



RevSpring

Health System Roundtable

February 18, 2026

Agenda

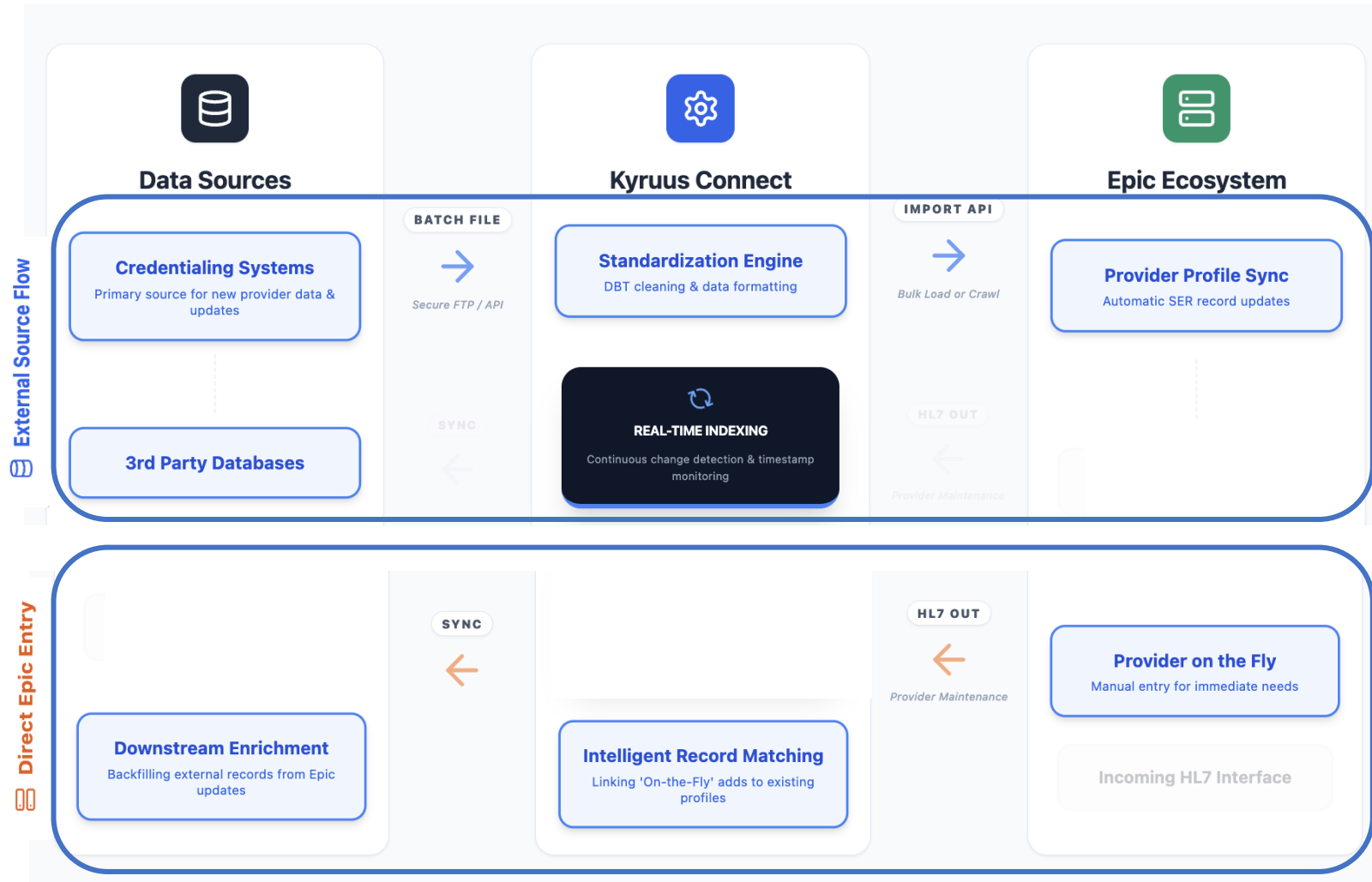
Recent & Upcoming Releases

- **Epic HL7 Integration:** Review the technical progress and data flow of the Epic HL7 Data Integration from Kyruus Connect to Epic.
- **Enrichment & Connectivity:** Discuss the enhancement of provider bios and clinical keywords through Data Enrichment. AI suggests, you approve. Reduce burden and amplify impact.
- **Kyruus Connect & Location Data Management:** Updates to Kyruus Connect and our new Location Data Management UI.
- **Guide For Providers:** Introduce the launch of the Guide For Providers as our new Digital Front Door offering to enhance the patient-provider connection.
- **Patient Search Refiner:** Leverage intelligent screening to ensure optimal patient-provider fit .
- **Value Add Programs:** Supplement patient searches with alternative care options in their provider search.
- **Reach - Yelp:** New Premium Publisher for Listings and Reputation Management

