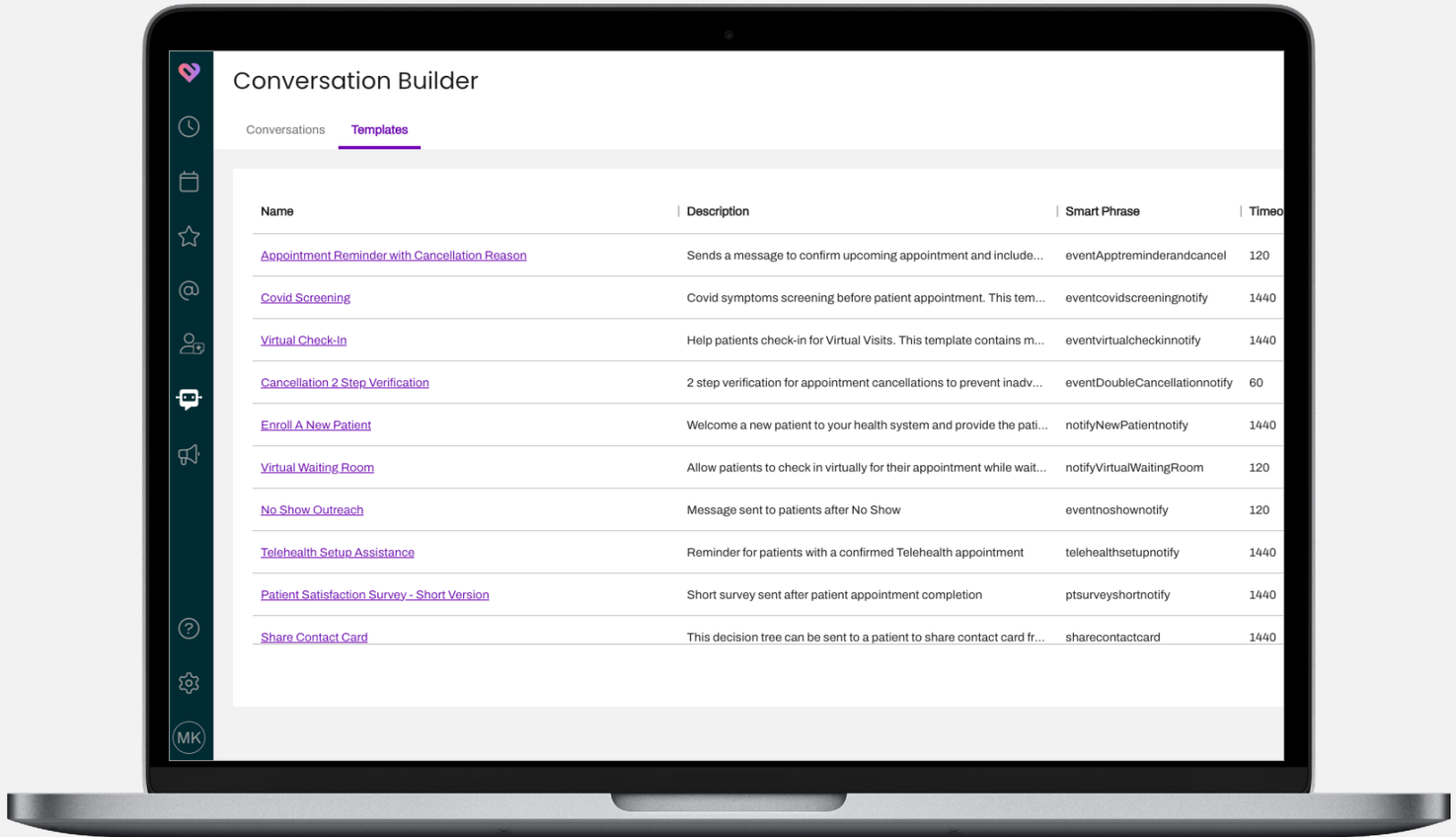
Engage Patients Across the Care Journey with Leading Practice Workflows



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Artera's omnichannel solution delivers personalized messaging throughout the entire patient journey.

