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Agenda

1. What do patients need?

2. How are healthcare organizations using mobile messaging today?

3. Expanding mobile messaging to optimize patient engagement.

4. Q&A

Why is it important for healthcare organizations to get patient communication right?

04

Access and Demographics

Black Adults with a Smartphone vs PC

Hispanic Adults with a Smartphone vs a PC

83%

85%

67%

69%
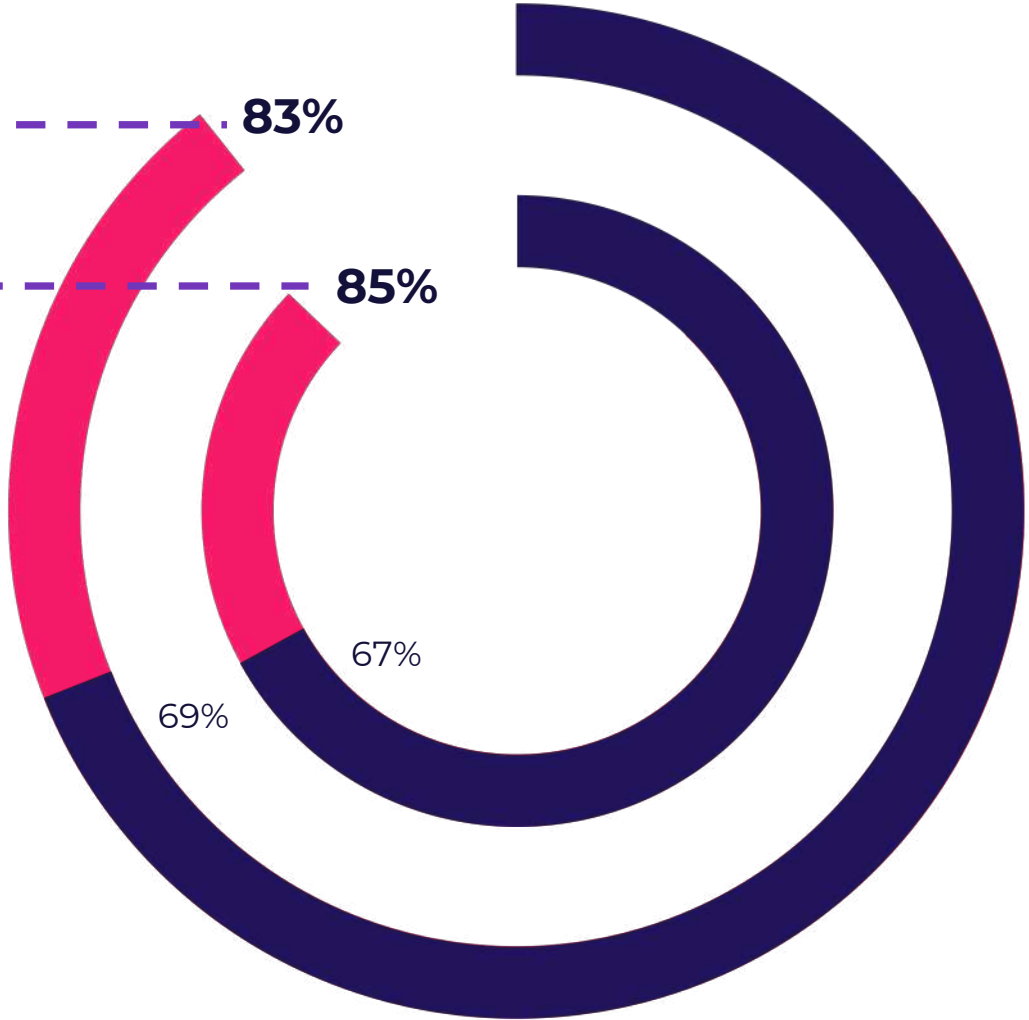
THE FUTURE OF COMMUNITY DESIGN

St. Louis Digital Divide Hits Low-Income Neighborhoods Hard

A new report found that as many as 300,000 households in the city and St. Louis County lack high-quality Internet access and 25 percent of homes in the city do not even have a computer.

April 15, 2022 • Janelle O'Dea, St. Louis Post-Dispatch

(TNS) — Between 250,000 and 300,000 households in St. Louis and St. Louis County, Mo., lack access to high-quality internet, and one-fourth of homes in the city do not even have a computer, according to a new report measuring the gap in digital access between rich and poor areas of the region.

