CASE STUDY

Artera Rapid Release Program Enables San Ysidro Health to Improve Access to Care During Pandemic

SAN YSIDRO HEALTH

The mission of San Ysidro Health is to improve the health and well-being of the communities it serves with access for all. Originally established along the U.S. Mexico border in 1969, the organization was founded by seven women in search of medical services for their children.

- 105,000 patients
- 41 program sites
- 400,000 annual patient visits

The Results

266K
Messages

48-Hour
Implementation

FQHC sends more than 226K messages in the first 60 days through Artera

San Ysidro Health, an FQHC serving patients throughout San Diego County, deployed the Artera™ Rapid Release Program in April 2020 to deliver essential COVID-19 related patient communication and coordinate telehealth and in-person visits.

"Many of our patients are using their cell phones as a lifeline during this pandemic," said Kevin Mattson, President and CEO at San Ysidro Health. "Artera allows us to reach our patients with essential information about COVID-19 and how to access testing and care through San Ysidro Health."

Artera developed the Rapid Release Program to allow health systems to manage urgent communications at scale. It enables bidirectional texting with patients and can be implemented within 48 hours.

San Ysidro Health used Artera to send automated messages prior to in-person appointments requesting that patients wear a mask, notifying patients of Saturday health line availability, and launching a novel TeleDental pilot program. In the first 60 days after implementing Artera™, San Ysidro Health sent out 226,546 messages to its patients.

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"We remain open to serve our struggling families who need us now more than ever. Many of our patients are our essential workforce and are depended on by our greater community. Even as they work during this pandemic as they prepare our foods or sanitize communal spaces, it is important they receive access to care in order to stay healthy, and out of the emergency room," Mattson said.

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