

# PATIENT ENGAGEMENT SOLUTIONS

*The engagement you want...  
The response you need.*



**MDR's™** Best Practices™ Partner provides a consumer-facing mobile messaging platform that drives incremental revenue, improves patient compliance, enhances staff productivity, increases frequency of touch, and allows organizations to share important information with patients and caregivers in real-time.

## SOLUTION FEATURES:

- Provides a two-way mobile patient engagement platform.
- Offers 3 ways to engage patients: Automated campaigns, ad hoc group broadcast and direct 1 to 1 texting.
- Includes a user friendly, cloud based console that reduces phone calls, improves productivity, reinforces patient compliance and securely stores communication records.
- Enables two-way conversations for patient retention, risk adjustment & relationship building.
- Offers customized Automated Message Campaigns targeted towards specific behavioral outcomes.
- Offers a secure & compliant system that adheres to the latest SAE 16 and HIPAA standards.
- Enables ability to embed web link connections for surveys, protected health information, etc.

## SOLUTION BENEFITS

### Increase Revenue

- Reduces "no shows" & cancellations through automated appointment reminders.
- Decreases "No Go's" by improving pre-procedure compliance protocols.
- Provides ability to market services direct to consumer, i.e. flu shots, mammogram, stress tests, physical exams, allergy tests, disease specific re-checks.

### Improve Staff Productivity

- Frees up staff from time on the phone.
- Responds quickly to patient and caregiver communication.

### Improve Health Outcomes / Patient Satisfaction

- Delivers preventative & ongoing patient care information and encourages patients to improve health system metrics, i.e. patient portal usage and patient satisfaction survey completion.
- Monitors ongoing patient care needs through health status checks, i.e. depression, screening, medication monitoring, and weight change.

### Enhanced Patient and Caregiver Experience

- Provides a convenient two-way communication channel.
- Delivers relevant reminders and information to patients when & where desired.
- Offers access to additional resources — at patients' fingertips.

***"Confirming appointments is a top priority for a front desk receptionist. Before using the mobile messaging solution, calling every patient on the day prior to their appointment could take up half of my day. Now that a majority of our patients receive appointment confirmation text messages, I am able to free up my time for other important duties. The messaging solution is also very useful for appointment reschedules. The patient can simply text that they are unable to make it to their appointment and I can either reply via text or call them to get the appointment rescheduled. Simple, Easy and Fast!"***

**Patient Coordinator &  
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