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From patient acquisition to feedback, Artera can optimize outreach every step of the way, even for complex, non-linear care needs across the lifetime. Other solutions only impact segments of the patient journey with limited point solutions, making it increasingly difficult to deliver the customized experiences patients expect today.

By automating routine patient communication workflows staff can reach patients more efficiently at scale and increase valuable care touchpoints. Artera integrates across all major EHRs through a HIPAA-secure platform to pull in relevant patient data points and personalize messages to patient needs. Revolutionizing your patient outreach begins with our conversation templates, enabling Artera organizations to automate common tasks through omnichannel communication, and our conversation packs, which provide leading practice templates to rapidly automate high-volume patient communication.

Artera customers gain immediate access to these pre-built, customizable workflow templates for rapid deployment. Templates are supported with intuitive analytics to pinpoint areas for improvement and understand the impact of communications, all without having to enlist the help of an analyst.

Organizations looking to optimize specific points of the patient journey can access additional templates, tailored to support patient communications during each step of their care. Explore a few of the templates you can deploy rapidly with Artera for a better patient experience today:

- **Appointment Directions and Transportation**
- **Patient Satisfaction Survey**
- **Telehealth Setup Assistance**
- **Enroll A New Patient**

Appointment Directions and Transportation

Accessing care as a patient requires more than just making an appointment with your provider.

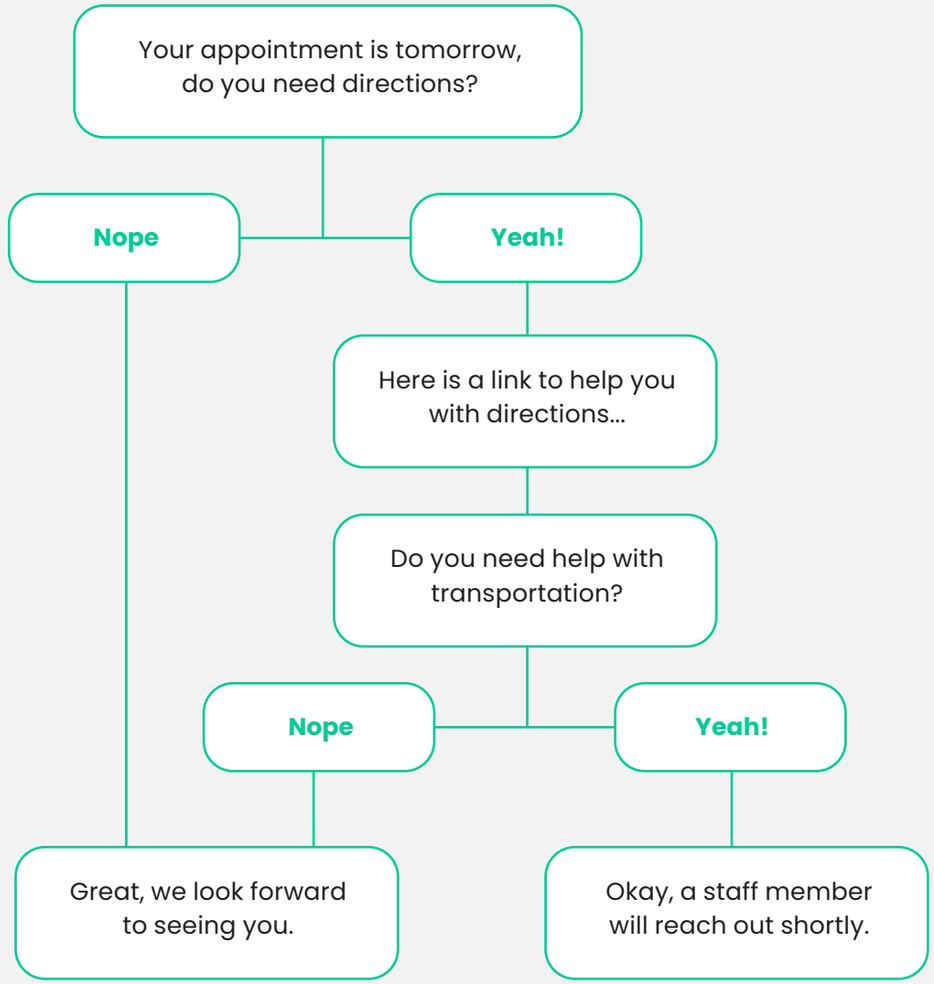
Payment, convenience and transportation are just a few factors that may impact access to care and health outcomes for patients across the care journey. To ensure patients can easily get to care sites on time, ensuring directions and transportation needs are addressed can help. Provide information digitally so that your patients have it on hand as they plan their appointment arrival.