Epic HL7 Data Integration

Kyruus Connect To Epic Data Flow

Automating the path from disparate data sources to the Epic SER database



- **Ingestion & Optimization:** Kyruus Connect acts as the repository, ingesting data from Credentialing, HR, and Marketing.
- **High-Fidelity Enrichment:** Our technology cleans and enriches data with marketing attributes and clinically-rigorous tags.
- **Standardized Delivery:** Updates are pushed via HL7 MFN messages following Epic's exact specifications.
- **Next-Day Readiness:** Providers are updated in Epic with minimal manual intervention.

From Data Friction to a Unified Digital Front Door

Supporting data synchronization with high-fidelity data and streamlined data workflows.

The Challenge	The Kyruus + Epic Solution
Manual Data Friction: Manual entry and spreadsheet cleanup delay provider onboarding and invite data errors.	Automated Golden Record: HL7 MFN integration pushes validated data directly to Epic tables.
Underutilized Native Tools: MyChart and Cadence lacking granular data needed for precise patient matching.	Clinically-Rigorous Data Engine: Populates discrete Epic fields with rich provider data for high-fidelity search results.
Fragmented Patient View: Disconnects between marketing profiles and clinical backends creating an inconsistent experience across platforms/databases.	Unified Source of Truth: Syncs patient-facing attributes with clinical data to create a seamless digital front door.

Next Steps — Your Automated Roadmap

Advancing from comprehensive provider automation to future-state location management.

- **Continuous Maintenance:** Fully support the **updating of existing provider records** to maintain a persistent source of truth.
- **Frictionless Growth:** Automate the **creation of new provider records** in Kyruus Connect so they are ready for configuration.
- **Broad EHR Coverage:** Support for affiliates and APP providers, including those documenting in separate EHRs via non-Epic scheduling links.
- **Future Vision:** Plans to expand this automated path to **update location and department data**, ensuring location names and details match marketing standards across the enterprise.

Data Enrichment

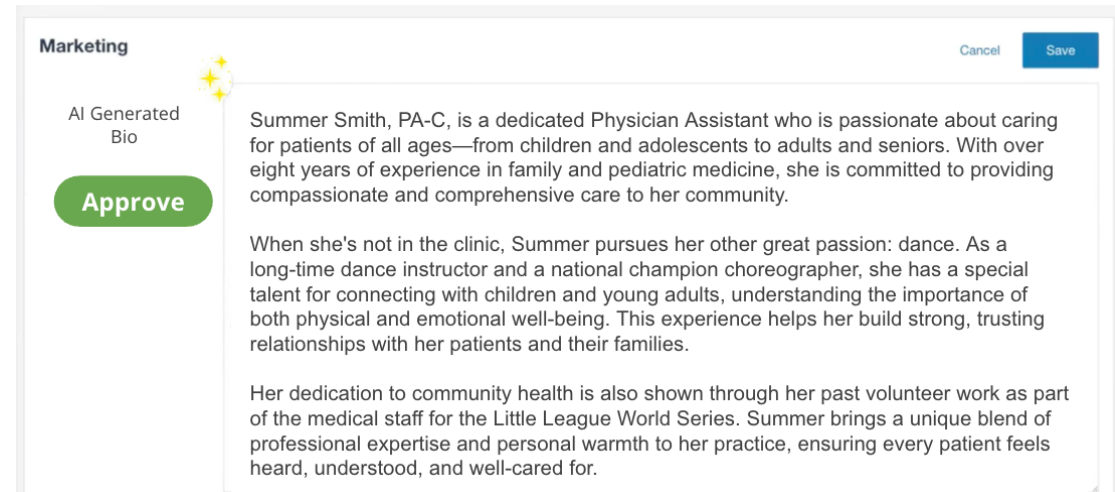
Beta: AI-Generated Provider Bios

Discovery: Clinical Keyword Automation

Data Enrichment: Provider Bios

AI suggests, you approve. Reduce burden and amplify impact.

