

# PATIENT ACTIVATION DESIGNED FOR SAFETY-NET ORGANIZATIONS

VAFCC members receive a 20% discount on a two-year contract!

CareMessage helps centralize and automate your communication efforts, while providing personalized support.

CareMessage products are designed to prompt patients to action, creating more equitable health outcomes.

CareMessage currently has over 150 active Free and Charitable Clinic customers! Partner members can gain early access to new features and functionality.

IMPROVE PATIENT ACCESS & COMMUNICATION

**20%**

Response rate from previously inactive patients

DRIVE BOTTOM LINE EFFICIENCY

**Up to 50%**

Reduction in no-show rates

MAXIMIZE CLINICAL QUALITY & REIMBURSEMENTS

**Double-digit**

Percent increases in completed cancer screenings

- ✓ Integrations with leading EMRs, including athenahealth
- ✓ 300+ easy-to-personalize messaging templates in English and Spanish

- ✓ Workflows created with your goals in mind
- ✓ Monthly "Customer Care Hour" meeting with the dedicated Customer Success Manager (CSM) for FCCs

43  
states

400+  
customers

10M+  
patients

250M+  
messages exchanged



# Impact Patient Health at Scale

## The Best Way to Reach Your Patients

Text messages are reported to have a 98% open rate - much higher than emails or patient portals. With CareMessage, automated messaging replaces hours spent on the phone and on administrative tasks- freeing up your time to focus on more meaningful in-person interactions.

### Drive Bottom-Line Efficiency

Deliver personalized, automated, and bi-directional appointment reminders that meet your staff workflows.

CareMessage is proven to help customers reduce no-show rates:

- One community clinic lowered the no-show rate from 33% to 18%
- Another clinic decreased the no-show rate from 35-40% to 17-20%

### Improve Patient Access

Close gaps in care by reaching individual patients or patient groups in a matter of minutes, leveraging our message library with 300+ templates.

A community health center customer sent a Group Outreach to patients who had not been seen within the past 12 months.

- 20% of patients responded
- 515 new appointments scheduled

### Maximize Clinical Quality

Meet quality measures and educate on chronic disease management through our series of 19 different interactive and multi-week text message courses.

- A health center increased the cervical cancer screening rate by 11% within four months
- One provider had her colorectal cancer screenings increase by 13.4%, breast cancer screenings increase by 11.6%, and cervical cancer screenings increase by 18%

### Build Connections with Patients

Use 1:1 messaging to deliver personalized information and meet SDoH needs.

Gather patient feedback quickly following appointments and gain actionable insights to improve patient experience.

One FQHC customer:

- Messaged 17,023 patients post-appointment over nine months
- Achieved a strong 21% survey completion rate with quick response collection



# Save Staff Time and Reduce No-Shows with Automated Appointment Rescheduling

Currently, many clinics rely on phone calls to reschedule cancelled appointments. Lots of time and energy is spent calling patients, waiting on holds, waiting for patient call backs, etc.

With automated appointment reschedule texts, CareMessage will automatically ask patients who decline an appointment to text back their new availability. Clinic staff can then use the Messenger feature to respond to patients and confirm their new appointments

It's easy to set up and use:

- 1 Within CareMessage Settings > Automated Messages, turn ON "Appointment Reschedule via Messenger"
- 2 Customize your English and Spanish messages as needed. Use our tags feature to pull @patientfirstname and @stafffirstname to add more personalization
- 3 Once patients start responding, reply to them in Messenger

Hello! You have an appointment on March 5th, 2023 at CareMessage Clinic. Text YES to confirm, NO to decline, or STOP

No

Automatically sent after patients respond "No" to the RSVP Reminder:

We understand you'd like to reschedule your appointment on March 5th, 2021. When are you available?

March 8 in the afternoon

Using Messenger, clinic staff responds to patients to confirm their rescheduled appointment

Great! I've rescheduled your appointment to March 8th, 2021 at 2:00pm. We look forward to seeing you!

Thank you!

With automated appointment reschedule texts, CareMessage automatically starts the reschedule process on your behalf, and patients can respond on their own time.



# Automated Referral Messaging Improves Efficiency and Patient Care

Our referral messaging workflow is a series of 4 messages designed to prompt action on an open referral.

Automated messages remind patients to schedule their referral appointment and give you information about the status of a patient's referral appointment.

Here's why you'll love it:

- Send referral messages automatically using a "smart" workflow that is based on patient responses
- Upload a file with the referral and patient information, and CareMessage will automatically send messages to those patients
- Fully customize the message content and add a referral type tag to specify the referral type for patients with multiple open referrals
- Add new patients at any time using rolling enrollment, and they will be messaged automatically

Automated Referral Messaging tracks and follows up on referrals, so that your staff can focus their time elsewhere.

Automatically sent after you import new referrals:

Your cardiology referral is approved. Please schedule your appointment.

You have an open cardiology referral. Have you scheduled your referral appointment? Please reply YES or NO.

Yes

Automatically sent after patients respond "Yes" to the previous question:

When is your cardiology referral appointment scheduled? Please follow the format MM/DD/YYYY.

10/25/2023

Automatically sent one day after the appointment:

Did you attend your cardiology appointment? Please reply YES or NO.

Yes



CareMessage

# Improve Quality Metrics with Gaps-in-Care Health Education Programs

Following up with patients via text when they are missing an important screening is one of the most effective ways to encourage them to book an appointment, improving clinical quality measures.

CareMessage studies have shown that patients can be up to 33% more likely to book an appointment for a missing screening after receiving a set of targeted text messages.

CareMessage Gaps-in-Care Health Education Programs are "Mini" series focused on major impact areas:

- 1 Cervical Cancer
- 2 Colorectal Cancer
- 3 FIT Kits
- 4 Breast Cancer

Here's why you'll love it:

- Designed to educate patients and prompt action
- Automated messages urge patients to book an appointment, collect data on if they booked an appointment, and automatically follow up with patients who have not
- New patients can be added at any time using rolling enrollment, and they will be messaged automatically

Message #1

Our records show that you are due for a Pap test. We recommend regular Pap tests to prevent cervical cancer. To book an appointment call us @phone or text STOP to unsubscribe.

Message #2 - 1 week later

We're checking in! Your provider at CareMessage Clinic recommends regular Pap tests to prevent cervical cancer. Have you booked your appointment yet? Text YES or NO

If YES

Great job making your health a priority. Cancer screenings save lives!

If NO

Cervical cancer screenings lower the risk of getting cervical cancer. Regular screenings help find and treat problems before they turn into cancer. Book your appointment by calling @phone

Message #3 - 1 week later if NO or No Response

[Health Center]: Regular screenings help find and treat problems. Treat them before they turn into cancer. Speak with your doctor today @phone