

TRANSFORMING AI-POWERED HEALTHCARE

DIGITAL REPORT



IN ASSOCIATION WITH:



A surgeon in blue scrubs and a surgical mask is shown from the chest up, looking down at a patient's arm. The background is a blurred operating room.

perfectserve.

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CTO Bob Hackney shares how PerfectServe evolved from manual messaging to an AI-driven cloud platform, delivering the right message to caregivers on time

Established in 1997, PerfectServe initially addressed a medical practice's inefficient patient message handling. It transformed outdated workflows, introducing advanced interactive voice messaging technology to create a faster, more accurate, clinician-friendly solution.

Today, PerfectServe offers a fully-integrated, cloud-based platform that combines clinical communication, staff scheduling, a virtual operator console, automated answering services and patient engagement tools.

Chief Technology Officer Bob Hackney directs Perfectserve's efforts in the highly-regulated healthcare sector. His mandate is to improve care coordination, reduce administrative burdens and support clinician wellbeing. Bob applies his Marine Corps discipline and telecom leadership, focusing on a mission to make caregivers' lives easier, faster and safer through AI-powered healthcare.

Mission: Right message, right caregiver, right time

Bob clearly defines PerfectServe's objective: "Our core mission is to send the right message, to the right caregiver, at the right time. If you were to summarise it most simply, that's what we are about."

BOB HACKNEY

TITLE: CTO

Bob Hackney is the Chief Technology Officer at PerfectServe, bringing more than 20 years of experience in IT operations and systems engineering across the healthcare, fintech and telecom industries.

He has led global teams through transformative technology initiatives, with deep expertise in cloud migrations, infrastructure engineering and cybersecurity. Bob's leadership blends visionary thinking with a collaborative spirit, aligning closely with PerfectServe's mission to enhance communication and improve patient outcomes.

A former U.S. Marine, he believes in empowering others to reach their full potential. Outside of work, Bob enjoys spending quality time with his wife, children, and grandchildren.



**Bob Hackney,
Chief Technology Officer,
PerfectServe**

The mission serves as the guiding principle that drives every service and innovation.

PerfectServe's clinical platform streamlines communication and scheduling, ensuring critical information reaches the right people, correctly, at precisely the right moment.

"There are lots of ways to communicate," Bob explains. "You can make a phone call, you can use a pager, you can get a push message on your phone – and we bring together all those methods of communication. We couple it with delivering it to the person in the right way, whether they want a page, a push message to their phone or a voicemail."

Evolution through innovation: the AI revolution

Since beginning his tenure at PerfectServe in 2023, Bob has seen a significant evolution, particularly in AI.

"In the last 18 to 24 months, I have had the privilege of partnering with all the AI initiatives entering the market," he says. "Large language models can take what used to take hours, days or weeks in the caregiving setting and shorten that cycle significantly."

A clear example comes from analysing nurse call response times. Initially, data suggested nurses were slow to respond to patient requests, such as pressing a button for water. However, AI-powered analysis revealed a more nuanced picture: nurses promptly saw and addressed patients' needs; yet, because the calls weren't urgent,

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they often didn't mark them as completed within the system. Consequently, the system inaccurately reported delayed responses.

Bob notes: "Knowing the why behind the data much quicker and leveraging conversational AI to get to that reason allowed them to make better decisions around how they allocate their resources to solve that problem."

The ability to rapidly surface actionable insights from complex data sets is emblematic of AI's broader impact across PerfectServe's operations.

From cloud infrastructure to healthcare innovation

Bob's journey from cloud infrastructure to healthcare technology has uniquely positioned him to address the sector's challenges.

"The benefit of moving to the cloud is you get much faster cycle times and you can allocate your resources to the highest-value work," he explains.

By partnering with leading cloud service providers such as Amazon



30-40%

proportion of PerfectServe's capacity focused on keeping systems running efficiently

Web Services (AWS) and Google, PerfectServe can focus its resources on what truly matters: engaging with customers and improving care through technology.

Security is a high priority in healthcare, an industry under constant threat from ransomware and other cyberattacks.

Bob continues: "Partnering with AWS, Google and other SaaS providers allowed us to make sure we have the highest level of security and depth, as well as the highest level of security protections, so that we could ensure we were always able to provide our healthcare settings and our products with very high availability."

