

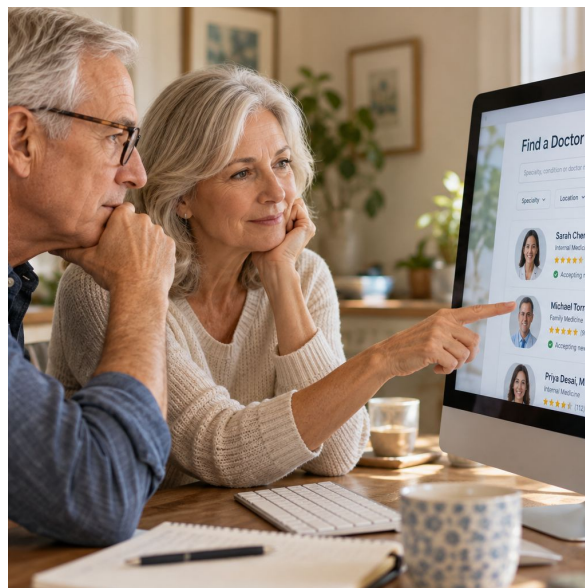
A FIELD GUIDE FOR ORACLE HEALTH HOSPITALS

# Stop losing patients at the find-a-doctor.

Five fixes, a 15-question scorecard, and proof from an Oracle Health peer that went from zero to 17,000+ online appointments.

# Patients don't choose your EHR. They choose where they can book.

A patient who can't find the right doctor and book in a couple of minutes doesn't call back later. They book across town.



**21.9%**

of US acute-care hospitals run Oracle Health, which has no out-of-the-box doctor search

**47%**

of patients now use AI to search for providers, up from 31% nine months earlier

**71%**

of patients abandon a website when scheduling gets frustrating

Oracle Health doesn't include a doctor search. That can look like a gap. It's actually a choice: you get to pick the best find-a-doctor for your patients, and win the ones who start on Google or ask ChatGPT. You don't need a new EHR to do it. The find-a-doctor sits on top of your EHR, and you can fix it now.

## HOW TO USE THIS GUIDE

**1**

### Read the five fixes

Pages 3–5. What good looks like, and how Sparkle helps.

**2**

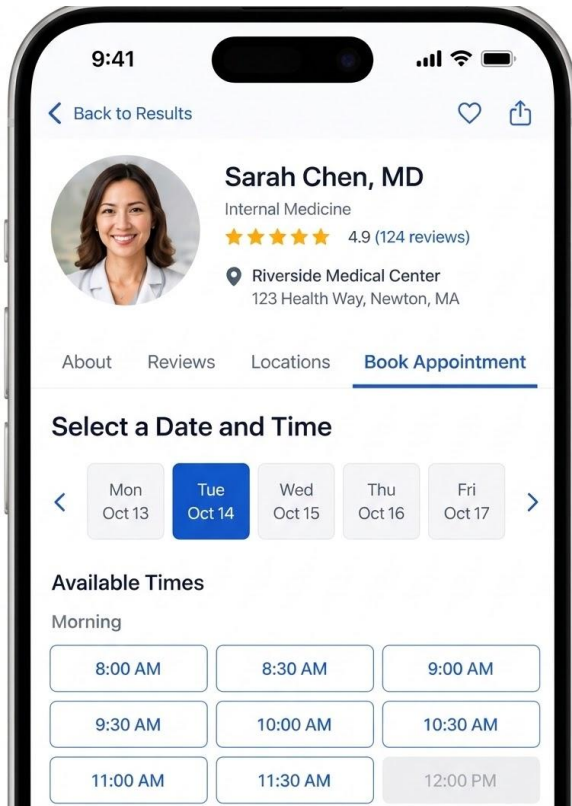
### Score your find-a-doctor

Pages 6–7. Fifteen yes-or-no statements. About five minutes.

**3**

### Share the proof

Page 8. Results from Westchester, Atrium, and Scripps, ready to forward.



## Turn more searches into booked appointments.

No one should have to pick a doctor before seeing when they're free, and no search should end at a phone number.

- ✓ Real-time availability in the search results, across every matching provider
- ✓ A dead end becomes the next-best provider, location, or time, without starting over
- ✓ MatchMaker checks visit type and eligibility before anyone books

