

FOCUSED • SMART • EFFECTIVE



AUTOMATICALLY  
SENT.  
PERSONALLY  
RECEIVED.



Advanced **Messaging**

Our simplest way to send relevant messages that  
delight patients & sell more services.



### Focused

You are able to segment your entire patient list and send specific messages to improve patient engagement.



### Smart

Because of the seamless data integration & automated processes, you get accurate, relevant & effective communications to patients with minimal effort.



### Effective

Each interaction with your patients can result in greater loyalty & top of mind awareness while bringing in new revenue opportunities.

## COMMUNICATE WITH PATIENTS

Patients can choose their preferred method of communication between email & text. Enjoy a simple, automated & integrated messaging system that anyone in your practice can use. Communicate office changes such as schedules, new locations, new providers & payment methods.

You can also invite patients to schedule appointments for recall visits, specials & sales promotions. Target patients by active/inactive status, geography, diagnosis code, birthday/age & insurance.


# See how easily you can communicate with patients.

## Create a birthday card campaign.

Easily create personalized email & text templates for each campaign or reuse & modify past templates for new campaigns. You can add data fields such as patient name & subject line to personalize each message. You can also include your logo & attention-grabbing images.

\* *Subject*  
Happy Birthday!

\* *Email Message*



{{PtFullName}},  
Wishing you a wonderful birthday.  
From Meadowcreek Family Practice

Clear

## Flu Campaign: Patient Selection

### Selection Criteria +

Patient Criteria		* <i>Category</i>
Daily Birthday		Patient
New Patient Code		* <i>Comparison</i> After
All Patients		And * <i>Category</i> Other
Young Patients Asthma		* <i>Comparison</i> Starts With

## Customize your message & audience.

Select which patients receive texts & which receive emails by choosing from existing criteria or create a new set. There are many different fields available, including patient demographics, insurance, diagnosis codes & more.

## Review, finalize & send your message

Portal forms can be accessed from the homepage of the portal. The Patient Forms icon lets you see which family members have outstanding patient forms assigned.

## Flu Campaign: Summary

*Campaign Name* **Flu Campaign** [\[edit\]](#) | *Campaign Type* **Email** [\[edit\]](#)

*Start Date* **3/20/17** | *Interval* **Once** [\[edit\]](#)

*Send To* **Young Patients Asthma** | *Total Recipients* **0** [\[edit\]](#)

### *Email Subject*

Spread fun. Not Flu!

### *Email Body*

Dear {{PtFullName}},

Even healthy kids of any age can get seriously sick from the flu. Your child is at high risk for flu are more likely to be seriously ill because your child has Asthma.

YOUR LOGO & CONTACT INFO GOES HERE