

Artera Referrals A Premium Solution

Drive more referral conversions by enabling automated, smart, omnichannel campaigns with Artera Referrals.

Today, as many as 50% of patient referrals[1] to a physician are never completed. Artera Referrals creates automated, logic-based and omnichannel referral outreach campaigns to increase the process efficiency and conversions. It also adopts to providers' referral management style (centralized vs. decentralized) and routing preferences (specialty vs. location-based), further increasing staff efficiency.

Simplify Provider and Patient Experience

Artera Referrals enhances provider-patient communication by enabling text-based interactions, reducing the need for manual outbound calls to schedule referral appointments streamlining the process for both patients and staff.

Personalized communication for each patient comes from the provider's known phone number which increases response rates, engagement and bookings.

Artera uses hospital-enabled phone numbers, **improving response rate[2] from 39.3% (for short codes) to 70.5%**

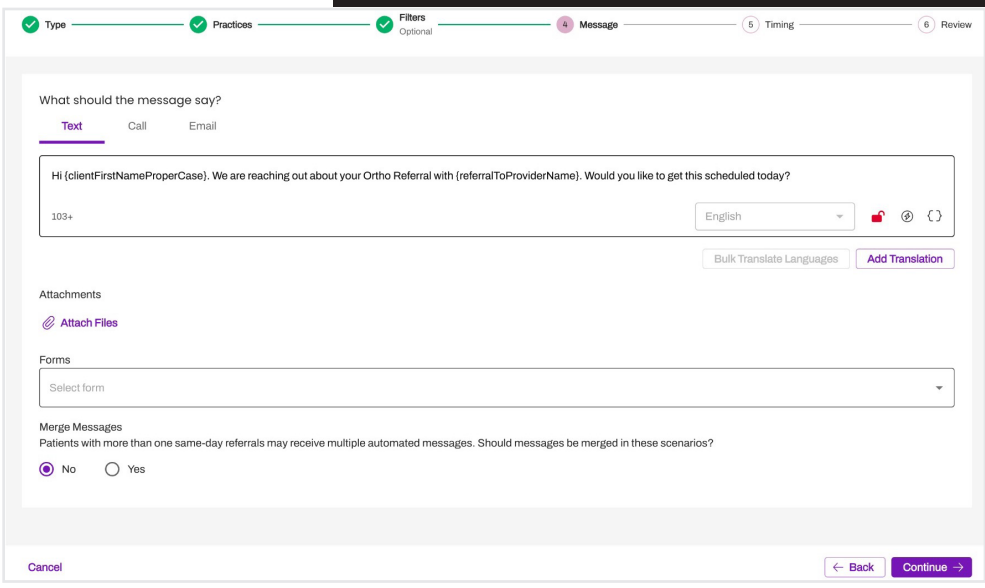
Referrals are conveniently displayed on the Patient Facesheet, allowing support staff to access referral details from the EMR, including the referred department or specialty, which simplifies patient scheduling. Support staff can easily filter and manage referral-related messages, ensuring efficient handling of patient referrals.

Today, as many as **50% of patient referrals[1]** to a physician are **never completed.**

"A referral is only as good as the appointment that it generates. From the date that the referral is ordered, we want to see an appointment scheduled within three weeks"

VELAIRE ELLIOTT
Former Healthcare System Manager, Access and Clinical Integration, UNC Health

Rheumatology at UNC Health uses Artera to **increase referral conversion rate by 45%**



1. Weiner M, et al. Journal of Evaluation in Clinical Practice. "Errors in completion of referrals among older urban adults in ambulatory care." 2010 Feb
2. Artera proprietary data

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Boost staff efficiency and referral conversions with Artera Referrals

Conversational messaging ensures patients receive necessary information and staff can efficiently address queries, leading to improved patient satisfaction and staff productivity.

Improve efficiency, engagement and conversions

Artera reduces the need to manually call patients to book referrals by automating the outreach for your referrals. It gets information from EHR systems using HL7 REF standard when a new referral record is created. Predefined follow-ups encourage patient responses, and a writeback of the information helps providers to meet their three reminder obligations.

Patient communication preferences, including their preferred language and channel, are used to boost their engagement. Referral throttling enables providers to control the rate at which automated referral messages are sent, ensuring alignment with staff availability and maximizing conversions. Customers can tailor routing, triggers, and filters to match their specific needs, boosting conversion rates and efficiency.

Artera's integration allows for automatic updating of the referrals status and direct linkage to self-scheduling tools, creating unified workflows and optimizing slot utilization.

Increase Patient loyalty and uncover insights



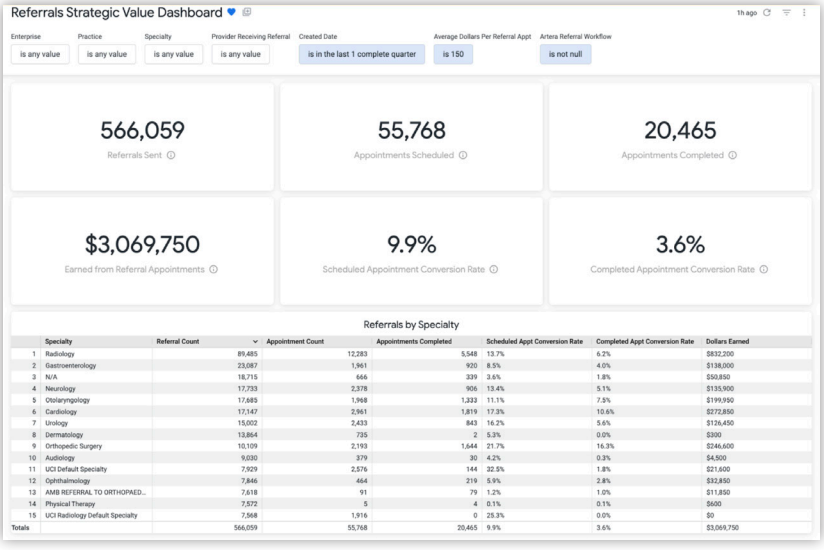
Referrals and Harmony in action:

In a telehealth scenario, after uncovering that a patient is hesitant to schedule an in-person appointment through referral outreach, the provider can easily send information for a telehealth appointment through Artera. After the encounter, a satisfaction survey can be sent to gather feedback on both the referral process and the telehealth appointment. This integrated approach combines referrals and conversational messaging, leveraging ecosystem partners to create a personalized patient experience.

Artera also provides referral premium workflow templates that providers can modify to use as-is or customize to suit their needs. These templates are based on industry best practices. This streamlines the setup of automated conversations, saving staff time and promoting loyalty.

Artera offers a comprehensive set of analytics reports to help users track performance and identify opportunities for increasing conversions.

Artera's Referrals offers a comprehensive, customizable solution for simplified and efficient patient-centric referral management that increases patient engagement, conversion and loyalty.



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