The report, the St. Louis Digital Divide, says that families in low-income school districts, such as Normandy, Jennings, Riverview Gardens and St. Louis Public Schools, have the furthest to go in closing what's known as the digital divide.

The region must invest in order to reverse the trend, said Dave Leipholtz, executive director at the Center for Civic Research and Innovation, a co-author of the report.
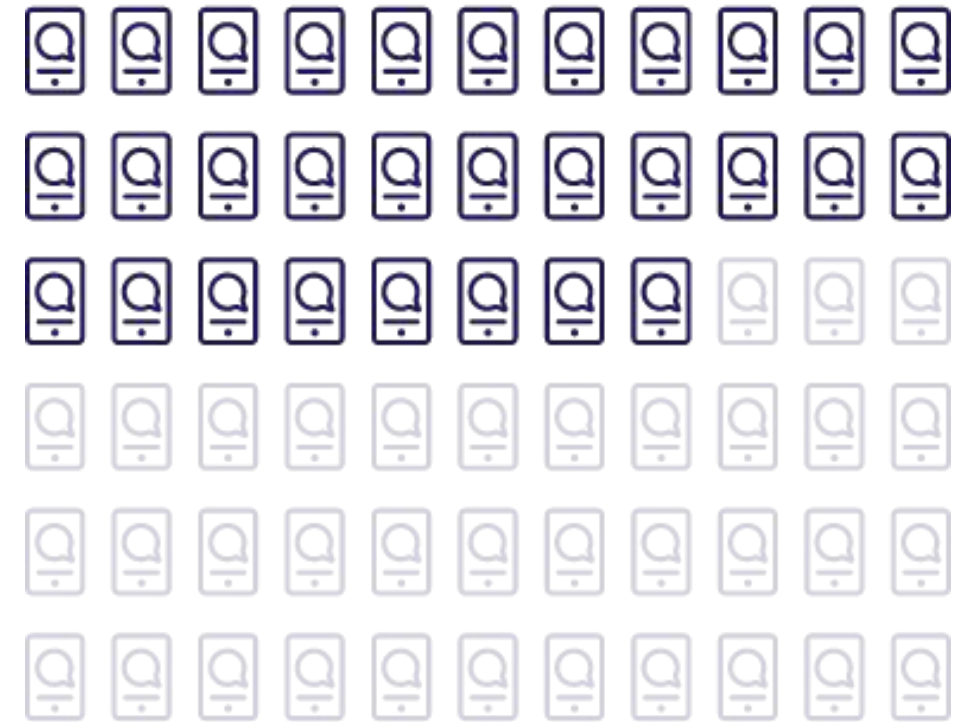
*Device preference for accessing

Telehealth

39%

45%

Prefer Laptops

Prefer Smartphones

Where are these trends going?

80%

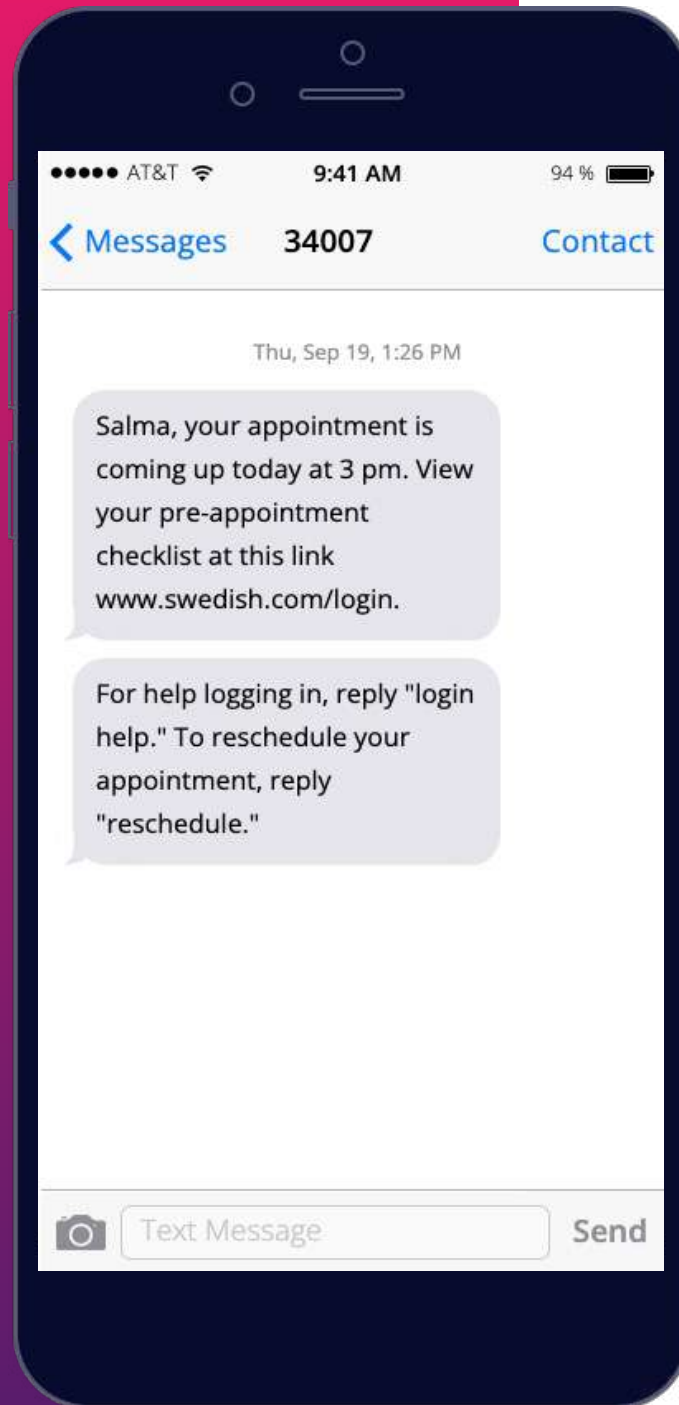Of Patients want to communicate with healthcare providers via mobile

