artera™

Pulse Outreach

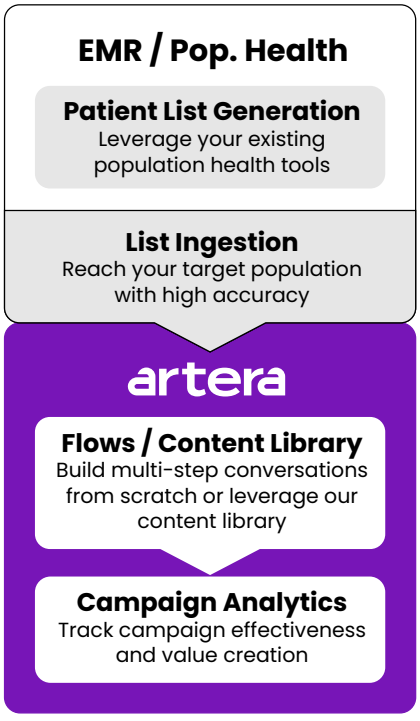


Set and Forget Your Bulk Patient Messaging

Closing care gaps is a persistently important focus area for healthcare providers. Open care gaps can lead to negative health outcomes, resulting in increased utilization, lower patient satisfaction and higher costs for the U.S. healthcare system at large. When unaddressed gaps come to a head, surges in patient utilization can squander healthcare resources, worsen chronic conditions and place additional strain on an already overburdened U.S. healthcare system.

Healthcare organizations must adopt proven strategies to bridge care gaps at scale: specifically, personalized, timely and automated patient communications. Frontline staff in hospitals are already stretched too thin, and manual, phone-based outreach simply is not effective enough to reach your organization's population health goals. Ensuring your patient populations receive regular, timely and automated outreach will drive your patients to action, boosting your revenue and performance in value-based contracts.

Introducing Artera Pulse Outreach, a tool that allows healthcare providers to drive dynamic, recurring patient outreach from any data source. Our highly flexible solution enables your team to reduce staff time spent on manual patient outreach while improving patient care.



Bridge Care Gaps and Enhance Patient Outcomes

"Set and forget" outreach to your desired patient population, designed for self-service and deployable for a wide range of use cases.

- **Dynamic lists** that auto-refresh
- **Flexible integration** with unlimited data sources (EMR, Pop. Health, CRM, & Payers)
- **Comprehensive reporting** suite to track value
- **Deployable for a wide range of use cases** including care gap closure, pre/post-visit communications, medication adherence and more
- **Support for custom recipient links**, links and file attachments, for a personalized messaging experience

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Manage Outreach for All of Your Populations

Effortlessly coordinate outreach for multiple patient groups through an intuitive workflow setup.

Sample Outreach Calendar

	Q1	Q2	Q3	Q4
Medicare	Annual Wellness Visit			Vaccine Reminders
	Preventative Screening (Colonoscopy, Mammography)			
Surgery/Procedures	Pre-Procedure Instruction Packet			
Pediatrics	Well-child Care Reminders			
		Back to School Visits		
Medicaid				Redetermination

Measure Messaging From Outreach to Outcome

Track the deliverability, response path, appointment scheduling, and appointment status driven by your outreach

Pulse Outreach

Configure ANY Time Horizon (Days / Months / Years)

Outreach				
Target Population	2K	1.8K	1.5K	0.8K
Illustrative Conversion Rate	0	10%	25%	60%

A Valuable Trail of Data Captured by Artera

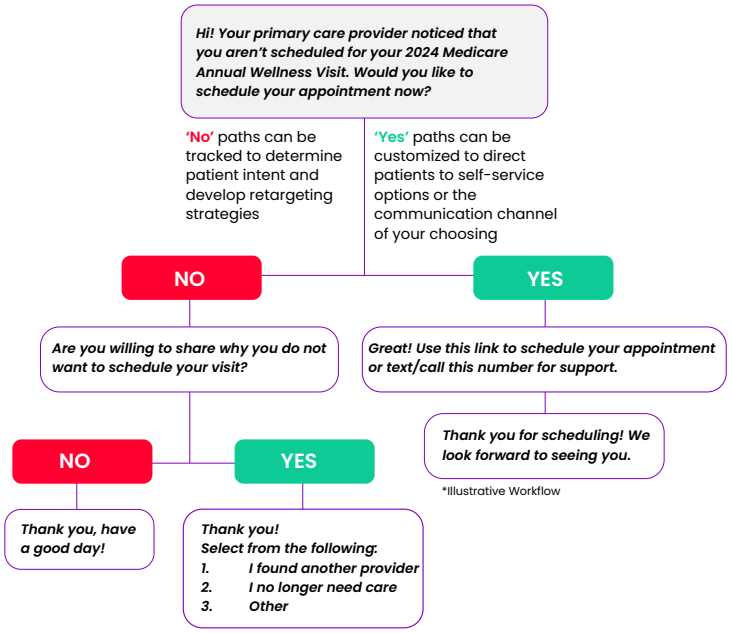
Deliverability → Response Rate → Response Path → Appointment Creation → Appointment Status → Post-Appointment

Example Use Case: Annual Wellness Visits

Problem
A Health System wanted to improve completion of Medicare Annual Wellness visits, but was relying on call center capacity to drive appointment scheduling.

Solution
Leveraged a tested and effective workflow for driving Wellness Visit appointments.

Sample Result
A two-month campaign targeting previously unresponsive populations during the holiday season converted ~20% of patients to schedule an Annual Wellness Visit.



*Illustrative Workflow

Artera is a successful partner for bridging care gaps:

45% completion of annual wellness visits [$2B+ Net Patient Revenue Health System]

75% completion of annual wellness visits [$2B+ Net Patient Revenue Academic Medical Center]

16% completion of mammography visits in 30 days [$3B+ Net Patient Revenue Health System]

For more information about Artera Pulse Outreach, please visit https://artera.io/pulse-outreach/ or contact our team today at sales@artera.io.

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