

# time to put the phone down

Reach more patients and drive  
better health outcomes with less work.

## The service

Patient engagement tools and services enable patients to take an active role in their care and allow practices to reach patients at scale.<sup>1</sup>

### For your patients:

- Easy, online scheduling
- Digital bill payment
- Secure messaging with care team
- Access to health records, including lab results, on patient portal

### For your staff:

- Automated reminder calls
- On-demand live operators
- Outreach campaigns tailored to meet your goals
- Continuous monitoring that helps you understand what is and isn't working

### Results:

- **46%** improvement in patient retention
- **5%** no-show rate
- **120%** increase in 5-week patient pay yield
- **3+ hours** saved per week per provider with automated scheduling and patient outreach

## Increase patient satisfaction with less work

Patients today expect convenient, digital interactions in most areas of their life. With athenaCommunicator, you can bring that experience to your patients while also reducing your practice's workload, using automated calling services, appointment reminders, and more. Through the patient portal, patients can schedule appointments, access forms, and make co-payments online at their convenience, leaving them and your practice more time for what matters most—their health. These tools make scheduling and payment easier for your patients, which in turn reduces no-shows and improves collection for your practice.

## Keep patients healthy by keeping them engaged

Patients who play an active role in their own care often have better health outcomes. Help your patients do exactly that by choosing an integrated patient portal that gives them digital access to their appointments, health records, care summaries, and much more. As a result, patients who are on our portal tend to stay with their provider more often than those who don't use our portal.

## Engage with patients at scale

You're not the only one trying to get your patients' attention. But you didn't get into healthcare to spend your time fine-tuning emails and telephone scripts. We offer tailored outreach campaigns that only contact the patients you need to reach, helping you close care gaps where you see them. We'll also take on the work of finding the right messages, channels, and timing for your patients. We'll do that by drawing insights from the experiences of practices across our network; monitoring performance; and reporting on outcomes to help you understand what's working and what isn't.

## 3 Ways We Engage Patients

### 1 Remove barriers that keep patients away:

Targeted outreach campaigns prompt your patients to schedule preventive care visits, keeping your clinic schedules full.

Our patient portal follows your clinical workflows and uses up-to-date scheduling data to suggest open appointments to patients with identified care gaps.

### 2 Minimize message fatigue:

Insights drawn from across our network help identify best practices to ensure you send the right message, at the right time, in the right channel.

Constant monitoring of campaign performance across our network helps you continuously improve messaging and increase response rates from patients.

### 3 Empower patients with access:

Patients can conveniently schedule appointments from the portal on their phone, tablet, or desktop computer.

The portal saves time for both patients and staff by allowing patients to make payments, request prescription refills, access forms, and more.

#### At a Glance

4

pediatric primary care locations

35

clinicians

7

hospitalists

34,000

patients

33%

Medicaid population

#### SUCCESS STORY:

### Coastal Pediatric Associates

#### Issues

- Staff overwhelmed with manual patient outreach
- Behind on number of well-visit appointments needed to qualify for incentives
- Not able to track patient health outcomes or engagement
- Patients not actively engaged in their own care

#### Results

- Automated outreach campaigns reduced administrative work and reached more patients within target populations
- Achieved average Well Child campaign scheduling rates of 27.6% (ages 3-11) and 22.2% (adolescents)
- Successfully met quality program requirements and improved collections
- Gained real-time visibility into patient engagement trends online, within 30 days of email campaign
- Engaged more patients to actively manage their care

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<sup>1</sup>athenaNet Data as of Q4 2018.