



REVSPRING

Health System Roundtable

March 18, 2026

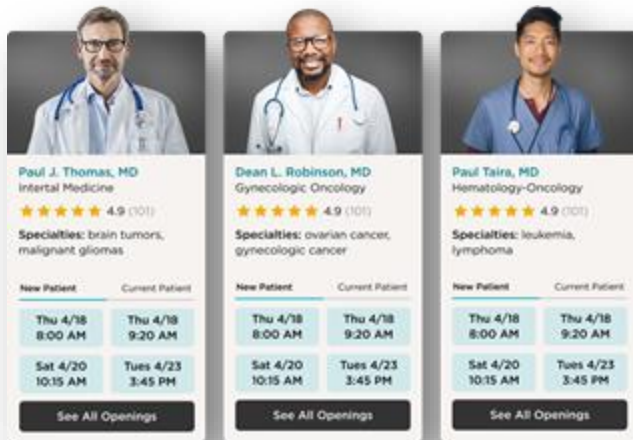
Agenda

- **Guide For Providers:** Demoiing the new unified care discovery solution that integrates into a health system's existing website to fast-track patient acquisition by intelligently routing users to the right providers, locations, and clinical content through real-time appointment availability and AI-driven search.
- **Grounding Layer:** Introduce healthcare's first Model Context Protocol (MCP) as the foundational solution for bridging the gap between advanced AI models and the complex realities of provider quality, insurance networks, and real-time availability.
- **Value Add Programs:** Provide patients with more comprehensive care options by seamlessly integrating third-party partnerships and value add programs into search results for a more streamlined path to care.
- **Scheduling Registration Insurance Workflow:** We now support sending patient's primary insurance details directly into Athena's discrete insurance fields.
- **Bulk API:** As we look at expanding our data integration capabilities, we are currently exploring the development of a Bulk API feature.
- **Yelp:** new premium publisher offering for Reach!

Guide for Providers

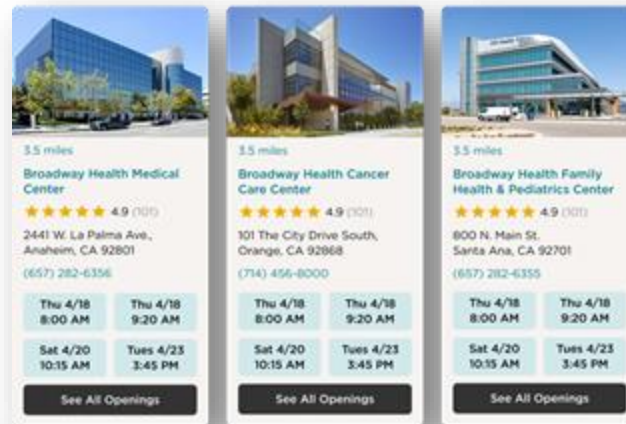
One Search. Every Answer.

Guide unifies three critical result types in one search experience, all on your primary domain



Providers

Search by specialty, availability, location, language, and more



Locations

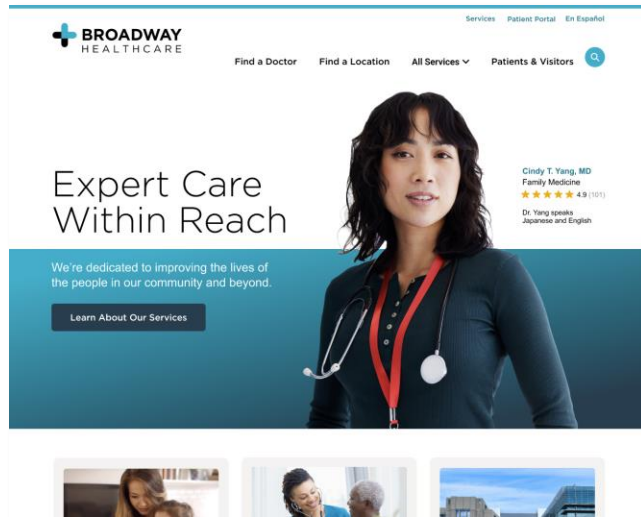
Find the right facility with services, photos, and proximity