Transforming Healthcare With Cloud Innovation

LucidPoint's Mike Fontaine on delivering successful cloud stories, and how innovation and collaboration solves real business problems

In a world where technology with purpose is increasingly common, few missions are more important or rewarding than solving real human problems and driving better healthcare outcomes with innovation. LucidPoint, a leading cloud consultancy and managed services provider that specialises in AWS and Google Cloud, is central to this objective.

The company works with leaders in the healthcare industry and other sectors to support cloud adoption and modernisation, provide managed services and enable continuous innovation that delivers tangible business value.

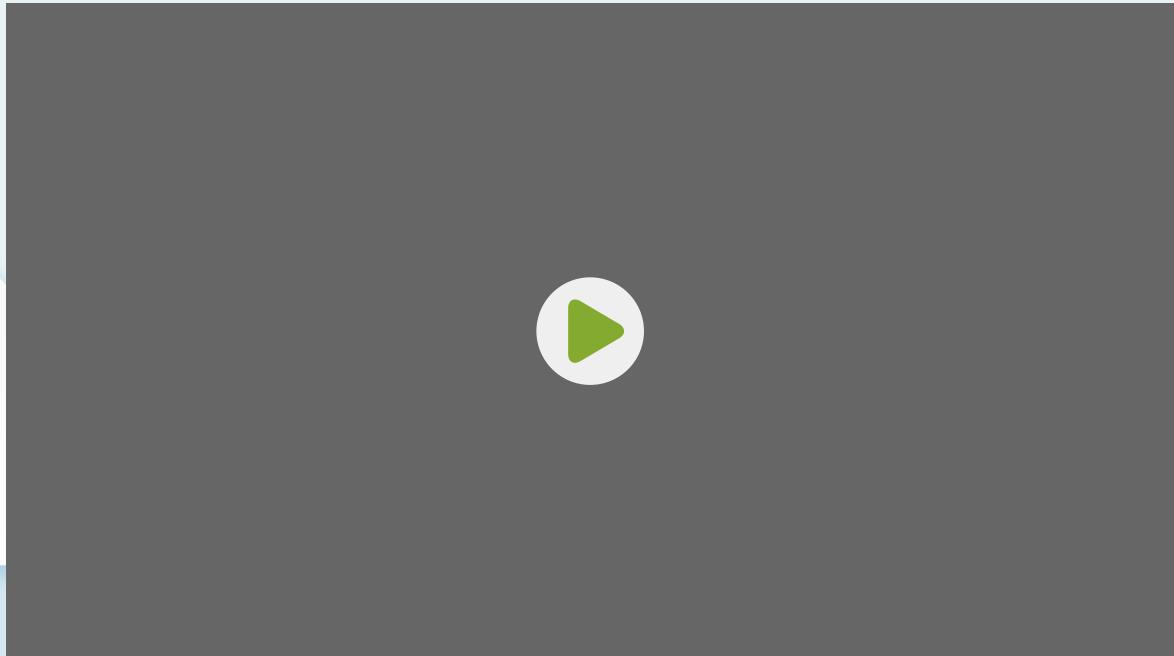
"We help customers realise the full potential of the cloud," says President and CEO Mike Fontaine. "We are a next generation cloud consultancy and MSP that delivers flexible solutions, optimised performance and dedicated support to customers. We work as a true and

trusted partner, collaborating shoulder to shoulder and focusing on solving complex problems with innovative technology."

Enabling healthcare transformation

LucidPoint has gained a reputation for success in the healthcare sector, an area that Mike believes benefits significantly from cloud adoption and migration. "It's a rewarding sector to work in – you're solving a unique set of human challenges with a very definite purpose. Healthcare stands to profoundly benefit from the latest technology innovations.

"The industry's demanding landscape, characterised by stringent regulations and immense complexity, make the adoption of AI, big data, and machine learning crucial for its future," Mike adds. "Moving business applications to the cloud, which is where we are focused, is a critical first step in enabling adoption of these technologies."



The company's impact on healthcare is demonstrated in its ongoing partnership with PerfectServe, a provider of healthcare communications solutions focused on streamlining clinical communication. LucidPoint has worked closely with PerfectServe, building on a longstanding relationship with CIO Bob Hackney, to support its migration from traditional data centres into multiple AWS environments.

Scaling with PerfectServe

"They're leveraging the power of the cloud in many ways," says Mike. "Our team of seasoned technology experts has worked in close collaboration to develop their AWS platform. We've also focused on adding resources to help them scale and deliver improvements in their products that really benefit end users."

