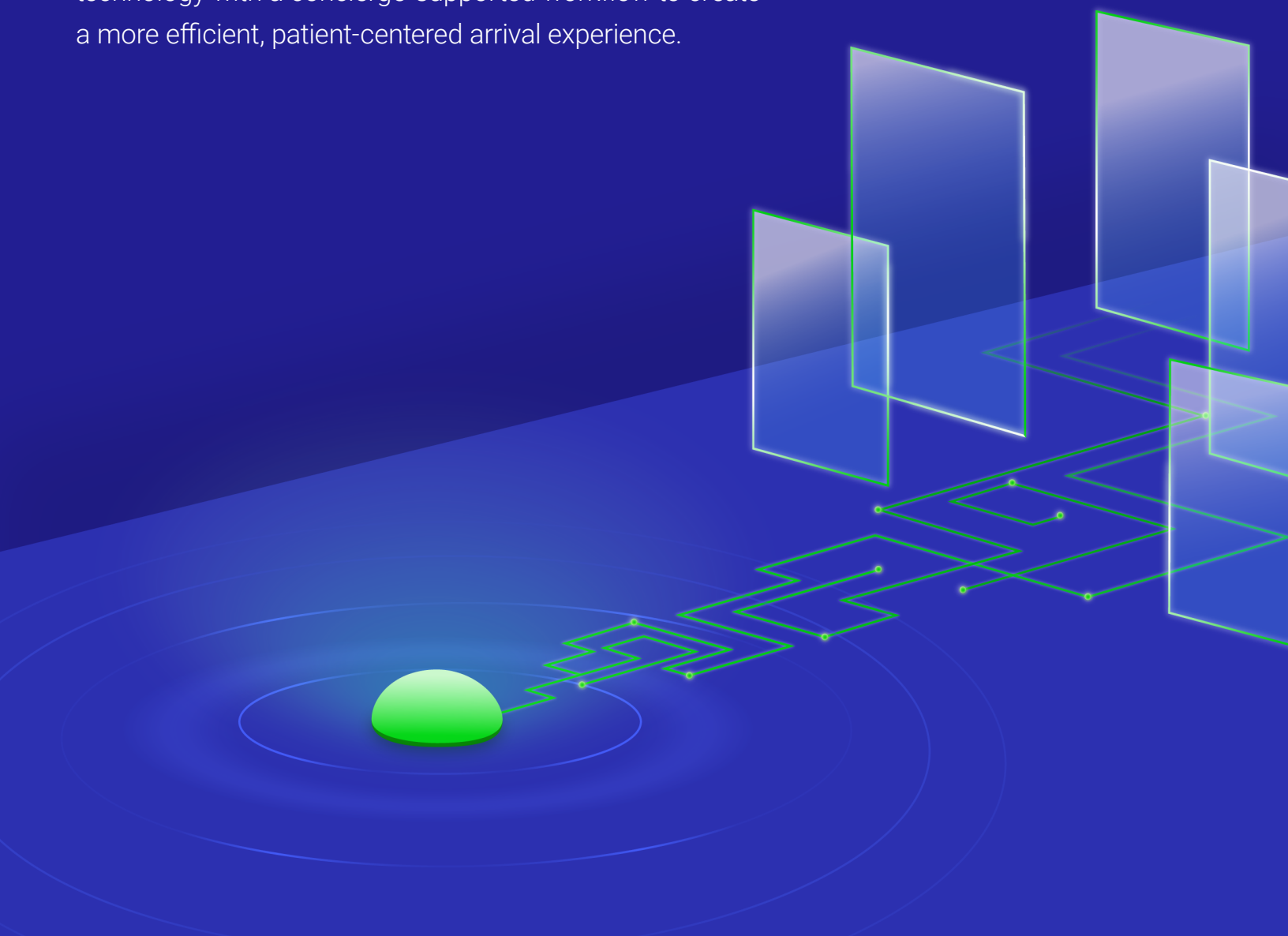


Welcome kiosk:

Reimagining the front
door of healthcare

Ensemble's Welcome Kiosk model combines self-service technology with a concierge-supported workflow to create a more efficient, patient-centered arrival experience.