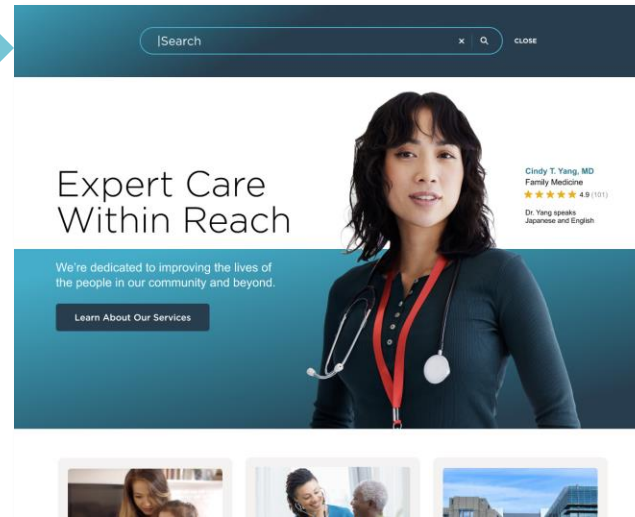
Website Content

Service lines, conditions, general information, and more

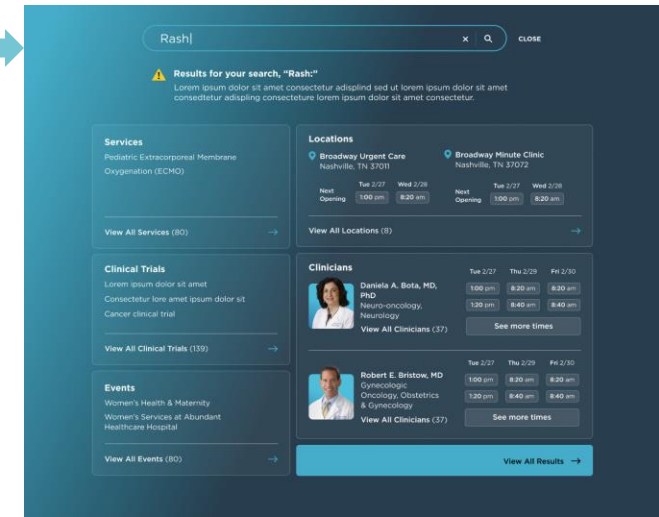
Website-native search entry and typeahead



Search entry sits directly on the health system's website site. It wraps around your website to fit seamlessly into the existing experience.



A clear, clean prompt invites the consumer to describe what they need in their own words.



Rich typeahead surfaces providers, locations, services, and other content as they type. Instant, relevant answers.

Care Cards: Turn content into conversion

Content Management System-authorable widgets that turn high-traffic pages into appointment pathways



5x

Appointment conversion on pages with Care Cards



3-5%

Visitor engagement lift across 138 pages



When out of the box isn't enough:

Experience Studio



Customization

Enhanced Guide visual design, workflows, and content patterns beyond the baseline.



Integrations

Connect external sources and additional search verticals (e.g., events, careers, clinical trials).



Service Line Experiences

Design and build advanced campaign-specific pathways and conversion flows.

