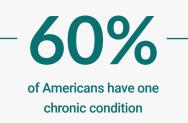# Patient Activation Program

Drive Improved Patient Engagement and Improve Health Outcomes

The pandemic prevented many patients from seeking the care they needed. Health systems lost millions, and collectively the industry lost over $20B in 2020. In addition, patient health has declined, due to this decrease in care visits. In response to this situation, Avtex has launched a chronic condition response solution to help healthcare organizations engage with those patients most at risk, improve the patient experience, drive improved patient engagement, reduce the cost of care, and improve health outcomes.

60%
of Americans have one chronic condition

A Rapidly Deployable Solution to Support and Engage Healthcare Consumers

The Avtex Patient Activation Program allows healthcare organizations to rapidly deploy a solution that supports the consumer experience through elevated technology, industry expertise and Patient/Member services.

Enrich Your Patient Data: Unify data from your EHR and other "core" systems, and enrich it with essential contact information and Social Determinants of Health from Avtex data sources to create a 360° view of your consumers.

Personalize Engagement: Leverage custom data, alongside our Avtex Patient Experience (PX) expertise to deliver personalized messaging that drives increased adoption.

Provide a Digital Front Door: Deploy digital outreach via multiple channels, making it easy and effortless for consumers to interact with your organization.

Improve Segmentation: Define micro-segments of your patient populations with powerful AI/ML capabilities and guidance from Avtex healthcare experts.

Streamline Scheduling: Reduce call volumes and improve the consumer experience with simple scheduling options via email SMS and other channels.

Track Your Success: Detailed dashboards track and monitor KPIs and success metrics to ensure your investments are driving results.

Patient Activation Program Benefits

With help from Avtex, you can improve patient experience, strengthen patient loyalty, increase productivity, maximize savings, and proactively communicate through an omnichannel solution.

- Manage high-cost chronic conditions.
- Meet patients where they are.
- Proactively notify eligible patients.
- Monitor and improve health outcomes.
- Capture patient insights and intent.
- Deploy preventative tools and screening.
- Report on key metrics and insights.
- Improve experience, loyalty and retention.
- Increase health system revenue.

Patient Activation Use Cases Examples

Type 2 Diabetes:
Target patients with type 2 diabetes who meet all five optimal diabetes care components

Colorectal Cancer Screening
Target patients that have been diagnosed and are overdue or patients that eligible and have never had a screening. Eligible patients ages 50-75 and African American, American Indian/ Native American patients ages 45-75

Hypertension
Target patients age 18-85 who have at least 2 qualifying visits for hypertension in the last 2 years, at least 1 qualifying visit in the past 2 years for any reason, and whose blood pressure is adequately controlled.

Breast Cancer Screening
Target eligible women age 52-74 years who have been screened by mammography within the past 1-2 years.

About Avtex

Avtex, A TTEC Digital company, is a full-service Customer Experience (CX) consulting and solution provider focused on helping organizations create better experiences for their customers. With an unparalleled breadth of knowledge and experience, and partnerships with leading technology vendors like Microsoft and Genesys, we are uniquely suited to address any CX challenge.

Our portfolio of solutions and services supports our unique approach to Customer Experience, which includes two key phases to achieving CX Transformation.

- Our **CX Design** solutions and services aid in the process of defining and improving CX. From journey mapping to CX design thinking, we provide the support you need to set the foundation for CX success.

- Our **CX Orchestration** solutions and services enable the realization of your CX strategy through people, processes and technology. From technology implementation to training, we ensure you have the capabilities to execute your CX strategy.