment
- Ecosystem Coordination Model

CXM ensures the hospital runs on clear **ownership**, **aligned partnerships** and structured **revenue models**, supported by transparent data and performance visibility.



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End-to-End Experience

- End-to-End Experience Blueprint
- AI-powered patient journey orchestration and coordination
- In-Hospital Experience Standards
- Companion & Family Experience Design
- Recovery & Stay Experience
- Service Recovery Design
- Aftercare Experience Structuring
- Experience Activation with Employees

CXM co-designs experiences that retain and grow patients, strengthened by continuous engagement, personalization, and journey intelligence.