90%

Of Patients want to communicate about a loved one's health with their doctors via SMS

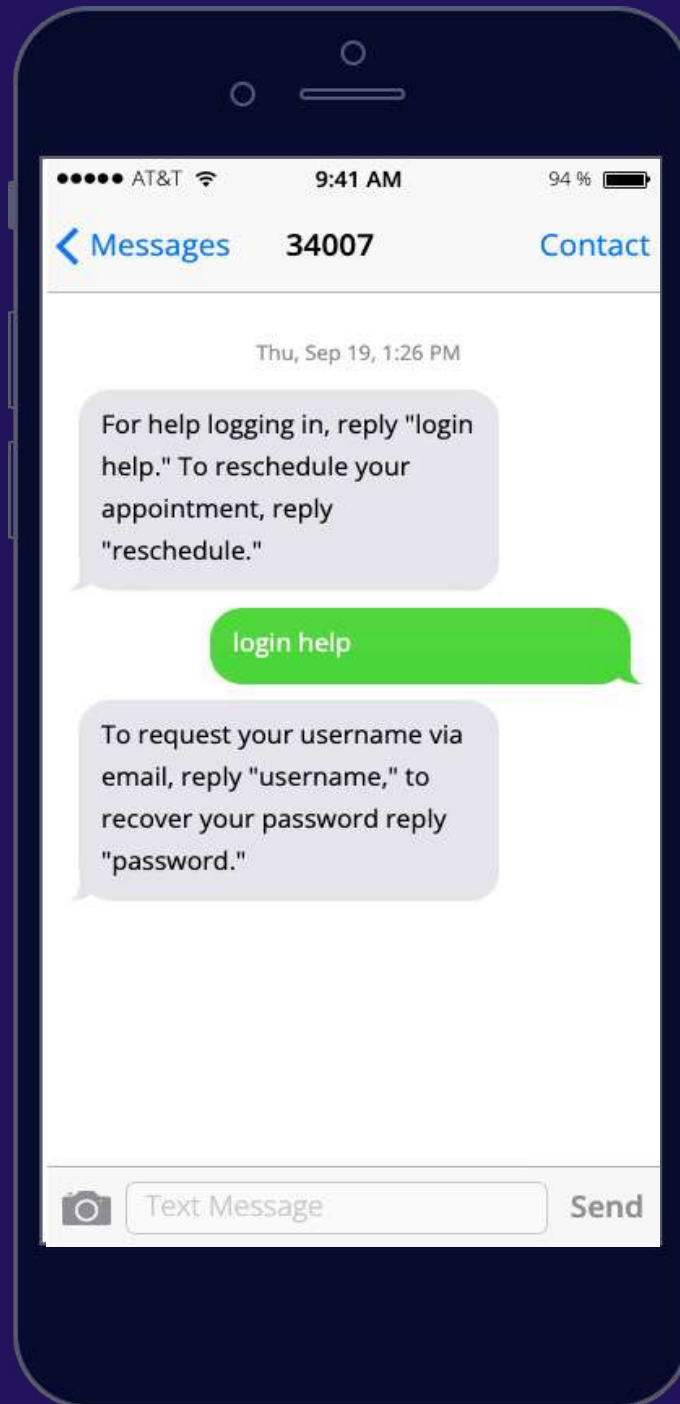# Appointment Reminders

98% of patients will read a mobile message vs just **7%** of those sent through a secure patient portal