- Our goal is to test the accuracy and "voice" of our AI
- We'll generate bios for **5-10** providers of your choice – you'll give us feedback and keep the bios you like!
- Reach out to your CSP if you'd like to participate



Marketing Cancel Save

AI Generated Bio

Approve

Summer Smith, PA-C, is a dedicated Physician Assistant who is passionate about caring for patients of all ages—from children and adolescents to adults and seniors. With over eight years of experience in family and pediatric medicine, she is committed to providing compassionate and comprehensive care to her community.

When she's not in the clinic, Summer pursues her other great passion: dance. As a long-time dance instructor and a national champion choreographer, she has a special talent for connecting with children and young adults, understanding the importance of both physical and emotional well-being. This experience helps her build strong, trusting relationships with her patients and their families.





Her dedication to community health is also shown through her past volunteer work as part of the medical staff for the Little League World Series. Summer brings a unique blend of professional expertise and personal warmth to her practice, ensuring every patient feels heard, understood, and well-cared for.

Feedback Requested: Clinical Keywords

- What's the hardest part about maintaining clinical keywords today?
- What's currently stopping you from having customized keyword sets for each of your providers?
- Reach out to your CSP if you'd like to participate

AI Insight

Adding these keywords could improve your search visibility by 42%. Analysis shows that similar providers with these keywords receive 3.2x more profile views and 2.1x more appointment requests. Keywords were selected based on: your specialty (General Surgery), common patient search patterns, and high-performing keywords from top-ranked providers in your area.

searchable	keyword	confidence	actions
<input checked="" type="checkbox"/>	gallbladder surgery AI Suggested <i>Based on specialty match</i>	 95% confident	<input checked="" type="checkbox"/> Accept <input type="checkbox"/> Reject Synonyms
<input checked="" type="checkbox"/>	hernia repair AI Suggested <i>Similar to: abdominal hernia surgery</i>	 93% confident	<input checked="" type="checkbox"/> Accept <input type="checkbox"/> Reject Synonyms
<input checked="" type="checkbox"/>	laparoscopic surgery AI Suggested <i>High search volume in your area</i>	 91% confident	<input checked="" type="checkbox"/> Accept <input type="checkbox"/> Reject Synonyms
<input checked="" type="checkbox"/>	appendectomy AI Suggested <i>Common procedure for general surgeons</i>	 88% confident	<input checked="" type="checkbox"/> Accept <input type="checkbox"/> Reject Synonyms

Kyruus Connect & Location Data Management UI Demo

Guide For Providers

Introducing Guide for Providers

Care discovery, built for conversion and trust.

Built out of a mission to connecting people to the right care

From "find a doctor" to "guided care discovery"

Three provider profile cards are shown. Each card features a headshot of the provider, their name and specialty, a 4.9 star rating with 101 reviews, and their specialties. Below the profile is a table of appointment times for new and current patients.

Provider	Specialty	Rating	Specialties
Paul J. Thomas, MD	Intertal Medicine	4.9 (101)	brain tumors, malignant gliomas
Dean L. Robinson, MD	Gynecologic Oncology	4.9 (101)	ovarian cancer, gynecologic cancer
Paul Taira, MD	Hematology-Oncology	4.9 (101)	leukemia, lymphoma

Providers

Three location cards are shown. Each card features a photo of the building, the name of the center, a 4.9 star rating with 101 reviews, the address, and phone number. Below the location information is a table of appointment times for new and current patients.

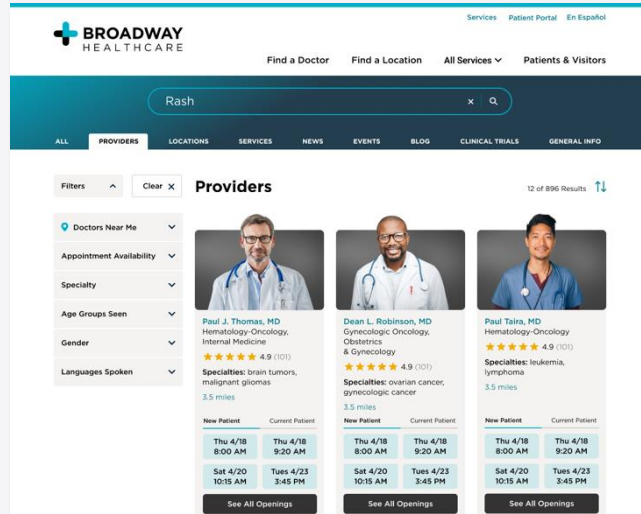
Location	Address	Phone
Broadway Health Medical Center	2441 W. La Palma Ave., Anaheim, CA 92801	(657) 282-6356
Broadway Health Cancer Center	101 The City Drive South, Orange, CA 92868	(714) 456-8000
Broadway Health Family Health & Pediatrics Center	800 N. Main St. Santa Ana, CA 92701	(657) 282-6355