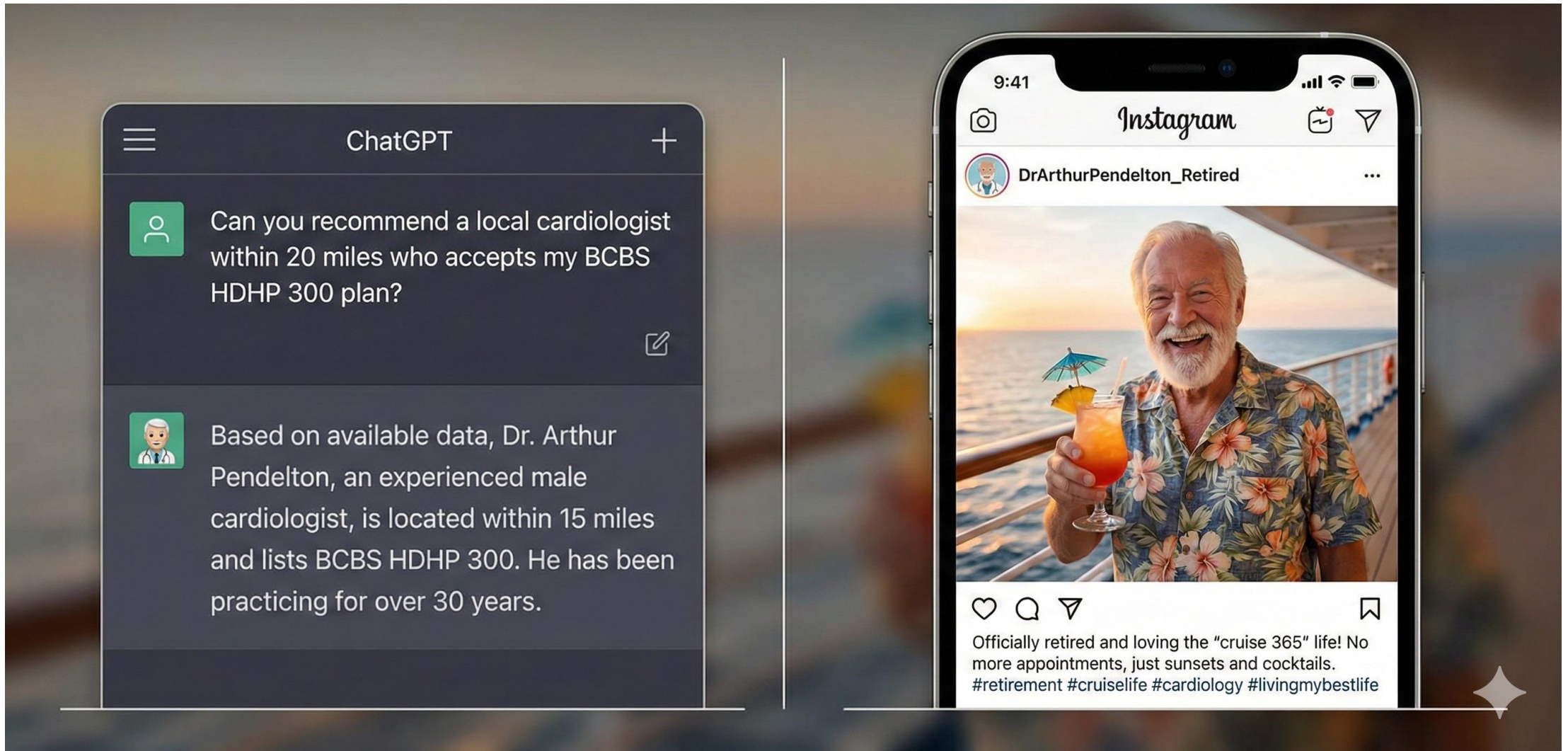


Complete Website

Full website design and development services beyond Guide.

Grounding Layer

Healthcare AI experiences are dependent on the data



Cost of LLMs is unsustainable



Negative Gross Margins: In early 2025, reports showed that many AI companies were operating at **negative gross margins** (losing \$20–\$30 per user per month) because the compute costs to "verify" and "generate" answers exceeded their revenue.

Kyruus Grounding Layer: The infrastructure for agentic healthcare

The Veneer
AI / MCP Hosts



The Connector
SSE/HTTP

Translates Intent into
Healthcare Queries

Model Context Protocol

Universal Commerce Protocol

Agent Communication Protocol

The Core

Kyruus MCP Server

Semantic Cache
(Vector Embeddings of Repeated Intent)

