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# Create Value Throughout the Patient Journey

**Optimize patient communications across the care continuum with one fully integrated patient communications platform**



Artera empowers healthcare organizations to create value at every step of the patient journey by offering unparalleled flexibility and choice. Our products and features are designed to cover everything from acquisition and onboarding to referrals and loyalty, allowing for a comprehensive and tailored approach to patient care.

With Artera, you have the freedom to select the vendors that best meet your unique needs. Whether you're looking to integrate with your existing systems or leverage our extensive network of HIT partners through the Artera Marketplace, Artera provides the tools and expertise to enhance every step of the patient journey, ensuring a complete and cohesive patient communication experience.




## Acquisition & Onboarding

**Streamline patient enrollment and initial setup to ensure seamless entry into care pathways**

Improve access to care for patients by offering 24/7 online self-scheduling via Artera ScheduleCare or utilize campaigns to recruit new patients into your system. Seamlessly enable patients to switch from call to text for inbound requests to reduce wait times and improve the patient experience.

**Self-Scheduling • Waitlist management • Campaigns • Call-to-Text**

One healthcare provider saw a **63% increase in online appointment bookings** after implementing Artera ScheduleCare

## Pre-Visit Prep

**Information exchange prior to appointment arrival**

Beyond custom appointment reminders, ensure your patients are well-prepared for their appointments by automating procedure instructions or consent forms. With Artera Intake & Payments, capture intake forms, insurance verification and upfront payments.

**Appointment reminders • Pre-visit & procedure instructions • Intake forms & consents**

**85% shorter check-in time** vs. manual process (2 vs 11 minutes) with Artera Intake & Payments

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## Care Delivery

**Finding care, getting care, results and follow-ups**

Enhance patient care coordination by facilitating virtual visits, sourcing relevant links and delivering critical message alerts from your EHR's portal. For an optimal patient experience, automate and trigger outreach for workflows such as referrals or inbound messages. Employ conversational messaging for tailored, engaging interactions, and leverage Conversation Builder to seamlessly handle patient inquiries through interactive dialogue flows.

**Virtual visit links** • **Portal message alerts** • **Referral outreach** • **Question triage**

One enterprise customer saw **$1.95M in revenue generation in three months** after implementing Artera for referrals

## Post-Visit Actions

**Maintain continuity of care and patient satisfaction**

Ensure patient engagement and adherence to health plans by utilizing automated post-discharge communication, follow-up for missed appointments (with a rescheduling option) and outreach for prescriptions and pharmacy needs.

**No-show follow-up** • **Post-discharge communication** • **Pharmacy outreach**

One customer saw **29% fewer readmissions** with post-discharge follow-up communication, leading to an estimated **$14M** in cost savings

## Financial Experience

**Simplify patient payments, billing and account activity**

Before an appointment, or at the point of service, verify patients' insurance status and provide cost transparency upfront with Artera Intake & Payments. Post-visit, communicate payment links, billing reminders and instructions with automated, conversational messaging.

**Billing / payment questions** • **Copay / coinsurance collection** • **Verify insurance status**

One provider experienced a **35% year-over-year increase** in patient payments after implementing Artera Intake & Payments

## Ongoing Care

**Continuation of personalized care plans**

Configure recall automations for future care, driving patients to schedule a preventative wellness visit or respond to a desired action. With campaigns, you can notify a targeted list of patients of a new service you are offering, or further close gaps in care with population health outreach.

**Recall outreach** • **Population health outreach** • **Care gap closure** • **Patient re-engagement**

One customer realized a **475% increase in mammography appointments,** resulting in **$2.7M** in incremental revenue

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## Service & Loyalty

**Patient reviews, satisfaction and willingness to recommend**

Establish a customer service support line dedicated to collecting and analyzing patient feedback, or automate post-visit surveys to solicit patient reviews. Streamline the process even further by implementing a Conversation Builder workflow to create an automated, meaningful feedback loop.

**Customer support line • Solicit Patient reviews • Completion of surveys**

One customer used Conversation Builder to send post-visit surveys, resulting in **60+ new four and five-star Google reviews and a 52% increase in star ratings.**

## Communication Analytics

**Unify your analytics to drive engagement, conversion and ROI**

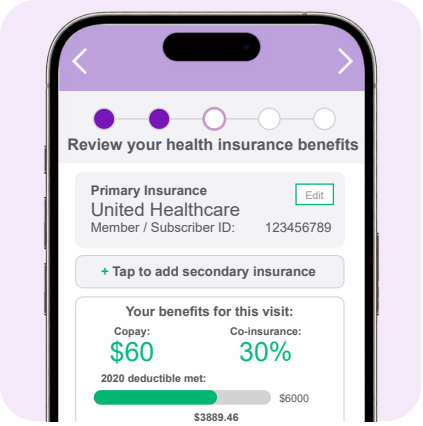
With our various analytics offerings, track engagement data and key communication trends to optimize patient messaging. Better understand how you are performing compared to your peers using performance benchmarking, or minimize message overload using the Harmony Insights dashboard.

**Engagement & trends data • Performance benchmarking • Workflow optimization insights**

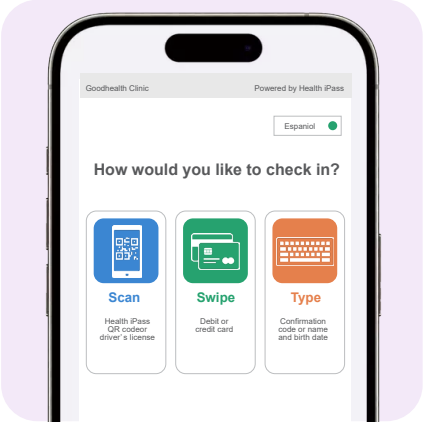
Using Artera Self Service Analytics, one enterprise customer developed a post-surgery follow-up automation that **saved the organization 530 hours of staff time and 8,000 calls.**

## Artera: Delivering Value Throughout the Patient Journey

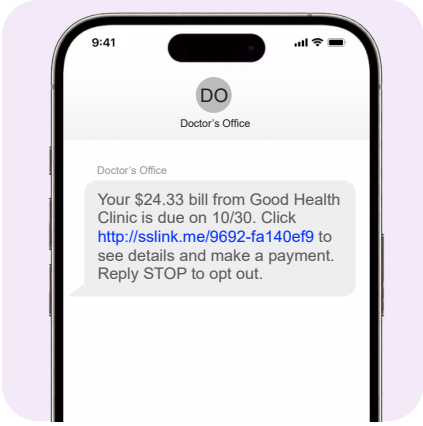
### Pre-visit




### Point-of-service




### Post-visit




## Join the Movement

Join the 800+ healthcare organizations that partner with Artera to deliver a more harmonious patient experience. Contact us at sales@artera.io to learn more.



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