"One example is around a call forwarding service that PerfectServe offers to help patients contact doctors and healthcare professionals for advice," adds Mike. "They wanted to explore Agentic AI as a way to scale this and offer a better service. In close collaboration, we

developed an architecture, and built and tested a prototype that was so successful it's been operating since, taking around 60,000 calls a month with a very high success rate. It's been an amazing project that's very scalable, and is a great example of how we work as a close partner with customers to solve key business problems."

The pace of digital transformation means cloud adoption continues to be a priority for organisations in healthcare and beyond. "Everything's moving rapidly, and we're super excited about the advances in technology," says Mike.

"In terms of our relationship with PerfectServe, Bob has a great vision for the organisation and our role is to provide our expertise to help scale and grow so they can ensure world-class healthcare services into the future."

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Modernising legacy systems: Balancing progress and continuity

Modernising outdated IT systems is an ongoing challenge in healthcare. PerfectServe takes a practical and strategic approach to address it.

“We have a balance for every month, quarter and year of feature-related work,” outlines Bob.

About 70% of capacity goes towards advancing products and services, reserving 30-40% for maintaining and modernising systems.

By leveraging cloud service providers that handle much of the routine infrastructure maintenance, PerfectServe’s teams can focus on updating applications and integrating cutting-edge technologies such as AI.

The balanced approach helps avoid the accumulation of technical debt and ensures operational continuity, even when PerfectServe innovates.

AI’s tangible impact: Efficiency, communication and care

PerfectServe’s AI strategy is multi-faceted, targeting internal efficiency, enhancing product capabilities and improving patient and caregiver experiences:

1. Internal efficiency

“We’re leveraging AI in every way possible to make sure that PerfectServe’s people are as efficient as possible,” Bob outlines.

Developers use tools like Cursor and AI-powered code assistants to write



“We have a balance for every month, quarter and year of feature-related work”

**BOB HACKNEY,
CHIEF TECHNOLOGY OFFICER,
PERFECTSERVE**

to interact with data through natural dialogue rather than static dashboards.

“We think about that in our reporting to give our customers a conversational interaction versus looking at a dashboard and trying to work with the data that way,” Bob goes on.

Voice IVRs (Interactive Voice Response systems) are being modernised, moving from rigid menu-based systems to conversational AI agents that understand and respond to natural language, significantly improving user experience and efficiency.

better, more secure code faster. Business and support staff benefit from AI-driven meeting summaries, action items and information retrieval, often through platforms like Microsoft Copilot.

AI agents are treated like digital employees and deployed for repetitive tasks such as password management, freeing human staff for higher-value work.

Bob explains: “We onboard them with capabilities, controls and security parameters. As if we have a repetitive function, an agent will act on it effectively, safely and in a controlled manner.”

2. Enhanced product capabilities

PerfectServe transforms traditional reporting and analytics with conversational AI, allowing users

3. Improving patient communication and care delivery

AI enables faster, more accurate communication between patients and caregivers, reducing wait times and ensuring that care is delivered promptly and appropriately. By analysing communication patterns and response times, AI helps healthcare organisations optimise resource allocation and improve patient engagement, resulting in a positive experience.

Measuring the business value of AI

PerfectServe takes a rigorous approach to measuring the return on investment from its AI initiatives.

“We’re seeing about 25-30% efficiency just by introducing AI tools into developers’ daily life,” Bob asserts.

AI also accelerates quality assurance. Automated agents continuously run test cases, reducing cycle times from weeks to days or even hours.

For product management and UI/UX development, AI-driven prompt engineering enables one person to accomplish tasks that previously required multiple roles. The process speeds up functional prototype delivery and reduces resource requirements.

Strategic collaboration: Shaping the future together

PerfectServe champions innovation through a robust, three-layered approach to collaboration: external partnerships, internal team engagement and executive peer networks.

The screenshot shows a software application window titled "perfectserve". The main area is a "Directory" for the "Neuro" department. It lists eight patients with their names, birth dates, sex, and room information. Each patient entry has a "Call" and "Transfer" button. To the right of the main window, there are several panels: "Participants" (No Active Participants), "Call Notes" (Dialer), "Task Queue Stats" (Queue: Main Task Queue, Main Queue), and a numeric dial pad (1, 4, 7, *).

