HEALTH CARE
TRANSFOR/\ATION

Build Your Digital Communication & Engagement Strategy

The future of digital healthcare delivery is here. It's important for your organization to think strategically about how you engage and communicate with patients in this new digital world. How are you communicating OUT to patients and driving them to take action? How are you allowing them to communicate IN and engage with your organization?

For example, how are you messaging patients proactively for appointment reminders, care gaps, pre-op education, hospital discharge, and more. **It's important to use automation so you take the burden off your labor force while also improving patient experience and compliance.**

Given you are implementing digital async video technology with <u>Health Care Transformation</u>, you are already on the path of innovation and are strategically planning for optimized care delivery. We want to make sure you have the knowledge and resources for other top digital engagement tools available in the market. These will help you think strategically about how your organization engages patients digitally and will also help improve the performance of your digital async videos. We will continue to update this document as we discover more companies that can help drive success.

Take the Steps to Digitize:

1. Develop your strategy for how you engage with patients.
- Start small and start now.
- Use digital platforms (*see the next page*).
- There **IS** a financial ROI.

2. Build the infrastructure you will need.
- Obtain patients' permission to communicate.
- Document their cell, email, patient portal, address, language at home.
- Constantly confirm their information is accurate.

3. Start piloting digital engagement & communications.
- Look at the breakdown of your patient's digital devices, desire, and know-how.
- Patients' desire for digital engagement will only continue to increase.

Build Your Digital Communication & Engagement Strategy, cont.

Here are some digital engagement companies for you to research and connect with:

Luma Health

Luma Health offers a patient engagement platform that is used by Federally Qualified Health Centers (FQHCs), health systems, and clinics. The platform's reminders allow patients to schedule or alter appointments in their preferred language, directly from a text, phone call, or email. They can also send bulk messaging and streamline patient intake.

https://www.lumahealth.io/

WELL Health

The WELL Health communication hub is a two-way digital solution that delivers multilingual, conversational messaging in each patient's preferred channel. AI technology combined with real-time communication is readily integrated into enterprise health systems and physician practices and clinics.

https://wellapp.com/

Intrado

Intrado HouseCalls Pro patient engagement platform handles pre-appointment reminders, care gaps, pre and post-op, and more. Personalized digital messaging is supported for voice and text messaging, providing flexibility so that healthcare organizations ensure patients adhere to checkups and medications.

https://www.intrado.com/

Talkdesk

Talkdesk Healthcare Experience Cloud™ helps healthcare organizations improve business and clinical outcomes by synchronizing the patient journey across any channel—web, email, SMS, mobile app, virtual agent, or live agent—resulting in more efficient communication and better patient experience.

https://www.talkdesk.com/

Lumeon

Lumeon provides technology to hospitals, health systems, and specialist care providers that automates and coordinates the patient care journey. Leveraging patient engagement such as recall, instructional, and education communications eliminates the gaps in care.

https://www.lumeon.com/

LifeLink Systems

LifeLink Systems runs a conversational AI technology platform that is used by large healthcare provider systems and life sciences companies to improve the way they interact with patients. Patients use LifeLink Systems mobile chatbots to schedule appointments, digitize paperwork, stay informed, and follow care plans.

https://www.lifelinksystems.com/

Cured

Cured is a digital marketing and CRM platform built specifically for healthcare organizations. They have marketing automation templates and send behavior specific communications to engage and acquire patients, drive service awareness, generate loyalty and patient retention. Engage and communicate with your patients when it matters most.

https://www.cured.health/