



Interactive Patient Communication

Advance Your Practice
Reach All Your Patients



Key Benefits

- Connect with all your patients using the most effective combination of email, text, phone and postal
- Results-oriented, effective and efficient patient communication
- Automatically combined human and automated solutions
- Enhanced patient satisfaction and affinity to your practice
- Cost effective; start with low cost communication, escalate only when necessary
- Increased revenue
- Free staff time for more important and profitable activities
- Fully automatic—no staff monitoring required
- Integrated data capture and reporting
- Risk free—money back guarantee

Multi-Modal Message Communication

You provide individualized care. Your patient communication system should be just as accommodating. Some patients respond best to email, others to SMS-text, automated phone, human phone, or postal communication. With 4PatientCare's tailor-made communication tools, your practice will keep in contact automatically using the optimal combination of each of these methods. Personalized messaging and engaging visuals involve patients and enhance the flow of information. Configure the system once; just "set-it-and-forget-it." Let the program do the work, while your staff focuses on patient care.

Our solutions encompass all major communication modalities, including:

- Secure HIPAA and HITECH compliant email
- SMS - text messaging
- Voice, with natural language automated speech recognition
- Voice, with live, trained health care representatives
- Postal, with data driven digital printing customized for each patient
- Web scheduling, following your scheduling rules — real appointments, not just scheduling requests

Communication with Results

4PatientCare appointment reminders, confirmations, recalls, product pick-up and move notifications provide actionable communication that will increase your revenue and improve patient and staff satisfaction. Our decade of experience with web-based patient self-scheduling allows full "self-service" 24/7/365 according to your scheduling rules. Our clinical monitoring solutions have been proven with university and NIH studies.

We use intelligent data mining and decision support to personalize communication by:

- Provider
- Location
- Patient Age
- Gender
- Insurance Carrier
- Appointment Type
- Appointment Reason
- Appointment Day of Week
- Last Exam Date
- Recall Date

Intelligent Escalation™ Puts You in Touch

The unique power of Intelligent Escalation™ assures both an effective and efficient outreach campaign. You can initiate communication with a low-cost modality (email or SMS-text) and escalate to more advanced methods such as automated voice, reserving the most expensive human voice and postal services only for those who do not make an appointment with the less expensive approaches. 4PatientCare automatically tracks who requires what communication, with what message, and with what modality. No one else offers such a comprehensive, results-oriented approach to patient communication.

Manage Your Webutation

Enhance your Web presence on Facebook® and Google Places™ with satisfaction surveys, videos and more.



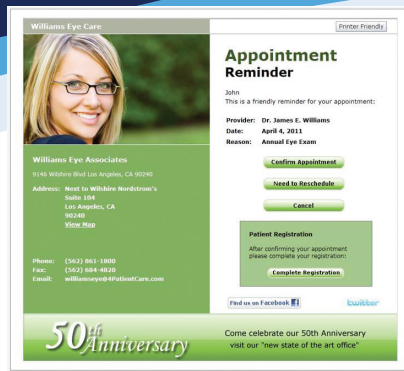
Key Features

- Intelligent communication optimizes patient outreach
- Multimodal (email, text, phone, postal, web)
- Fully customized messaging
- HIPAA and HITECH compliant
- Multi-lingual
- One-time configuration; set-it-and-forget-it
- Automatic integration with your Practice Management System
- True appointment scheduling, not just a schedule request, via your practice web site, Facebook® or Google Places™
- Programs to fit any budget and volume

There is a strong correlation between a person's age group and their preference for voice vs text*. Make sure you choose a company that offers all the communication methods your patients need.

Age	Text	Voice
Under 12	76%	24%
13 - 17	88%	12%
18 - 24	75%	25%
25 - 34	58%	42%
35 - 44	50%	50%
45 - 54	40%	60%
55 - 64	21%	79%
65 - 99	12%	88%

*From a recent U.S. survey



Secure Email

Captivate your patients' attention with visually stunning emails unique to your practice. Select elements from a library of images and graphics or use your own pictures. Include links to Facebook® and Twitter®.

Our fully HIPAA- and HITECH-compliant solutions securely communicate Protected Health Information (PHI) the right way.*

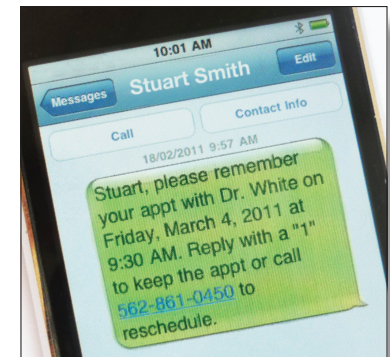
- **Reminders** — Patients can confirm, cancel, and reschedule appointments securely, according to your practice rules.
- **Recalls** — Actionable recalls allow patients to schedule their appointments with the 4PatientCare Web Scheduler. This is a real appointment for an open available slot, following your scheduling rules, not just an appointment request.
- **Pre-Appointment notification** — Our unique approach to pre-appointment messaging increases show rates dramatically.
- **Birthday** (or any day!) notices with your special data-driven messaging. Patients will swear you wrote it just for them.

SMS - Text Messaging

Select from our library or create your own text message for appointment reminders, recalls, pickup notifications, and special announcements.

Voice

4PatientCare provides natural language communication with both automated and human solutions. Get great results with our friendly and conversational speech recognition system or, if you prefer, take advantage of our experienced, healthcare-trained staff.



Postal

Postcards and letters are fully configurable, digitally printed, and completely automated. We can personalize your postal communication using a wide variety of variables and content, including individualized messages for appointment recalls, birthday greetings, move, special announcements and more.

Patient Web Scheduling

Allow your patients to schedule their appointments 24 hours a day, 7 days a week, according to your practice business rules. Link from your practice web site through the 4PatientCare communications suite or via Facebook®.

Clinical Communication

Proven results with remote monitoring for patients with chronic conditions. Choose our established algorithms or build your own.

Integrated Data Capture and Reporting

4PatientCare is absolutely automatic and integrates completely with your practice management system. System communication reports are available in PDF, Excel, or on screen via the web.

*Remember, you are responsible if your vendor sends unencrypted email containing PHI on your behalf.