# 400%

growth in website appointments in Atrium Health's first year on Sparkle Match

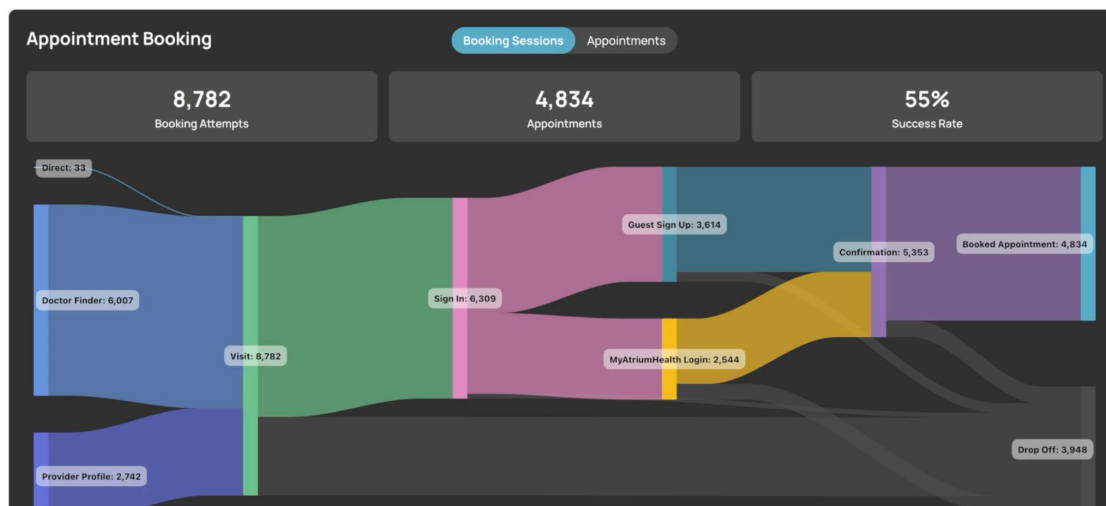
## See which campaigns book appointments.

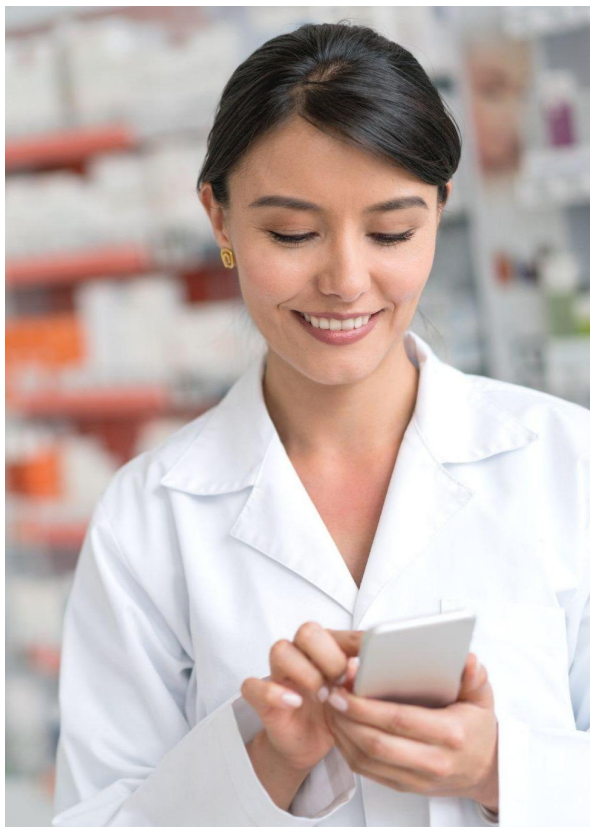
Budget season's hardest question: how many patients did that campaign bring in? Clicks and calls aren't an answer.

# 1

view from search to booked appointment, tied to the campaign that sent the patient

- ✓ First-party, HIPAA-compliant analytics, with no third-party pixels
- ✓ Every step from search to booking, including where patients drop off, down to specific decision trees and booking workflows
- ✓ Each booking tied to the campaign, page, or search behind it





FIX 3 OF 5 · PROVIDER DATA

03

## Connect the provider data your EHR doesn't hold.

A profile is only as good as the data behind it, and that data lives in credentialing, payer files, and spreadsheets.

- ✓ Data Hub connects your EHR (or several), credentialing, reviews, and PubMed
- ✓ Every provider listed, whatever EHR they use
- ✓ Data Remediation lets providers suggest updates, routed for approval

6

EHR instances running through a single Sparkle search at one client

FIX 4 OF 5 · AI DISCOVERY

04

## Get found by AI, not just Google.

Patients are asking ChatGPT to find their doctors. If AI can't read your provider data, you're not in the answer.

- ✓ Providers, locations, and availability readable by AI through MCP and WebMCP
- ✓ One validated source, syndicated to 80+ directories
- ✓ Appointments bookable on Google and other off-site channels

2 in 3

patients who use AI to find a provider have hit incorrect information (rater8, 2026)



# Clara.

By Sparkle™

# \$0

per-provider fees. One license, whether you list 500 providers or 20,000.

