

# 3M M\*Modal Conversational and Ambient AI Transforms the Experience of Patients and Physicians for More Than One Million Patient Encounters in One Year

SALT LAKE CITY--(BUSINESS WIRE)-- Physicians at more than 150 U.S. healthcare organizations are better able to focus on patients during a care encounter through the experience of 3M™ M\*Modal virtual assistant technology. Working in the background, the ambient intelligence platform captures and documents the encounter based on the physician's natural conversation with the patient, with no intrusion from technology. By achieving one million encounters across 70 clinical specialties, 3M M\*Modal virtual assistant solutions have given more than 120,000 hours back to physicians annually since launching three years ago.<sup>1</sup>

"Technology should be unobtrusive and intuitive for clinicians, helping them accomplish their work faster and more easily without adding to the administrative burden," said Michael Finke, vice president, 3M Health Information Systems. "Our goal is to make clinical documentation a byproduct of the patient-physician interaction and not a separate burdensome task for the physician."

Integrated with more than 250 EHRs, including all major platforms, 3M M\*Modal virtual assistant technology releases clinicians from time-consuming documentation tasks that distract from patient-physician interaction. With the ambient experience, physicians capture notes in free form and conversationally look up information in the patient chart. Conversational computerized physician order entry (CPOE) expedites a process that today accounts for an average 12 percent of physician clinic hours working in the EHR.<sup>2</sup> The 3M M\*Modal ambient clinical documentation experience is powered by artificial intelligence (AI) and deep learning augmented by a validation process using a virtual scribe to promote a complete and compliant note from the very start.

Holyoke Medical Center (HMC), an independent community hospital serving Holyoke, Massachusetts and surrounding communities, is a long-time user of the full suite of 3M M\*Modal clinician solutions. "The measure of success for these products is the feedback I get from my physicians," says Carl Cameron, HMC chief operating officer and chief information officer. "When I have providers tell me that 'It's easy, you've made my job easier, you're helping us reduce burnout,' that's what it's all about for me."

Damon Dietrich, chief medical information officer for LCMC Health System, a New Orleans-based, non-profit healthcare organization, added: "At LCMC Health, the provider user experience centers around a functional and usable EMR experience. 3M M\*Modal tools have been invaluable in the provider's documentation toolkit and the company has been an outstanding and true partner with LCMC Health, offering excellent value and service. We look forward to the continued development of 3M M\*Modal ambient technology, which provides even more value to our providers."

3M M\*Modal virtual assistant technology extends the power of 3M clinician solutions, including 3M™ M\*Modal Fluency Direct, ranked #1 Best in KLAS, Speech Recognition, Front-End EMR for four consecutive years including 2020. Cloud-based Fluency Direct features computer-assisted physician documentation (CAPD), which delivers proactive, in-workflow insights in real time, helping physicians close care gaps and improve specificity as they document in the EHR.

For more information about 3M clinician solutions, visit [www.3m.com/his](http://www.3m.com/his) or call 800-367-2447.

About 3M

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employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at [www.3M.com](http://www.3M.com) or on Twitter @3M or @3MNews.

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<sup>1</sup> *Based on more than 1,000,000 encounters using 3M™ M\*Modal virtual assistant technology.*

<sup>2</sup> *Tethered to the EHR: Primary Care Physician Workload Assessment Using EHR Event Log Data and Time-Motion Observations, Annals of Internal Medicine®, 2017*

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Mollie Houns  
Price Houns  
952-201-5150

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