Text-based appointment reminders save nearly **$150** per missed appointment, or **$275,000** per year for a single clinic

Using automated messages is lower than the cost of phone calls and reduces staff time by **17%**

* Based on Doblin's 10 types of innovation

Improving Access

Reducing friction is an opportunity at every step of the patient journey.

Prevent fraud via SMS

79% of all reported security breaches are in Healthcare, and 99% of compromised accounts didn't use 2-factor authentication.*

## Prepare patients for their appointment

Sending "day of" reminder texts for telehealth appointments that provide easy ways to access help logging in if a patient is having trouble

A step further...

Mobile messages can do more than provide 2-Auth passwords—they can prompt you to complete prep, sign documents, check-in early, etc.

Optimizing Flow

Finding opportunities to make patient engagement more efficient
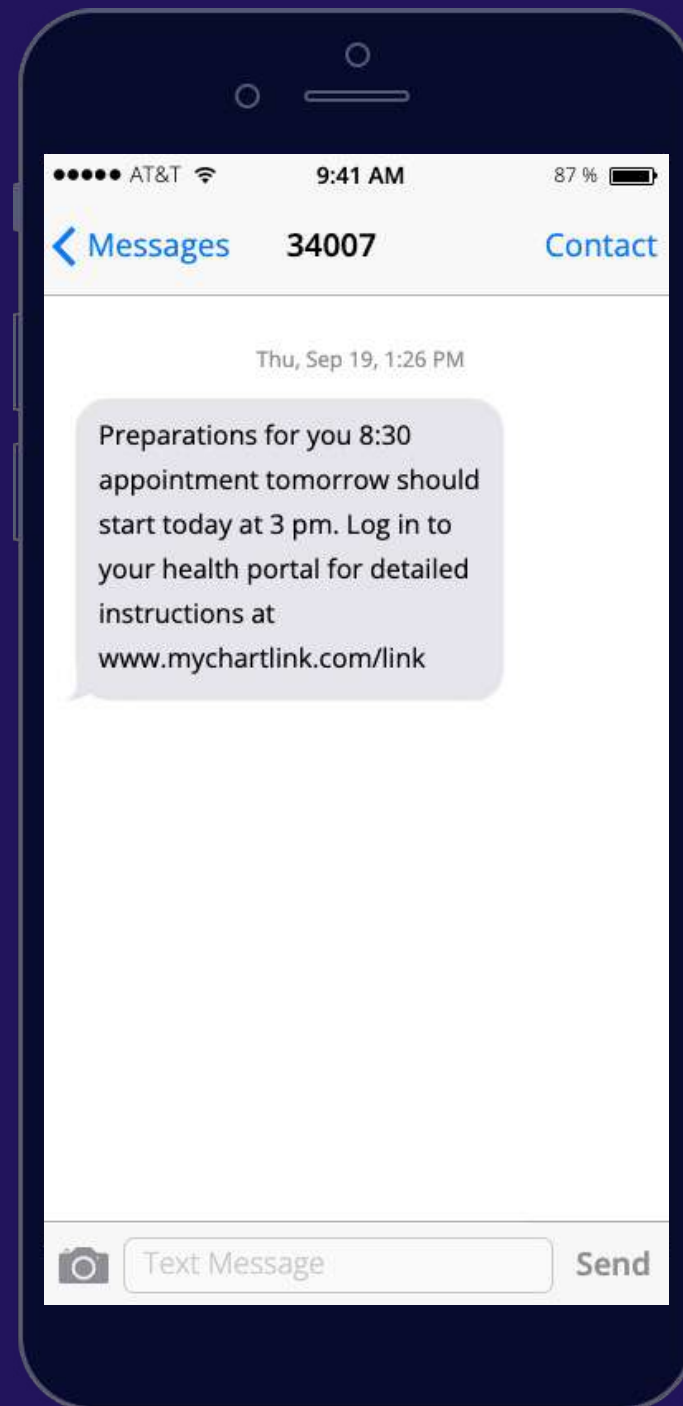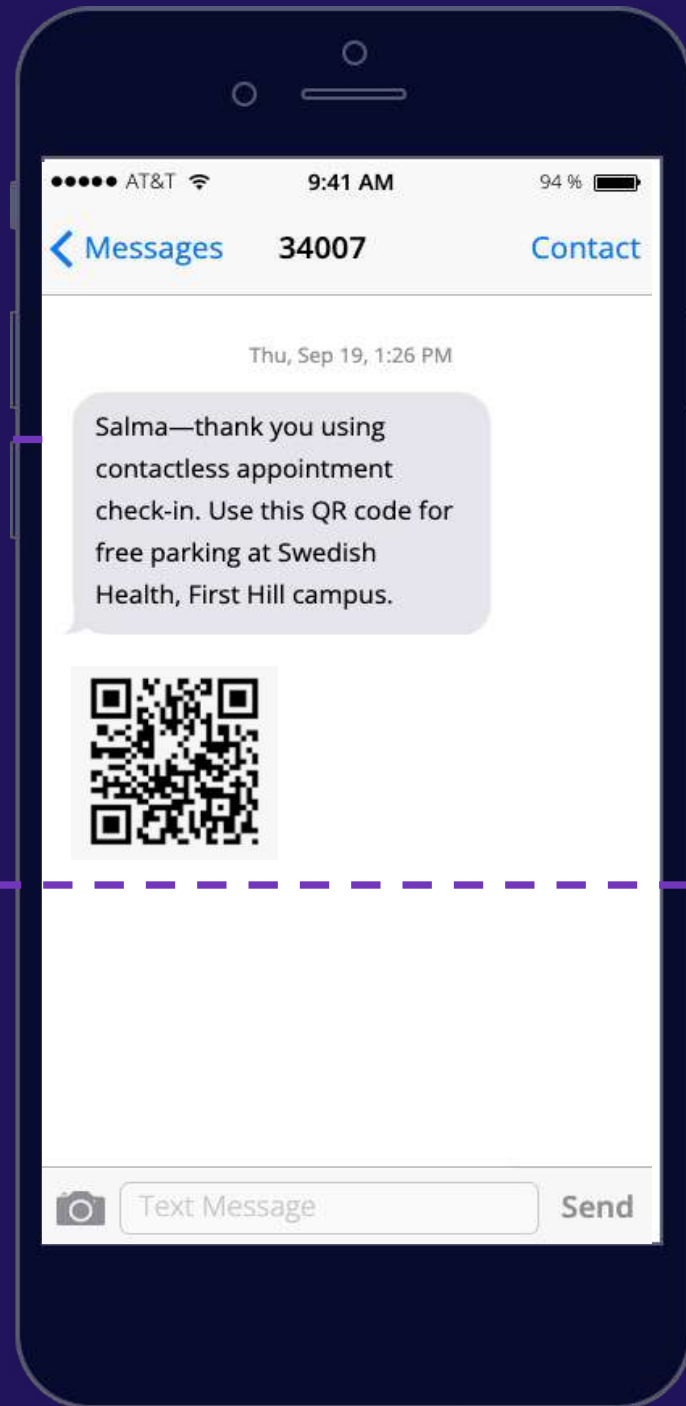
Help Patients Get Where They Want to Go

Enable patients to connect with a specific department or practice with one step using inbound keywords

Text links to streamline the process

Pre-appointment preparation instructions, online intake forms, links to post-care information

A step further...

Coordinate with building management to offer free or reduced parking to incentivize patients to arrive early for appointments

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●●●●● AT&T 📶   9:41 AM   87 % ▮

‹ Messages   **34007**   Contact

Thu, Sep 19, 1:26 PM

Preparations for you 8:30 appointment tomorrow should start today at 3 pm. Log in to your health portal for detailed instructions at www.mychartlink.com/link

📷   Text Message   Send

Incentives and cross-departmental cooperation can boost efficiency and patient satisfaction.