If you have wayfinding on your campus, you can integrate that information into your digital communications sent through Artera. Eliminate confusing maps and directories by providing patients with immediate support navigating complex health campuses to get to appointments more easily and faster. The result? Fewer late arrivals or no-shows and reduced wait times to patients and providers can stay on schedule.

70%

of wayfinding users at UNC are repeat users.

Source



This workflow is a stylized excerpt of a Conversation Builder template and does not represent the complete automation templates.

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Patient Satisfaction Survey

Patients have more options for care than ever before and providing an exceptional experience is critical to retaining and growing a patient population.

Garnering feedback from patients can guide priorities for improvement and pinpoint underperforming areas in the patient experience. But, soliciting feedback is challenging, and traditional methods like phone or website surveys may not get a meaningful response rate.

Post-care, Artera can collect feedback from patients on their experience conveniently over text messaging. Using your trusted practice phone number, patients can respond conveniently from their cell phone. The questions are completely customizable to meet organizational needs and can be tailored to specific patient populations depending on appointment type, practice and location.

59%

(Nearly three in five) of healthcare consumers are willing to switch doctors if they are provided a broken communications experience.

Source



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Telehealth Setup Assistance

The volume of telehealth appointments has exploded in recent years, with more providers than ever offering telehealth options and more patients seeking telehealth care options for convenience.

Telehealth delivery changes from clinic to clinic, sometimes leaving patients confused or in need of additional assistance to access appointments.

