



USE CASES SHORT MESSAGE SERVICE (SMS) FOR HEALTHCARE

Proactive notifications offer the versatility to seamlessly become a staple within your business process automation practices. NEC 's UNIVERGE BLUE ENGAGE leverages its Dynamic Notification module to send outbound voice, SMS, and/or email notifications. Contact your customers using their preferred method of communication – or choose the most appropriate one.

Whether you use it for revenue generation, operational efficiency, scheduling, customer care, surveys, or something else entirely.

USEFUL BEYOND JUST SCHEDULING

ENGAGE Dynamic Notification enables you to be proactive and to drive actions and outcomes vs being reactionary and hoping for the best. One of its most popular adopted use cases has been in the scheduling space for a variety of verticals, especially Healthcare.



TOP HEALTHCARE SMS SCENARIOS

- Appointment Reminders/Confirmations
- Collections – Bill Payment
- Patient Feedback
- Office Outages
- Preventive Care
- Procedure Results
- Patient Engagement
- Employee/Staff Communications

UNIVERGE BLUE ENGAGE

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ENGAGE PATIENT USE CASES

APPOINTMENT REMINDERS/ CONFIRMATIONS



- Reduce patient appointment no-shows and increase prescription refill rate with timely reminders
- Setup for responses to re-schedule or cancel appointments with live agent
- Let patients confirm appointments and other medical events with the touch of a button or connect them to a live agent to reschedule or cancel
- Protect your revenue and improve patient health with fewer broken appointments and free up appointment slots for patients

You have an appointment
14/07/2023 at 03:00 PM.
If you have any questions please call
us at +44(0)123 456 XXXX.
Text STOP to Opt out

Did You Know?

Patient no-shows cost the healthcare system more than **150 billion a year**.

COLLECTIONS/ BILL PAYMENT/ PAYMENT REMINDERS



- Reduce payment collection timeframe with regular reminders to patients of outstanding bills
- Drive patients to the websites or payment portals for processing
- Let customers respond to notifications and speak with a representative about billing questions.

Friendly reminder:
Your payment is due 31/07/23.
To pay visit www.paymycompany.net
or call +44(0)123 456 XXXX.
Reply STOP to end.

Did You Know?

Nearly half of all patients paid their bill via an online portal or over the phone.



PATIENT FEEDBACK

- Deliver continuous care by sending patient surveys from intake through discharge to proactively monitor quality of care
- Understand your patient population by directing them to surveys about their health behaviors
- Capture medical adherence for prescriptions by asking patients to report whether they're taking their medication



PREVENTATIVE CARE

- Use vaccine schedules to remind patients or parents to schedule an appointment
- Send reminders to patients for follow-up appointments

Did You Know?

70% of patients value a medical provider that uses text notifications or emails concerning preventative or follow-up care.

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CHANGING FACILITY CONDITIONS

- Inform patients and staff of office outages
- Give patients information they'll need to prepare for a visit including COVID updates, protocols
- Send out appointment rescheduling notifications due to last minute provider emergencies (e.g., births, surgeries)



PROCEDURE RESULTS

- Notify patients of lab results, radiology readings, and other results with links to the patient portal to view them



EMPLOYEE/STAFF ENGAGEMENT

- Remind employees of important events (training, parties, resources) based on their location
- Update staff on changing office protocols
- Remind staff of upcoming shifts with options to confirm, speak to staff, or fill-in due to a shift gap



PATIENT ENGAGEMENT

- Send links to your monthly patient newsletter
- Inform the community of changing office hours or holiday closures
- Educate patients based on their health conditions with custom messaging



**With 90% of all messages read in 90 seconds,
SMS is a great way to connect with patients for:**

- Patient Engagement
- Alerts and Notification Reminders
- Logistics and Notifications
- Employee / Staff Communications



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