Wellness information prompted by demographic info from EHR
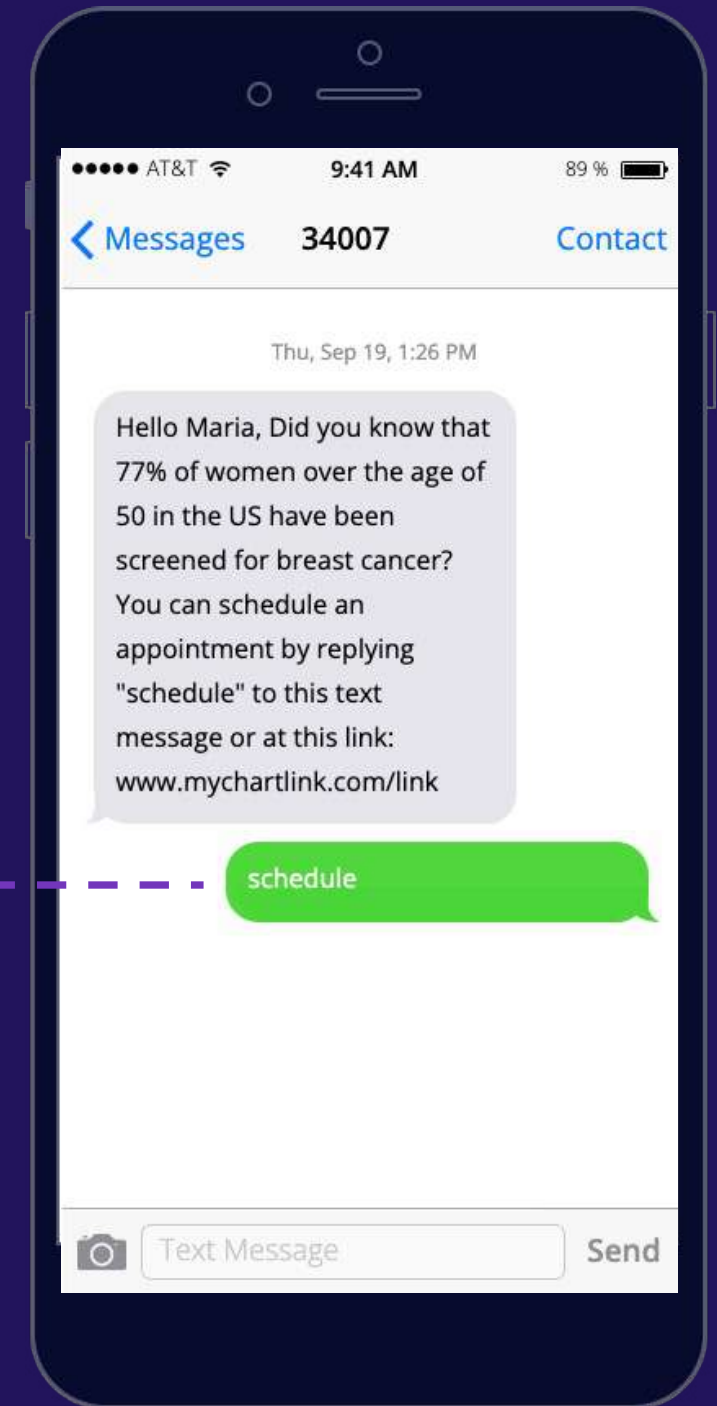
Focusing on Experience