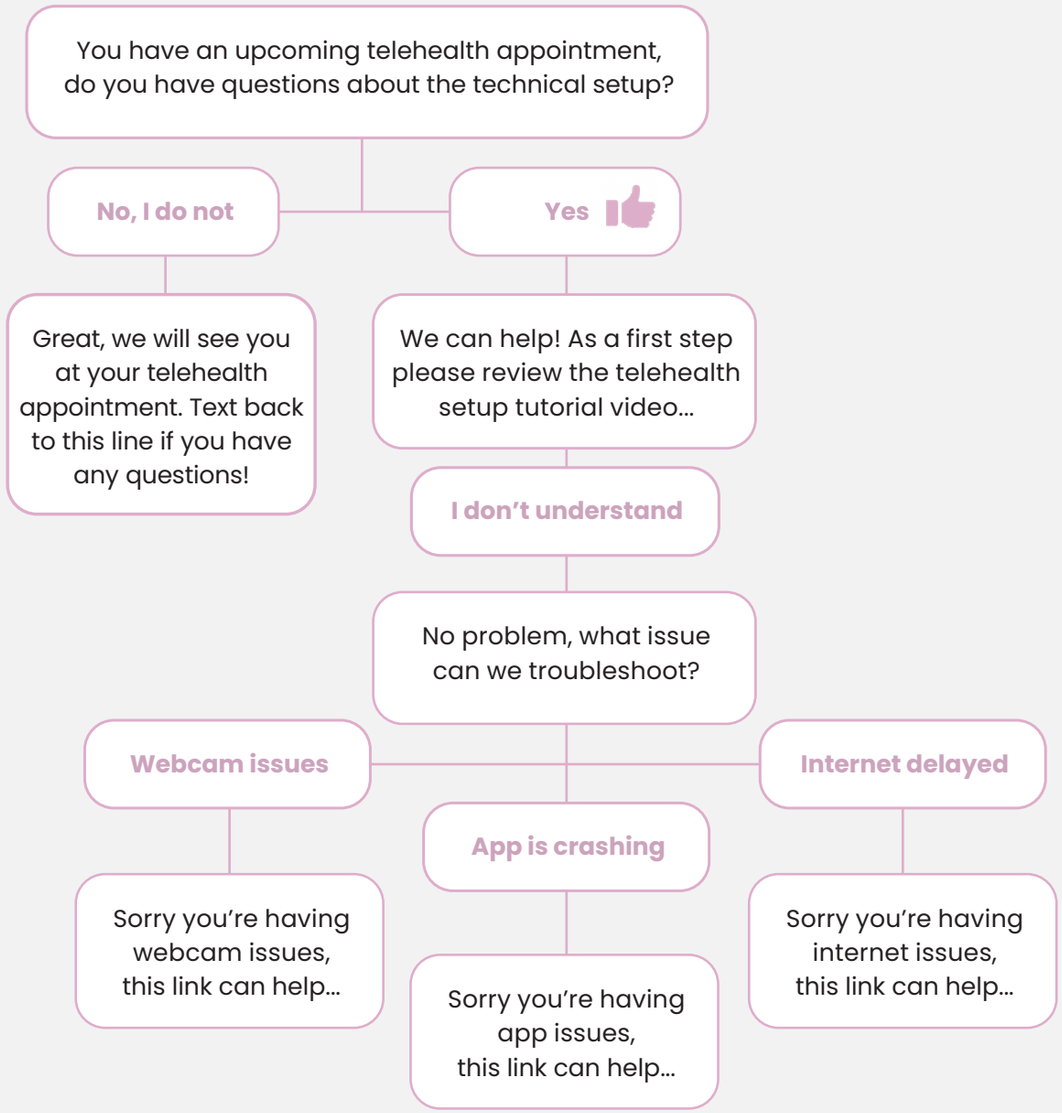
To facilitate successful telehealth appointments and remove barriers for patients, Conversation Builder workflows can connect patients with additional support and reply to common, anticipated questions about telehealth on demand. Proactive outreach prior to telehealth appointments means fewer no-shows and a more streamlined, accessible digital experience for patients.

Telehealth is utilized for

13% to 17%

of U.S. patient visits across all specialties

Source



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Enroll A New Patient

Growing your patient population is good for business, but being a new patient often comes with more questions than answers.