Locations

Three overlapping website content cards are shown. The cards display various articles and sections, including 'Advanced Technology', 'Why United Regional', and 'Full Walk Call Out'. The content is presented in a clean, modern layout with images and text.

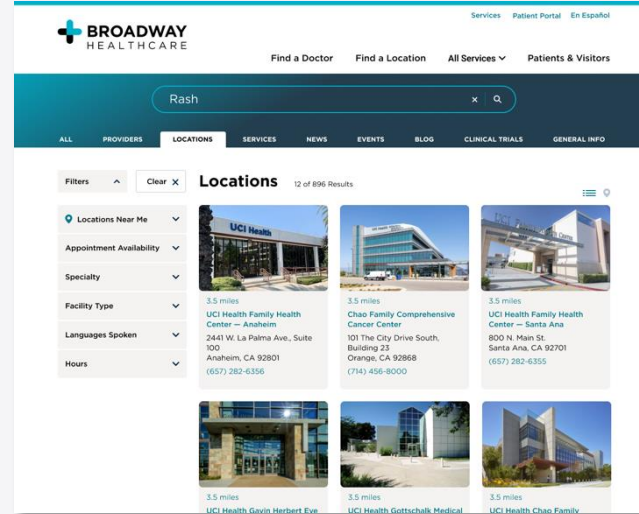
Website Content

Guide for Providers: Full website results with a modern UI



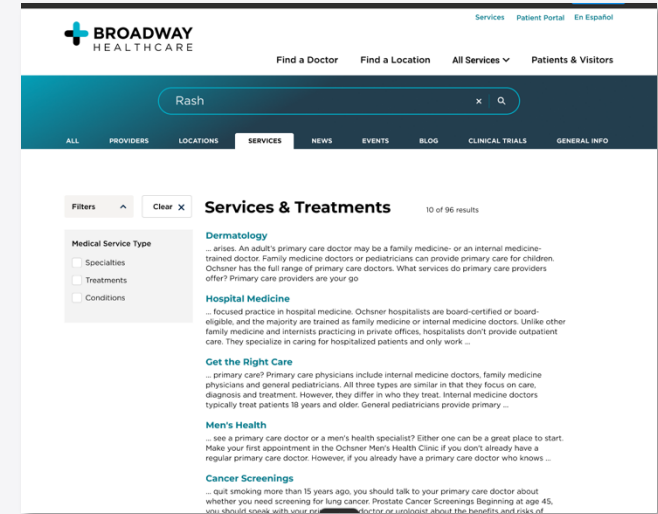
Providers:

Filter by specialty, availability, location, and language. Appointment slots display with up-to-date availability.



Locations:

Find the right facility with photos, services offered, and proximity. Clear next steps to book or call.



Website Content:

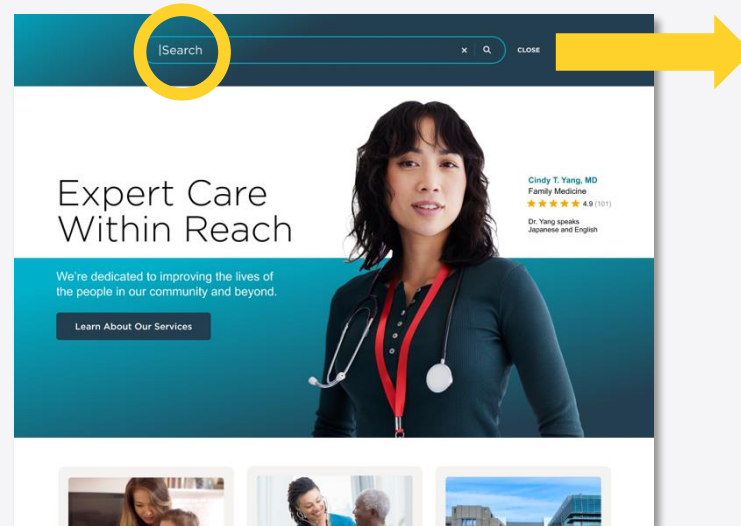
White-labeled, managed search index that crawls Content Management System (CMS) content