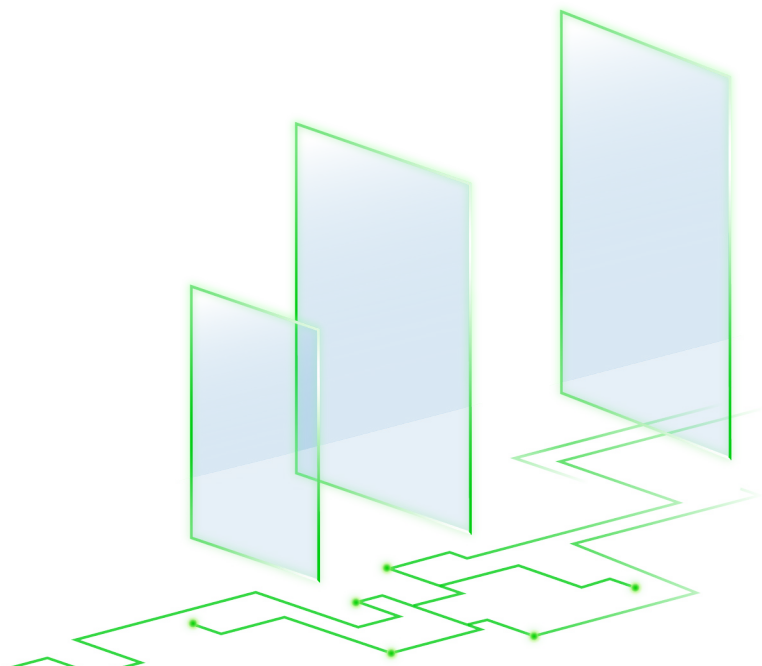
Executive summary

Healthcare organizations face growing pressure at the front end of the revenue cycle. Patient volumes continue to increase, consumer expectations for convenient digital experiences continue to rise and staffing challenges remain a persistent operational concern. Traditional registration models often create bottlenecks that impact both patient experience and operational efficiency.

Ensemble's Welcome Kiosk model combines self-service technology with a concierge-supported workflow to create a more efficient, patient-centered arrival experience. Rather than replacing staff, the model elevates their role from transactional registration activities to high-value patient engagement, guidance and service recovery. Early deployments have demonstrated the potential to reduce wait times, improve lobby throughput, strengthen data accuracy and support a more modern patient experience.

By combining self-service capabilities with a concierge-supported operating model, health systems can reduce registration friction, create a more consumer-friendly arrival experience, optimize staffing models and establish a scalable foundation for future patient access innovation.

The result is a modern patient arrival experience that aligns operational efficiency, patient satisfaction and financial performance around a common goal: creating a better first impression of care.



The challenge

Patient access leaders face 3 common challenges:

1

Front-end congestion + registration delays

High-volume registration areas often experience bottlenecks caused by manual data collection, demographic verification, insurance validation and paper-based processes. Long wait times create a negative first impression and can impact overall satisfaction with the care experience. Self-service registration tools are increasingly viewed as a way to improve throughput while reducing friction during arrival.

2

Rising patient experience expectations

Healthcare consumers increasingly expect experiences that mirror other service industries: digital convenience, self-service options and clear communication. Internal patient experience initiatives across Ensemble clients continue to focus on reducing wait times, simplifying registration and improving confidence throughout the patient journey.

3

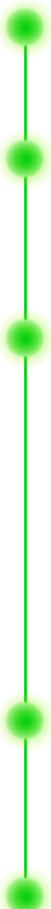
Staffing efficiency + workforce optimization

Patient access teams must balance rising service expectations with ongoing labor constraints. Registration associates often spend significant time on routine administrative tasks that can limit their ability to focus on more complex patient needs. Organizations are seeking ways to redirect staff effort toward higher-value interactions while maintaining excellent service levels.

The solution: concierge-supported welcome kiosks

The Welcome Kiosk model is designed to modernize patient arrival by combining digital self-service with a white-glove concierge experience.

High-level process



Patient arrival

Patient enters the facility and is greeted by a trained concierge.

Concierge engagement

Concierge provides an AIDET+-based welcome, explains the process and guides patients to the kiosk when appropriate.

Self-service kiosk check-in

Patients complete registration activities including:

- > Demographic verification and updates
- > Insurance capture and validation
- > Consent and form completion
- > Copay and balance collection
- > Appointment arrival documentation

Smart routing

Routine transactions are completed digitally while more complex scenarios are routed directly to a registrar or support resource.

Care delivery begins

Patients complete arrival activities faster, reducing lobby congestion and improving throughput.

Why the concierge model matters

A key differentiator is the concierge-supported approach. Successful adoption requires staff who can guide patients through the experience, assist those unfamiliar with technology and provide immediate support when issues arise. This model shifts associates from clerical processing to patient advocacy and service excellence.

Expected outcomes

Organizations implementing the Welcome Kiosk model aim to achieve four primary outcomes:

Outcome area	Expected impact
 Patient experience	Reduced wait times, smoother arrival process, more personalized service
 Operational efficiency	Increased throughput and reduced registration
 Workforce optimization	Staff redeployed from transactional tasks to patient engagement activities
 Data quality	More accurate demographic and insurance capture through patient-entered information

Additional benefits identified in deployment materials include reduced registration footprint requirements, paperless process enablement, enhanced data integrity and improved patient engagement.