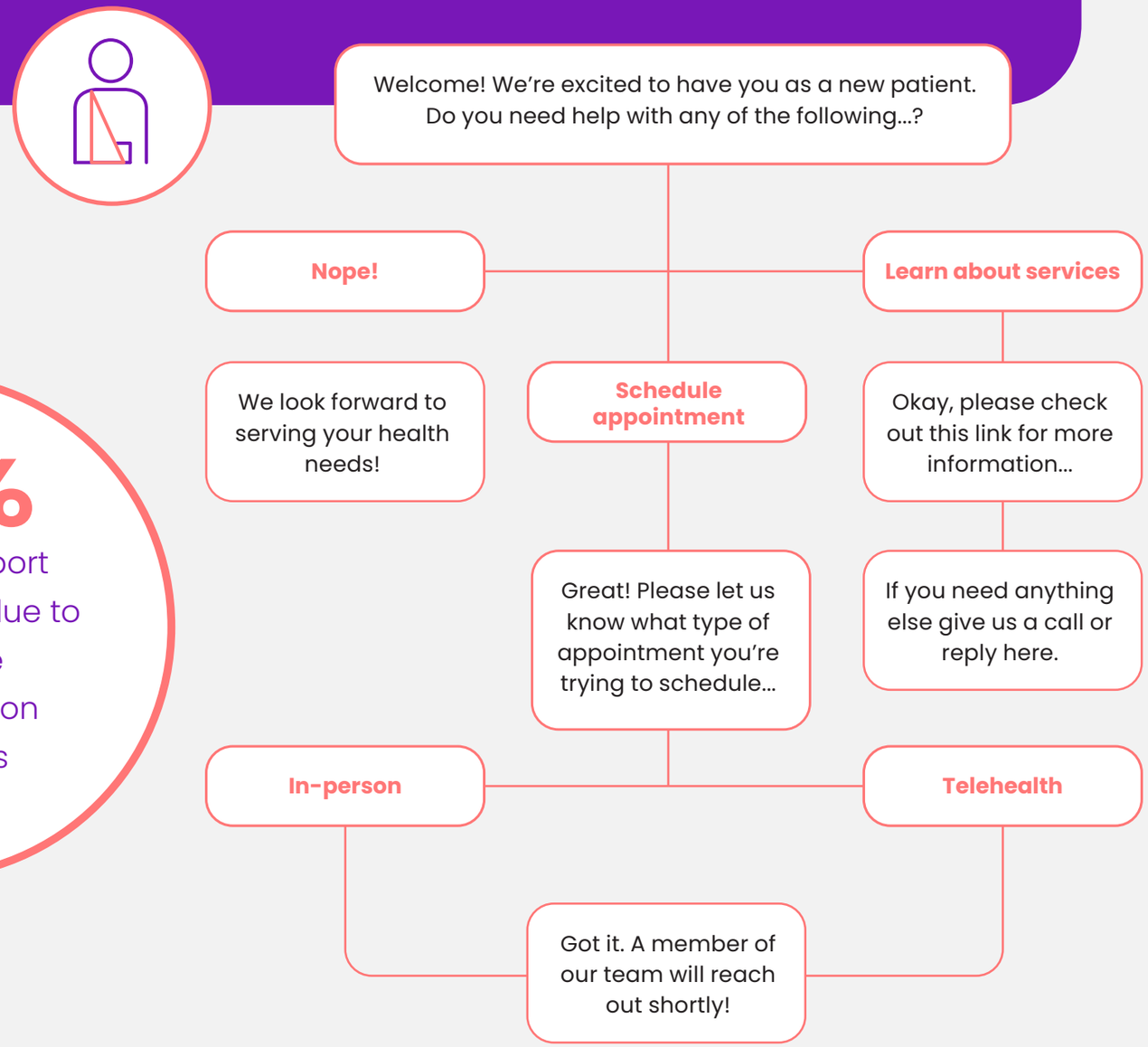
Early outreach to connect these new patients with scheduling resources or information about services can result in more engaged patients and a better support experience from their very first touchpoints.

Automate this routine outreach to new patients through familiar, trusted channels to make sure all patients immediately get the support they need to get care. Supporting patients means better retention and a better care experience, all while eliminating repetitive inquiries and ensuring every new patient starts off care on the right foot.

66%

of patients report dissatisfaction due to incomplete communication experiences

Source



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Appointment Directions and Transportation



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Enroll A New Patient



About Artera

Artera unifies patient communication to ensure that each person receives the right information at the right time, even when that care journey is complex or nonlinear. With deep EHR integration, patient experience expertise, and best in class support, Artera Harmony will revolutionize how you communicate with your patients.

Delivers a cohesive patient communication experience by integrating across the tech stack with EHRs, single-point solutions, apps, partners and more

Unifies disjointed communications and information into a single channel for patients through texting, email, or IVR

Helps 500+ unique health systems facilitate 1.1 billion messages for 40+ million patients

Founded in 2015, Artera (formerly WELL Health) is based in Santa Barbara, California and has been named on the 2021 Deloitte Technology Fast 500 and ranked on the Inc. 5000 list of fastest-growing private companies for three consecutive years.

For more information, visit artera.io/conversations/ or learn how Conversation Packs impact the Patient Journey.

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