artera™

Branded Messaging



Deliver a Branded, Personalized Messaging Experience

Deploying an effective patient communications strategy is critical to a healthcare provider's patient engagement strategy. More so than ever before, today's U.S. healthcare patients are willing to switch providers when their needs and expectations are left unmet. This rising trend can be detrimental to a health system, as losing just one patient can cost nearly $1.4 million over the patient's lifetime.[1]

To retain patients and remain competitive, providers must prioritize patient experience factors, including communication channel, approach, message language and personalization.

89% ↑ of patients are more likely to engage if they receive a text from their provider with a recognizable, 10-digit phone number[2]

79% ↑ in response rate when providers use long code vs. short code.[3]

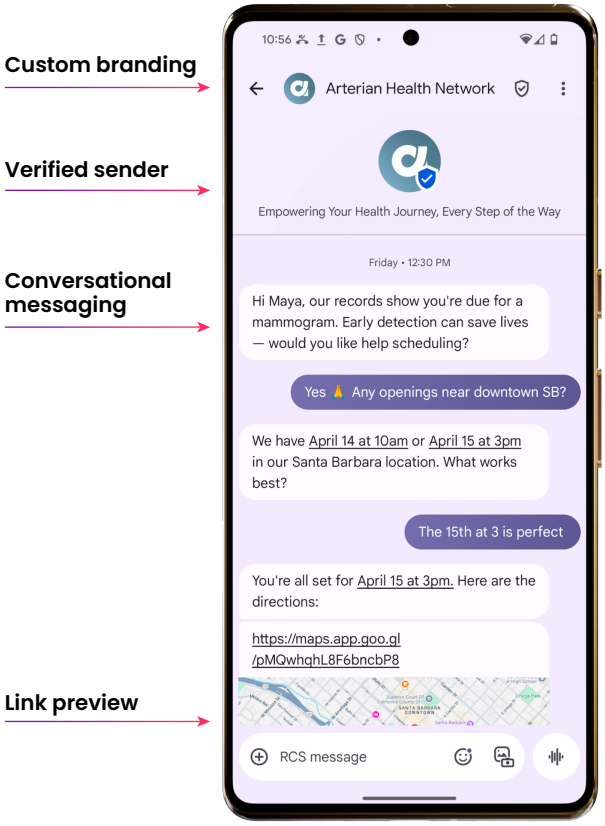
24% ↑ in response rate when communications are customized.[4]

Bringing Rich Messaging to Healthcare

The first of its kind, Artera Branded Messaging allows healthcare providers to include their logos, images and information in the patient's existing text messaging apps, offering a personalized SMS experience to improve engagement and enhance patient trust.

- Messaging
- Branding and verified sender
- Link previews
- Engage metrics
- Deliver & read receipts
- End-to-end encryption
- Wifi-enabled messaging (when cell reception unavailable)

Branded Messaging is available for all Android and iOS 18 devices with a text-messaging plan from supported carriers.



Increase Patient Trust with Secure, Branded Messaging

- Drive higher patient response rates through custom branding
- Enhance the ROI of your organization's digital investments
- Create department-specific brand awareness
- Build interactive elements into your messages to keep patients engaged in a single thread
- Deliver a more personalized and interactive patient experience
- Establish secured communication with end-to-end encryption and Wifi-enabled messaging

1 NRC Health. (2018, June). Effortless Care Experiences.
2 Artera (2025, April). Patient Engagement Today: Key Trends Shaping Patient-Provider Communication.
3,4 Artera (2023, Oct.). Unlocking Patient Engagement: The Power of Advanced Communication Approaches.

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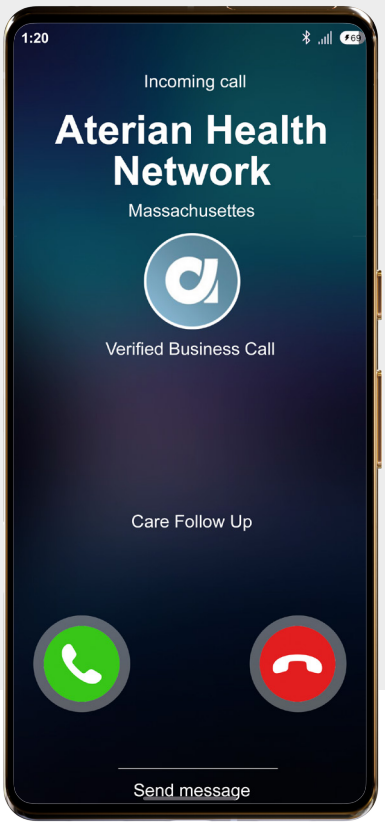
Branded Messaging Pilot Delivers Proven, Immediate ROI[4]

>100k branded messages sent to patients across early pilot partners post 3-month go-live.

PRELIMINARY OUTCOMES

12%	9%	22%	52%
Increase in Appointment Responses	Increase in Appointment Confirmations	Reduction in Appointment No-Shows	Reduction in Patient Message Opt-Outs

4 Preliminary results based on early pilot partners enabled on major phone carriers



Branded Calling

BETA

Transform the incoming call experience by displaying your business name, logo, and call reason on mobile devices.

- Verified sender
- Business name
- Custom branding
- Call reason
- Engagement metrics (call answer rates)

Currently supported on select carriers and devices; Some features are currently in beta or development.

Are you ready to increase engagement rates and patient loyalty with Artera Branded Messaging?
To learn more, visit https://artera.io/branded-messaging/ or contact us at sales@artera.io.

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