

# POSITIVELY IMPACTING THE PATIENT JOURNEY

## How Consumer Channels Encourage Patient Engagement and Optimize the Patient Journey from Beginning to End

Using SMS to help patients proactively participate in their care encourages a partnership with their providers leading to better, healthy patient experiences. SMS gives patients the flexibility to interact with their providers in a way that is most comfortable to them. Integrated platforms that securely automate SMS reminders about appointments, lab results, or alerts to upcoming clinics or free services, help patients take care of themselves and create a healthy partnership between patients and their providers.

SMS can:

- Help patients stay informed and manage their health in and out of the facility
- Close the communication gap between the physician, the patient, and family
- Encourage patients to seek preventative care and treatment for chronic conditions

**70%**  
of patients appreciate getting text messages from providers.

\*Loyalty360



### APPOINTMENT REMINDERS

Reduce no-shows and empty beds by sending automated appointment reminders via SMS that enable patients to confirm, cancel, or request a reschedule all within the same channel.



### ADMISSION & PRE-PROCEDURE PREPARATION

Mobile self-service solutions connect patients to critical real-time information and resources concerning their upcoming procedure or stay.



### DISCHARGE & APPOINTMENT FOLLOW-UP

SMS can link patients to post-discharge or procedure instructions and self-service tools (via secure portals and apps). This aids patients in their recovery while reducing the likelihood of readmission.



### FAMILY- PROVIDER COMMUNICATIONS

Providers can use SMS to deliver facility information and patient status to family members so they make informed decisions and arrangements before, during and after procedures and during transition of care.



### MEDICATION ADHERENCE

Messaging ensures patients receive regular reminders to take their medications and refill prescriptions, so they adhere to treatment plans.



### CHRONIC CARE MANAGEMENT

Providers can customize message content and frequency based on patients' risk levels and conditions, ensuring they have access to resources and support for better outcomes.