## Punch above your weight, without paying more as you grow.

- ✓ The same platform Advocate Health and CHRISTUS Health use
- ✓ Deep Oracle Health integration: real-time booking, returning-patient matching, new-patient records
- ✓ A Sparkle team that runs and monitors the data feeds for you

HCA spent two years comparing clinical taxonomies before choosing Sparkle's. You get to copy that homework on day one.

### AND THE PROBLEMS YOU DIDN'T KNOW SPARKLE SOLVES

Better search and booking is where most hospitals start. Here's what usually comes with it.



#### Location finder

Book a mammogram or flu shot without picking a provider first



#### Walk-in wait times

Show live waits and let patients save their place in line



#### Map view

Compare providers and locations by distance



#### Insurance by plan

Filter by the specific plan, not just the carrier



#### One set of rules

The same decision trees on the website and in the call center



#### Multilingual

Search, results, and booking in your patients' languages



#### Two-way reviews

Verified reviews, screened for PHI, on every profile



#### Agentforce Health

Appointments and leads sent over as they happen

# How does your find-a-doctor score?

Grab a pen. Check every statement that's true today. Five minutes, fifteen boxes, no wrong answers.



## Search & booking

☐

1. Patients see real appointment availability right in the search results.

☐

2. When an appointment doesn't work, patients are offered another likely match, not a dead end.

☐

3. Everyday searches like "knee pain" return the right specialists.



## Measurement

☐

4. We can name the campaigns that produced booked appointments last quarter.

☐

5. We can see exactly where patients drop off between search and booking.

☐

6. Our tracking is first-party and HIPAA-compliant, with no third-party pixels.



## Provider data

☐

7. Data from our EHR, credentialing, and other sources lives in one place.

☐

8. Providers can easily request profile updates without email or tickets.

☐

9. Patients can filter by their specific insurance plan.



### AI discovery

- ☐ 10. AI assistants give accurate answers about our providers and locations.
- ☐ 11. Our provider and appointment data is readable by AI tools.
- ☐ 12. Our appointments appear off-site, such as on Google.



### Cost & capacity

- ☐ 13. Our price doesn't go up when we add providers.
- ☐ 14. Our team isn't stuck maintaining custom find-a-doctor code.
- ☐ 15. The website and the call center use the same booking rules.

Count your checks.

My score: \_\_\_\_\_ / 15

## 13–15

### Booked solid

Your find-a-doctor is an asset.  
Keep measuring and keep raising  
the bar.

## 8–12

### Almost there

The basics are in place, but  
patients still slip through. Start  
with your lowest-scoring section.

## 0–7

### Losing patients

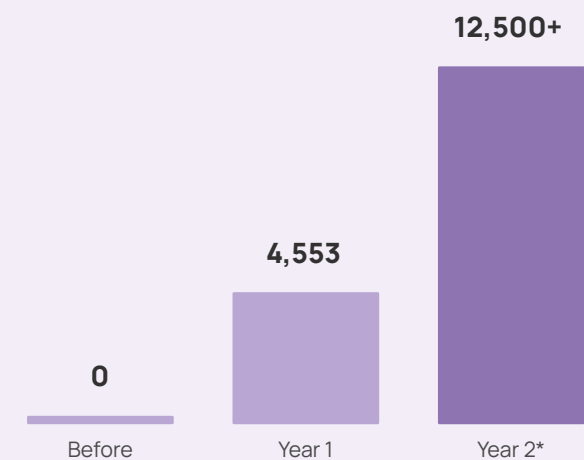
This is the highest-return fix on  
your list. Start with fix 1.

**Scored 12 or under?** Luke Elfering will walk through your results with you in 30 minutes, no slides required:  
[scheduler.zoom.us/luke-elfering/30-mins-with-luke](https://scheduler.zoom.us/j/luke-elfering/30-mins-with-luke)

# From zero to 17,000+ online appointments, on Oracle Health.

Westchester Medical Center, an Oracle Health system in New York's Hudson Valley, had no online scheduling before Sparkle. No EHR migration required.

Online appointments booked



\*Three-quarters of the way through year two



Sparkle has been a critical part of our digital transformation and has fundamentally changed the way we make our providers accessible to patients. Online appointment scheduling has become a true organizational priority, and Sparkle has played a major role in making that possible.

**Andrew Rote**

Senior Director, Digital Marketing, Westchester Medical Center Health Network

## 400%

ATRIUM HEALTH

growth in website appointments in year one. Winner, eHealthcare Leadership Award for Best Provider Directory.

## 23,000

SCRIPPS HEALTH

new patients attributed directly to online scheduling in the first six months. More than 70% of bookings came from patients new to Scripps.

## Oracle Health is your foundation. Sparkle is your advantage.

See what your find-a-doctor could look like. Book 30 minutes with Luke Elfering, or stop by Sparkle's booth, #606, at HCIC in Orlando, starting October 25.

**Luke Elfering**

Business Development, Sparkle

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[Book a 30-minute call →](#)