Marchex Releases Healthcare AI Solution to Provide Comprehensive Patient Insights and Superior Marketing Attribution

August 11, 2025

New Healthcare AI Solution provides in-depth insights into patient interactions, better connects marketing spend to revenue, and delivers actionable data to improve operations across complex health systems.

SEATTLE--(BUSINESS WIRE)--Aug. 11, 2025-- Marchex (NASDAQ: MCHX), which harnesses the power of AI and conversational intelligence to drive operational excellence and revenue acceleration, today announced the release of its new AI-powered healthcare solution designed for health systems, large ambulatory care facilities, and healthcare marketing organizations. This release equips these organizations with data that more accurately attributes marketing-driven patient leads, prioritizes high-value appointments, and provides alerts for critical patient engagement challenges.

As health systems strive to increase new patient acquisition and manage rising expectations amid growing operational complexity, they need more than call transcripts, summaries, and generalized AI. Marchex's Healthcare AI Solution addresses this need by transforming unstructured conversation data into structured, contextual insights and recommended actions. This combination helps healthcare organizations improve operational efficiency, focus on appointments and actions with the highest potential impact, and optimize marketing campaigns for improved performance.

Marchex's Healthcare AI Solution transforms patient conversations into actionable insights, including:

- **Post-Call Data:** Measure patient conversion and fallout rates over time, and across different areas of the patient journey to make more informed decisions.
- **Actionable Insights**: AI-driven insights that reveal why patients book and don't book—such as appointment availability, pricing, insurance acceptance, lack of specific services offered, and more.
- **Marketing Optimization:** Leverage healthcare-specific lead and appointment rate models to drive down the cost-per-lead for each channel and improve automated bidding.
- **Targeting and Attribution:** Refine targeting strategies with detailed insights into which campaigns and channels perform best. Leverage advanced marketing attribution for patient leads and outcomes with the highest potential revenue impact.

"Marchex's new healthcare solution delivers intelligence that better understands patient communication across their care journey with greater speed and precision," said Edwin Miller, CEO of Marchex. "We empower leaders to respond proactively at scale across complex, single and multi-location health organizations to improve patient satisfaction and accelerate growth."

Designed to Produce Outcomes
Marchex's Healthcare AI Solution provides advanced conversation analytics, understanding of patient intent, and enabling precise lead attribution and validation of marketing results. The Solution converts unstructured patient interactions into trackable insights, helping teams identify patient trends, make data-driven campaign adjustments, and maximize return on ad spend.

To learn more about Marchex's health-specific AI-based conversation intelligence solutions, visit: https://www.marchex.com/solutions/healthcare/.

About Marchex
Marchex harnesses the power of AI and conversational intelligence to provide actionable insights aligned with prescriptive vertical market data analytics, driving operational excellence and revenue acceleration. Marchex enables sales, marketing, service, operations, and executive teams to optimize customer journey experiences across omnichannel communication channels. Through our prescriptive analytics solutions, we enable the alignment of enterprise strategy, empowering businesses to increase revenue through informed decision-making and strategic execution. Marchex provides conversational intelligence AI-powered solutions for market-leading companies in leading B2B2C vertical markets, including several of the world's most innovative and successful brands.

Please visit http://www.marchex.com/, www.marchex.com/blog or @marchex on X (formerly Twitter) (x.com/Marchex), where Marchex discloses material information from time to time about the company and its business.

View source version on businesswire.com: https://www.businesswire.com/news/home/20250811027215/en/

Public Relations
Scott Rupp
srupp@marchex.com

Marchex Investor Relations
Trevor Caldwell, 206-331-3600
ir@marchex.com

Source: Marchex