Guide for Providers:

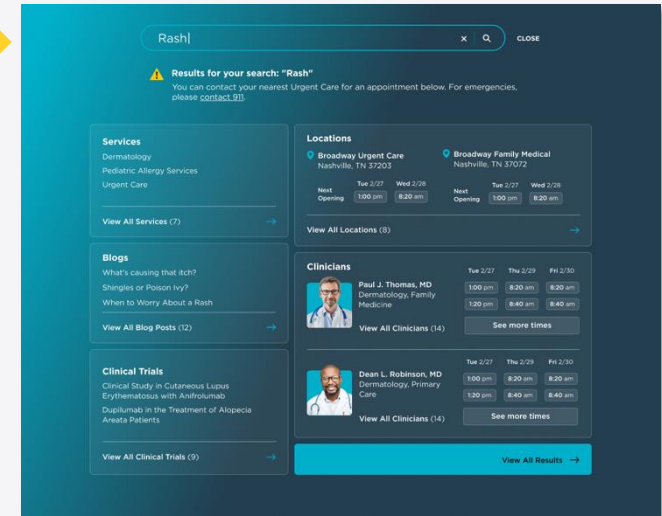
Global site search including providers, locations, and content



Search entry sits directly on the health system's website site, **maximizing GEO/SEO.**



Retail-like search experience with consistent branding.



Rich results powered by Kyruus Search APIs including all **golden record provider and location data.**

Guide for Providers: Benefit from Kryuus' advanced search technology

The screenshot shows a search interface for the term "Rash". At the top, there is a search bar with "Rash" entered, a close button (X), and a search button (Q). Below the search bar, a warning icon and text state: "Results for your search: 'Rash'. You can contact your nearest Urgent Care for an appointment below. For emergencies, please [contact 911](#)." The interface is divided into several sections:

- Services:** Lists Dermatology, Pediatric Allergy Services, and Urgent Care. A "View All Services (7)" link is at the bottom.
- Locations:** Shows two locations: "Broadway Urgent Care" (Nashville, TN 37203) and "Broadway Family Medical" (Nashville, TN 37072). It includes a table of next opening times for Tuesday (2/27) and Wednesday (2/28). A "View All Locations (8)" link is at the bottom.
- Blogs:** Lists "What's causing that itch?", "Shingles or Poison Ivy?", and "When to Worry About a Rash". A "View All Blog Posts (12)" link is at the bottom.
- Clinical Trials:** Lists "Clinical Study in Cutaneous Lupus Erythematosus with Anifrolumab" and "Dupilumab in the Treatment of Alopecia Areata Patients". A "View All Clinical Trials (9)" link is at the bottom.
- Clinicians:** Shows two doctors: "Paul J. Thomas, MD" (Dermatology, Family Medicine) and "Dean L. Robinson, MD" (Dermatology, Primary Care). Each has a table of availability for Tuesday (2/27), Thursday (2/29), and Friday (2/30). A "View All Clinicians (14)" link and a "See more times" button are at the bottom of each section.

A "View All Results" link is located at the bottom right of the interface.

- Leverage the Kryuus Clinical Library
- Predict user intent and match results accordingly
- Expand to include AI overviews and search refinement as the Kryuus Search APIs and technology evolve

Available Betas & Early Adopter Opportunities

Driving results with optimized provider images

Looking for early adopters!

- **High Performing:** confidence in ensuring provider images show up in the user interface, significantly benefiting booking and conversion strategies
- **Quality Assurance:** consistent high-quality provider representation across Search
- **Consistent Integration:** designed for seamless integration with all Kyruus Health products
- Larger images on profile pages
- Supports WebP and higher res on mobile



Utilizing automated focal point recognition results in consistently appropriate image framing, eliminating manual adjustments.



Resizing without a focal point results in an undesirable head crop.