Take the 30,000 foot view to design patient communications
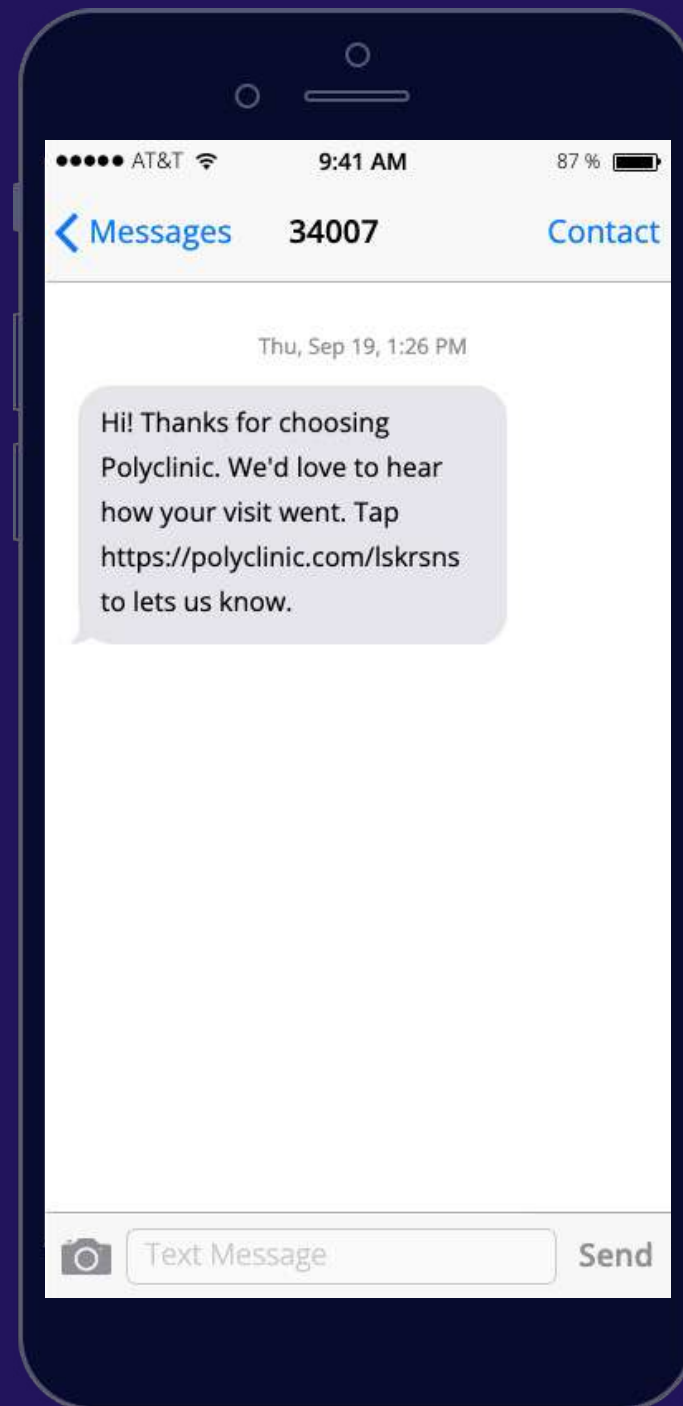
Cohesive Communications

Ensure all areas of the organization are using the same communications strategies with patients

Surveys and Feedback

Send post-appointment survey texts to get immediate feedback from patients about their experience with you

A step further...

Implement tools that allow the patient to determine the best way for you to communicate with them

Conversations
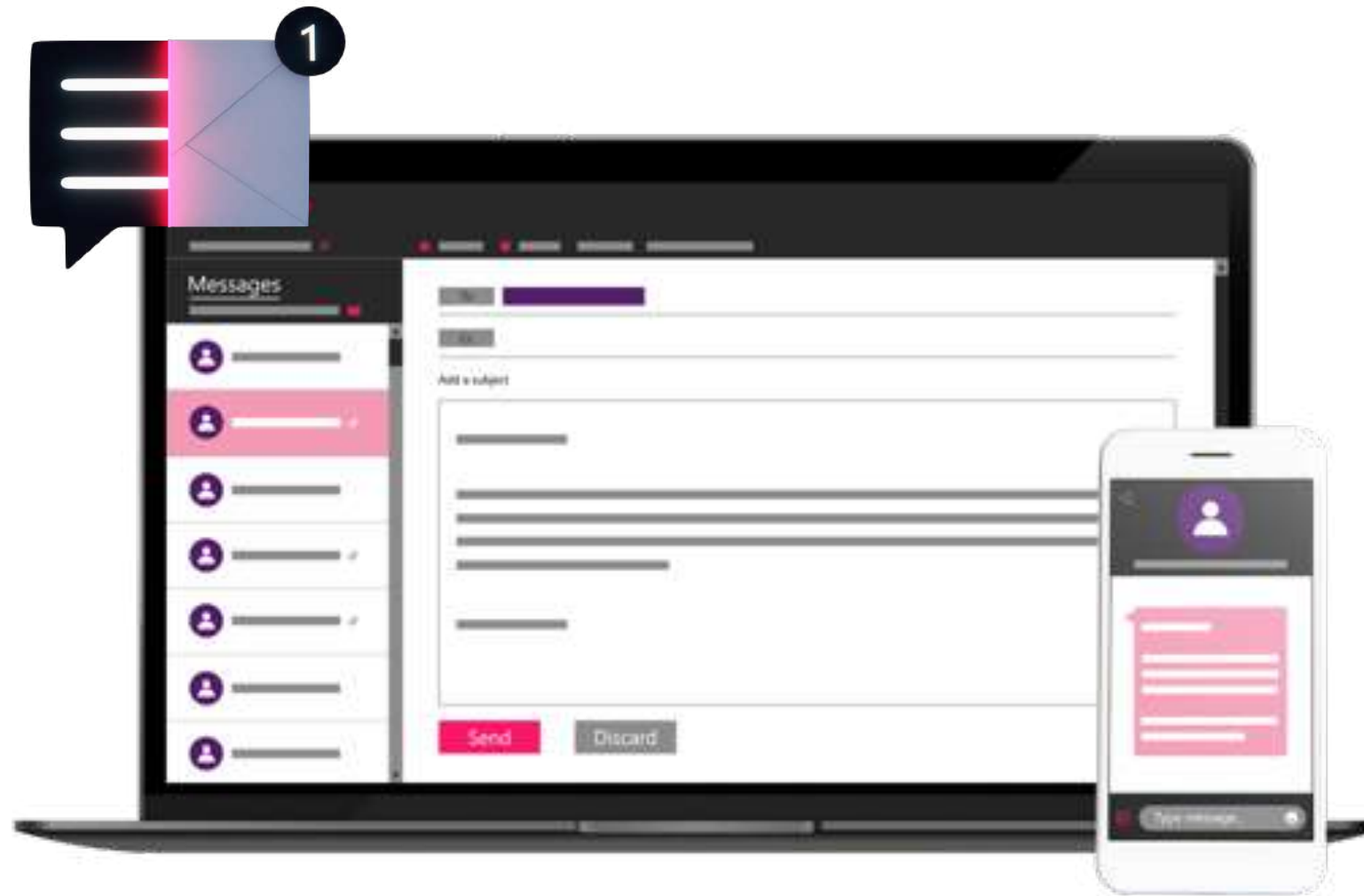
- Single platform for interaction across multiple contacts.
- Real-time two-way communication.
- Historical conversations and search.