Performance framework: measuring success

The Welcome Kiosk initiative is evaluated through a balanced scorecard approach across patient experience, operational and financial performance dimensions.



Patient experience KPIs

- > Registration satisfaction scores
- > Patient wait times
- > Arrival experience ratings
- > Likelihood to recommend
- > Patient adoption and utilization rates



Operational KPIs

- > Kiosk utilization rate
- > Registration throughput
- > Lobby wait time reduction
- > Registration processing time
- > Percentage of patients completing self-service check-in
- > Volume routed to registrar escalation processes



Financial + workforce KPIs

- > Point-of-service collections
- > Copay collection rates
- > Labor efficiency improvements
- > Registration staffing productivity
- > Cost avoidance from reduced physical registration footprint

Implementation approach

Successful deployments follow a structured implementation framework.

Change management

Implementation is supported through formal change management activities to prepare both patients and associates for new processes. This includes communication planning, training and adoption support.

Concierge training

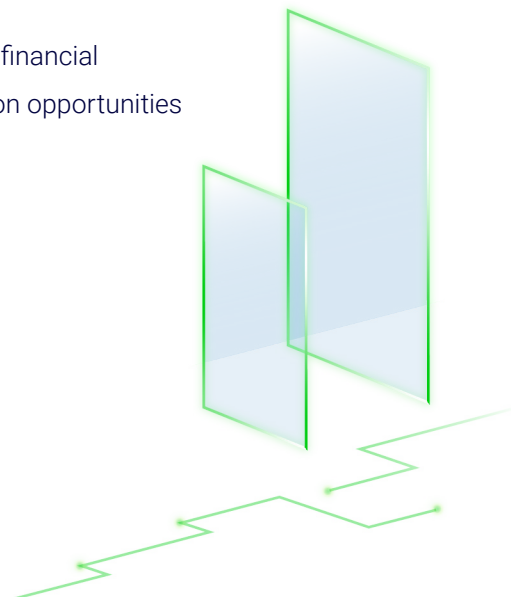
Patient-facing associates receive enhanced customer service and AIDET+ training to ensure a consistent, high-touch patient experience. The objective is to create a VIP-style arrival experience while supporting digital adoption.

Process design

Lobby layouts, escalation paths, registrar processes and technology configuration are aligned before go-live to ensure smooth patient flow and rapid issue resolution.

Continuous performance monitoring

Organizations track adoption, throughput, experience and financial outcomes following implementation to identify optimization opportunities and support enterprise-scaling strategies.



Early adoption example: Mercy Health – West Hospital

Mercy Health – West Hospital launched its Welcome Kiosk initiative on February 2, 2026, using two kiosks supported by a concierge-led workflow in a high-volume outpatient environment averaging approximately 145 visits per day. The Mercy West experience illustrates that when paired with a concierge-supported operating model, kiosks can reduce front-end congestion, improve patient satisfaction, increase digital adoption, support point-of-service collections and create a scalable foundation for broader digital front door strategies.

Continuous performance monitoring

The program achieved one of its primary goals: eliminating registration wait times in the outpatient area. Patient comments highlighted the ease of the process, the availability of concierge support and the speed of registration. Patient experience scores improved across multiple registration measures during the pilot period, including helpfulness of registration, ease of registration and wait-time satisfaction.



60.5%
utilization

Kiosk average
utilization rate

Operational performance

More than half of outpatient registrations were completed through kiosks, resulting in a sustained utilization rate of 60.5%, exceeding the organization's early adoption targets. Average registration times remained between 3:30 and 3:50 minutes even during higher-volume periods. On one Saturday with only a single registrar on site, kiosk utilization reached 93%, demonstrating the model's ability to scale while maintaining service levels. Importantly, leadership reported no downstream delays to clinical or diagnostic services following implementation.



\$160k+
POS collections

Average POS
collections per month

Financial performance

The kiosks supported front-end financial performance by collecting more than \$160,000 in point-of-service payments through 749 kiosk transactions, which was better than the prior year's performance during that time. This reinforced the value of integrating financial conversations directly into arrival processes.



198
planned kiosks

Rolling out over the
next 24 months

Enterprise scalability

Based on initial performance, Mercy West established plans for a broader rollout of 198 kiosks across the enterprise. Lessons learned reinforced the importance of the concierge model, strong operational and IT alignment, structured change management and rapid issue-resolution processes.



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