Specialized Tools

get_clinical_match
get_quality_rank

get_consumer_sentiment
verify_eligibility_cost

check_live_availability
execute_commerce

The Engine

Intelligence Layer

Identity & Conflict Resolution

Validation & Attestation

Clinical AI Enrichment

The Foundation

Kyruus Data Lake

National Provider, Location, &
Care Program Directories

National Health Plan Insurance
Networks

National Billing & Payment
Statement Data

3rd Party Partners

National Health Plan Eligibility &
Benefit Data

Publicly Available Sources

Real-time Cost Estimation &
Transparency

Integrated EHR Availability &
Scheduling

Agentic Web Scraping

Roadmap & Releases

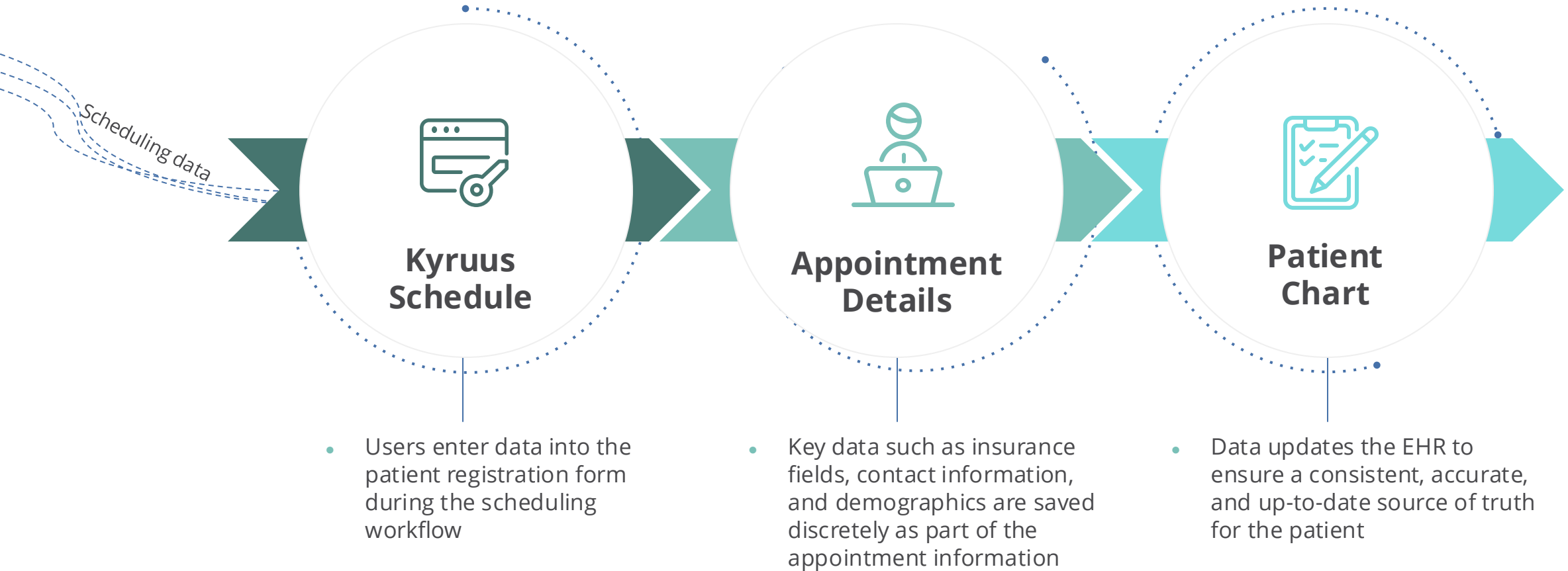
Expand care options with Value-Add Programs

- **Expand care accessibility:** Empower patients with more comprehensive care options by displaying partnerships, treatments and care sites at the top of Search results
- **Ease navigation of complex health systems:** Help patients understand available options and alternative sites of care by training conversational AI search

The screenshot shows the Broadway Health website interface. At the top, there's a navigation bar with links for 'Find a Doctor', 'Find a Location', 'Find Specialties', 'COVID Vaccine', 'En Español', and a 'Schedule an Appointment' button. Below this is a search bar with the text 'obesity care' entered. A red warning banner below the search bar states: 'If this is a medical emergency, call 9-1-1. For immediate help with a mental health crisis, including suicidal thoughts, call 9-8-8.' Below the warning are filter buttons for 'All Filters', 'Distance', 'Book Online', 'Insurance Accepted', 'Accepting New Patients', 'Language', and 'Gender'. The search results show '2 providers found for "obesity care"'. A button labeled 'Show Available Appointments' is present, with a note 'Turn on to see available appointment times across providers.' The first result is a 'Weight loss treatment Program' with an 'Enroll Now' button and a 'Learn More' button. The second result is for 'Kelsey A. Ewing, MD' with a 'Book Appointment' button. The third result is for 'Sierra Collett, MS, CCN' with a 'Book Appointment' button.