This feature can be uniquely positioned for Users that require real-time active conversations with their recipient base allowing for very quick turnaround times and responses. As more channels are added to Conversations, users can find multiple ways to get in touch with recipients not matter what response channel they choose to respond with.

014

The Soprano Connect Product Suite

Design the Experience

ENGAGEMENT

- Omnichannel preferences
- Mobile Customer Journey
- Customer Experience Design
- Conversational Commerce
- Inbound Conversational + Flows
- Queue Management
- Reminders
- AI Integration
- Analytics

OPERATIONS

- Workflows
- Process
- 2FA / MFA
- Templates
- Staff Safety
- Incident Response
- Staff Management
- Internal Comms
- Business Continuity
- HR Communication
- Crisis Management

Automation

SMS, Voice, Email, RCS, WhatsApp, Apple Business Chat, Google Business Messaging, Viber, Line, WeChat, Telegram

Communication Channels

SCALE

- Network connectivity
- Anti-Spam
- Number Authentication
- Multitenancy
- Batching
- User Groups
- List Management
- Admin
- Hierarchy
- Scheduling
- IP Access
- Cost Controls

COMPLIANCE

- RBAC
- Identity
- Permissions
- Masking
- Auditing
- Policy Framework
- Encryption
- Consent Management
- Cost Centres & Controls
- Visibility Control
- IP Access Control

Control the Experience

015

Thank You

Jane White

Product Marketing Manager

Sources:

* Governing.com, April 15, 2022 , Janelle O'Dea, St. Louis Post-Dispatch

GLOBAL-LEADING CPAAS CAPABILITIES

- Interactive messaging and orchestration
- Low-code system integration
- Policy, governance, & control
- Security and compliance
- Analytics and reporting

GOVERNMENT-GRADE PERFORMANCE

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Data Sovereignty
- The platform is hosted in ISO27001 data centers

High Availability + Throughput
- Dedicated operational site
- Geo redundant/disaster recovery

Security
- Encryption at REST
- Encryption in motion

ENTERPRISE-GRADE SCALE

10B+
MESSAGES ANNUALLY

6k+
ENTERPRISE AND GOVERNMENT CUSTOMERS

30+
GLOBAL FORTUNE 500 DDEPLOYMENTS

Soprano's Innovative Edge

Service

- Soprano offers a high-touch service pairing with our solution including custom integration/development, communication design, and API configuration.

Network

- Global carrier partners and direct network traffic enables superior security, reliability, throughput, and fraud prevention.

Structure

- Regional customer-facing teams outperform the competition through organizational structure and expert-level resource availability.

Performance

- Enterprise needs related to scale and compliance are often impossible with competing platforms—complex use cases and orchestration structures require Soprano's robust tooling.

* Based on Doblin's 10 types of innovation