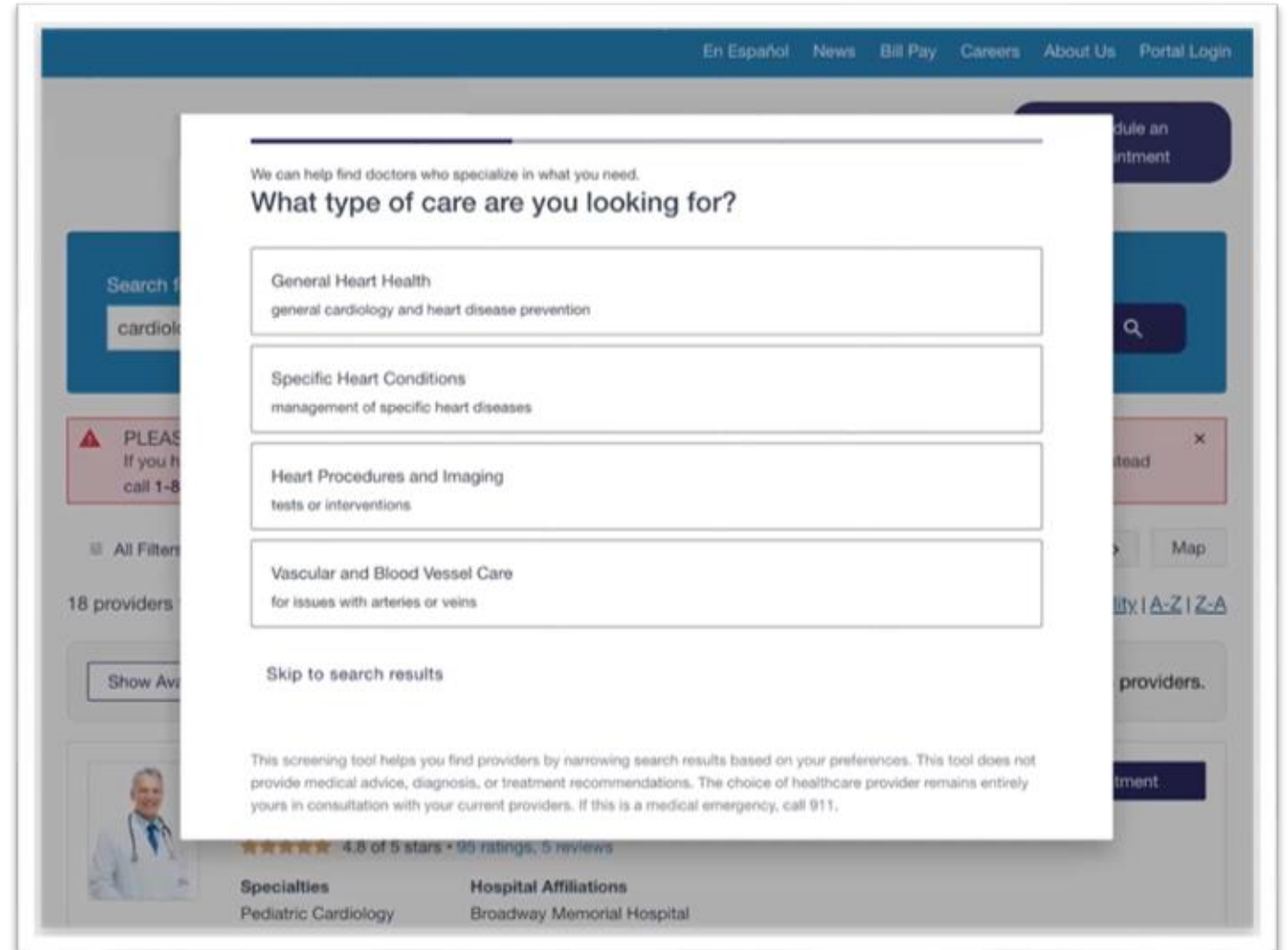


Image exceeds size and aspect ratio specifications, increasing rejection by publishers and inefficient storage usage.