Name	Born:	Sex:	Point of Care:	Room:
Aaliyah, Steven	Jan 15th, 2000	Male	NEURO	3 - B
Abigail, Andrew	May 1st, 2015	M	NEURO	10 - B
Abigail, John	Feb 26th, 2013	M	NEURO	5 - C
Ava, Madison	Sep 21st, 2007	F	NEURO	9 - A
Avery, Brian	Jan 10th, 1999	F	NEURO	5 - B
Camila, Anna	Dec 9th, 1997	F	NEURO	5 - B
Claire, Gary	Apr 15th, 2002	M	NEURO	10 - A
David, Mila	Feb 26th, 2013	F	NEURO	9 - C

70%
proportion of PerfectServe's capacity focused on advancing products and services

External collaboration

PerfectServe actively partners with its strategic customers.

“We want to roll out new functionality,” asserts Bob. “We will likely partner with some of our larger strategic customers to understand how they would use that functionality and we will coi it together.”

Customers are involved early in the development cycle.

“Our teams build a minimal viable product (MVP), demonstrate it and



customers then use and interact with it,” explains Bob. The process ensures that feature development aligns perfectly with use cases.

PerfectServe hosts summits annually, bringing together key customers.

Bob goes on: “We reveal our roadmaps and conduct interactive sessions, during which customers provide direct feedback on how they use our product and how it meets their specific needs.”

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PERFECTSERVE**

Internal engagement

Internally, PerfectServe employs a method called RICE (Reach, Impact, Confidence, Effort) with its product management team, which is playfully termed ‘buy a feature’.

Bob notes: “We interact with our sales, customer support, implementation and consulting teams.”

Peer network learning

Bob actively participates in multiple CIO and CTO leadership forums.

Here, industry leaders exchange ideas, discuss different challenges and learn from each other’s successes, as well as their failures.

Bob highlights the value of these ‘safe places’ where peers can openly share experiences: “Collective learning allows everyone to avoid experiencing failures by understanding the shortcomings of others, which significantly accelerates development cycles.”

“LucidPoint is completely focused on the value we will bring to the business as a collective, not just the technology or the latest exciting, shiny tool”

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Forging solid connections:

A strategic imperative

In today’s rapidly-evolving telecommunications landscape, strategic partnerships are no longer merely beneficial; they are a fundamental imperative for innovation and sustainable growth. As the industry navigates the complexities of 5G rollout, fibre expansion and the burgeoning opportunities of AI, the right collaborations define success.

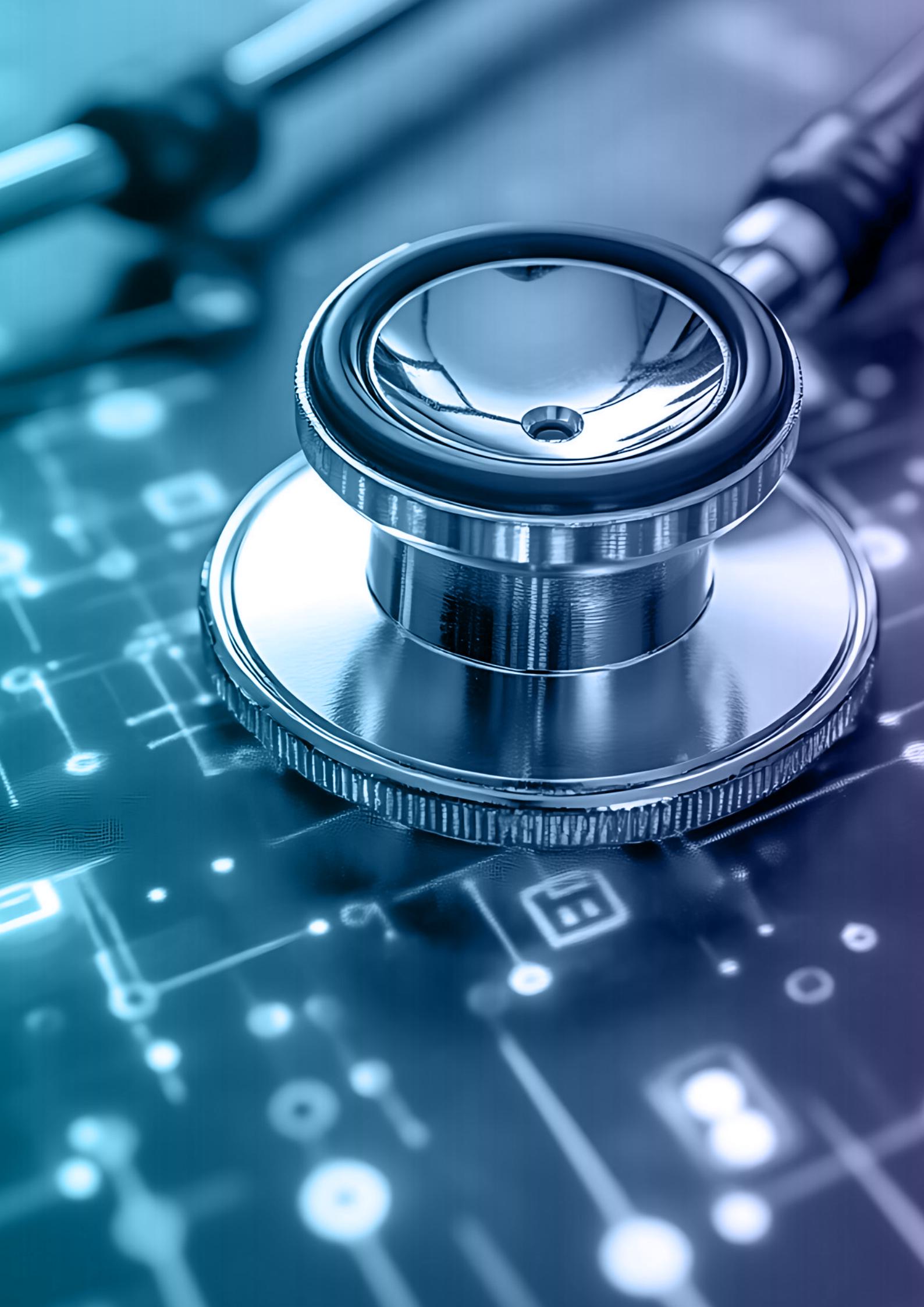
Bob highlights how deep industry understanding forms the bedrock of a successful partnership.