From Schedule to EHR

Allow data to populate discrete EHR fields



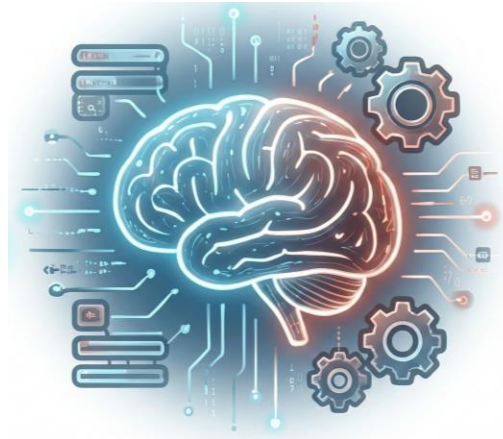
Our Shifting Search

How It Works: the best of AI and the safety of deterministic rules

Step 1: The Patient Input



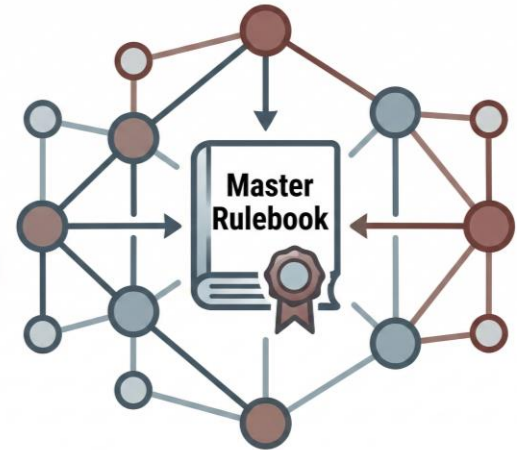
Step 2: The AI Interpreter



What it does: Acts as the smart receptionist.

The Action: Instantly recognizes "Dr. Smith" is a name, and mathematically maps "bad tummy ache" to the official concept: *Abdominal Pain*. No synonym tables required.

Step 3: The Knowledge Graph



What it does: Enforces clinical and business truth. AI is not allowed to guess.

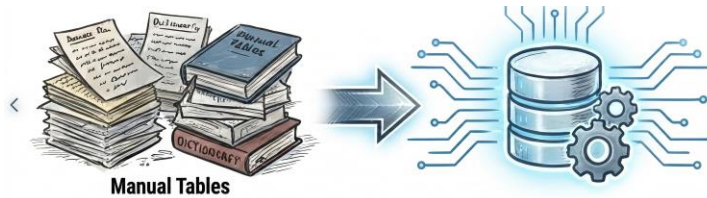
The Action: Takes *Abdominal Pain* and applies hardcoded routing rules -> *Gastroenterology*. Takes Dr. Smith and checks their directory edges -> *Specialist in Gastroenterology*.

Our Shifting Search

Using modern AI to handle human language and taxonomy to become a lean, strict rulebook for patient routing

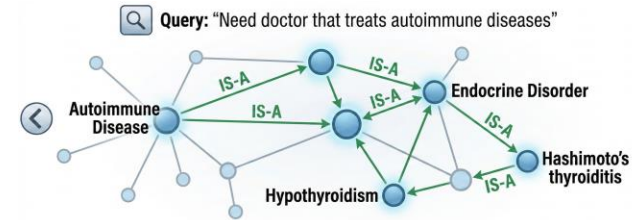
Drastically reduces maintenance overhead

- Messy typo/misspelling tables now handled by sub-word tokenization and embeddings



Links concepts in hierarchical fashion

- If a provider only has "Hashimoto's thyroiditis" in profile, a knowledge graph links this with IS-A relationships:



Guaranteed patient safety

- AI handles the front-end language, while knowledge graph handles the actual triage.
- We ensure a patient with "chest pain" is hard-routed to the Emergency Room, rather than relying on an AI's probabilistic guess



Future-proof scalability

- As new AI models emerge next year, we can simply swap them into the "interpreter" layer without having to rewrite our core clinical logic and provider directories



Call for Discovery: Bulk APIs

What use cases do you have for retrieving provider and location data in bulk?