Patient Search Refiner

Leverage intelligent screening to ensure optimal patient-provider fit

- Continuing to collect data on beta customers
- Seeing a 57% completion rate
- Health systems will be able to opt in or out of specialties
- Collecting early adopters for the broader release coming soon



Expand care options by integrating Value-Add Programs

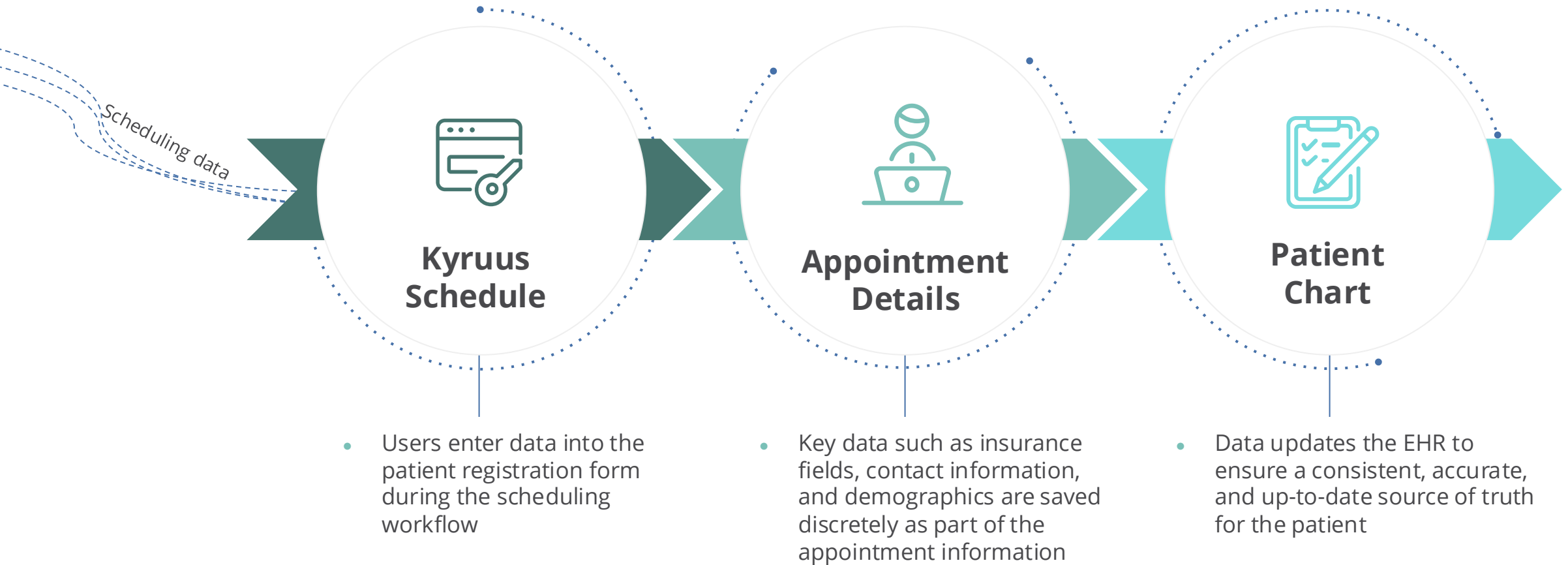
The screenshot displays the Broadway Health provider search interface. At the top, there is a navigation bar with links for 'Find a Doctor', 'Find a Location', 'Find Specialties', 'Patient Resources', 'COVID Vaccine', and a 'Schedule an Appointment' button. Below this is a search bar with the text 'Search by condition, specialty, or name' and a search button. The search input field contains 'Primary Care Provider'. Below the search bar, there are filter buttons for 'All Filters • 2', 'Online Scheduling', '25 miles', 'Gender', 'Specialty', 'Patient Age', and 'Languages', along with a 'Map' button. The search results show '138 providers found' and 'Best Match | Availability | A-Z | Z-A'. The first result is 'Ovia Health', a Family Care Program, with an 'Enroll now' button and a 'Learn more' button. The second result is 'Lora A Diamante, MD', an Internal Medicine specialist, with a 'Book Online' button and a 'View Availability' button. Her profile includes a 4.8 rating (95 ratings), affiliations with Broadway Medical Group and Broadway Memorial Hospital, and a list of practice locations: Midtown City Hospital, Black River Clinic, and Broadway Cardiology Clinics.