He points out that one of PerfectServe’s key partners, LucidPoint, has an inherent grasp of the unique challenges within their unique sector.

“LucidPoint has strong depth in healthcare insight, so they understand why healthcare is different from, say, telecom or fintech,” he explains, highlighting the necessity of a partner appreciating the specific nuances of a task at hand, be it healthcare’s critical human element, the complex infrastructure or regulatory environment.

Bob champions partners prioritising tangible business value over mere technological flash. A clear line of sight from concept to demonstrable business benefit is imperative.

“LucidPoint is completely focused on the value we will bring to the business as a collective, not just the technology or the latest exciting, shiny tool. They understand that everything we do has to bring value to our customers and our business. So, every project we embark on





24

hours a day during which
AI agents can run quality
assurance test cases

starts from that understanding that the project goes from concept to business value, or it is not a successful engagement.”

According to Bob, LucidPoint is a true strategic partner that shares the inherent risks and rewards in a project’s outcomes. He firmly asserts this as a non-negotiable criterion: “I won’t have a strategic partnership if they don’t have some risk in the outcomes. That’s a non-starter.”

The philosophy fosters a deeper commitment and alignment between organisations, moving beyond a transactional vendor relationship to a true joint venture where both parties invest in mutual success.

Bob outlines his three core criteria for selecting a partner: robust governance, risk and compliance (GRC) adherence; strategic alignment with business values; and, critically, shared risk in the endeavour.

The commitment to shared risk underpins a long-term strategic vision: “It is essential that partners see that those short-term investments produce long-term strategic gains and LucidPoint has demonstrated that time and time again over our relationship.”

The enduring partnership and customer-centric ethos is invaluable for building resilient, innovative ecosystems.

Furthermore, Bob outlines how strategic partners proactively adapt and invest in emerging technologies.

He points to LucidPoint’s foresight in the rapidly evolving AI landscape: “LucidPoint, like us, are investing in their

“We’re focusing on improving care through our technology. That’s why we’re here”

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team in ways that increase efficiency. They saw the same thing we did: there was high value in research and development on using some of these new AI capabilities. They are invested in their employees to learn those skills so that the value can be realised.”

Proactive investment in generative AI and conversational AI benefits PerfectServe’s customers, allowing them to capitalise on innovations without shouldering the full upfront research and development burden.

Looking ahead: The next wave of healthcare transformation

Rapid technological innovation is actively shaping healthcare’s future.

Bob’s vision is clear: PerfectServe will continue to deliver immense value to healthcare providers and patients by harnessing AI, cloud computing and strategic partnerships.

He concludes: “We’re focusing on improving care through our technology. That’s the reason why we’re here.” 



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