What systems do you feed the data into?

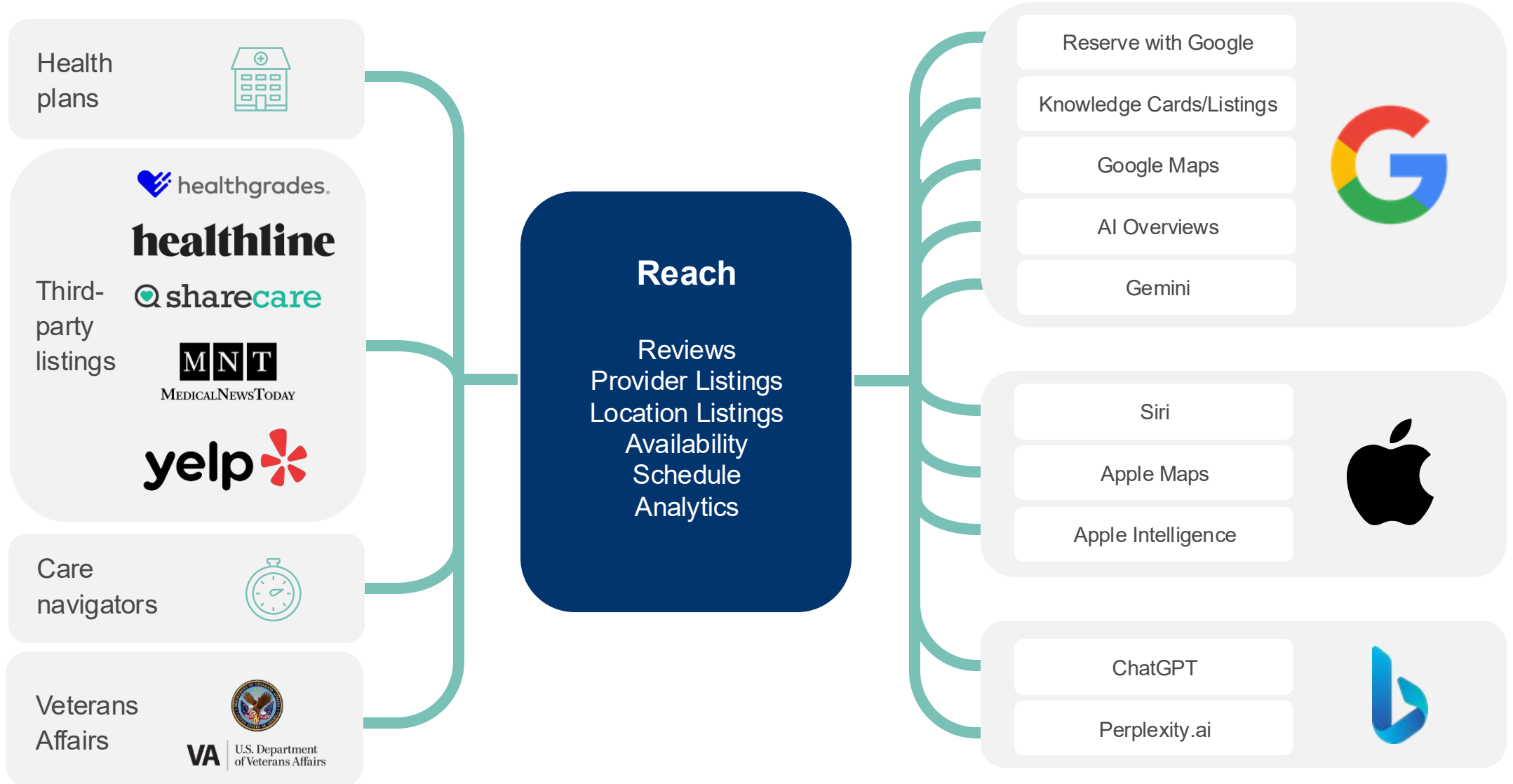
What challenges do you have doing this today?

Reach out to your CSP if you are interested in shaping our future roadmap!

New Premium Publisher for Listings and Reputation Management



Listings you can trust, straight from the source





Join us for the next Roundtable
Wednesday, April 15, 2026, 9AM ET

Register!