Surface supplemental value-add programs in Search results

- **Expand care accessibility:** Empower patients with more comprehensive care options by integrating and displaying partnerships and alternative care sites into Search result
- **Ease navigation of complex health systems:** Help patients understand available options and alternative sites of care by training conversational AI search

From Schedule to EHR

Allow data to populate discrete EHR fields

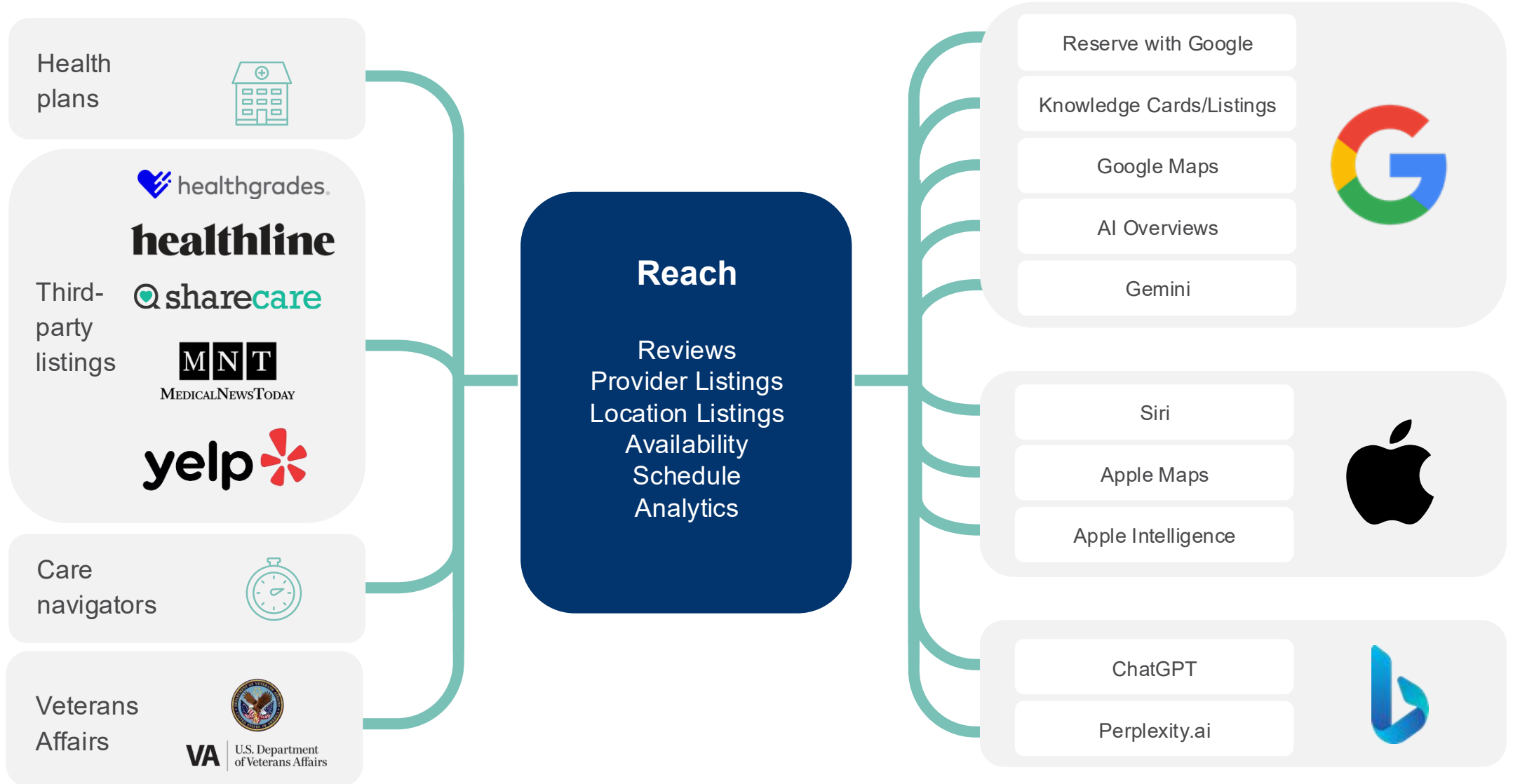


Reach: Listings Management

New Premium Publisher for Listings and Reputation Management



Listings you can trust, straight from the source



Support Email Changing

- As part of the Kyruus Health acquisition by RevSpring, we are transitioning our support email address. Starting February 19, 2026, please direct all inquiries to kyruussupport@revspringinc.com.
- Note: Emails sent to the previous address will still reach us during this transition, but we recommend asking your IT department to whitelist the @revspringinc.com domain to ensure you continue to receive our communications without interruption.



Join us for the next Roundtable
Wednesday, February 18th, 9AM ET

Register!

