



Klara

A HIPAA-compliant conversational patient engagement platform that centralizes communication, automates workflows, and provides secure telemedicine.

<https://www.klara.com/>

Overview

Klara is a cloud-based conversational patient engagement platform designed for healthcare organizations, including medical practices across more than 40 specialties, to streamline communication and automate administrative tasks. The software centralizes all patient interactions—including text messages, web chat, phone calls, and voicemails (with voicemail-to-text transcription)—into a single, unified, and HIPAA-compliant conversation thread. This approach significantly reduces phone tag and high call volumes, freeing up staff time to focus on patient care.

Key capabilities of Klara include secure two-way messaging between patients, providers, team members, and external parties like pharmacies. The platform supports telemedicine through high-quality video visits with a virtual waiting room, and a Chrome extension allows providers to document notes directly in the patient's chart without leaving their EHR.

Klara automates numerous patient touchpoints across the care journey, such as appointment scheduling (including patient self-scheduling), personalized pre- and post-visit instructions, automated reminders to reduce no-shows, and digital patient intake forms (eForms). Intelligent message routing ensures patient inquiries are immediately directed to the correct staff member or team inbox, further improving response times and operational efficiency.

Target users include physicians, independent practitioners, nursing staff, and clinical administrators in small, medium, and multi-site healthcare organizations. Klara aims to improve patient satisfaction by offering a convenient, text-based communication experience that often does not require patients to remember passwords or download an app.

Key Features

- Secure Two-Way Messaging
- Telemedicine (Video Visits)
- Automated Appointment Reminders
- Online Patient Intake (eForms)
- Intelligent Message Routing
- Voicemail-to-Text Transcription
- EHR/PM System Integration
- Team Collaboration

Pricing

Model: subscription

Klara utilizes a quote-based, custom pricing model. The cost is not publicly disclosed and is determined based on factors such as the number of providers, total patient volume, specific feature set required, complexity of EHR integration, and necessary staff training/support.

Target Company Size: small, medium, enterprise

Integrations

athenaOne, eClinicalWorks, AdvancedMD EHR, Greenway Health, ModMed EMR, Nextech EMR, Veradigm

Compliance & Certifications

HIPAA

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