Patient Reactivation Program

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Microsoft

The Patient Reactivation Program from Avtex and Microsoft helps providers quickly reengage patients to prioritize and reschedule elective services and provide ongoing communication leading up to the patient's appointment. Leveraging modern healthcare technology and the power of AI driven patient insights, the program helps providers optimize resource utilization and improve patient experience by leveraging multiple communication channels to proactively engage patients.

Take the Challenge out of Patient Engagement

The Patient Reactivation Program provides rapid time-to-value ROI to help you:

Enrich patient data: Consolidate and enrich your existing data to increase the accuracy of and opportunity for digital engagement.

Develop micro-segmented patient populations: Utilizing AI driven insights, create micro-segmented patient populations to enable targeted outreach and communication with patients customized to their unique needs.

Personalize patient engagement: Personalized communications delivered via multiple channels help put your patients at ease and make it easier for them to get the care and support they need.

Prioritize care and outreach: Make the most of your resources by prioritizing care and outreach. Identify which patients and services to prioritize based on capacity, profitability, acuity and other factors.

Streamline scheduling: Make it easy for patients to schedule appointments and enable your staff to focus on care delivery by modernizing outdated and manual processes.

Track and report activity: Gauge the effectiveness of your reactivation efforts by tracking ongoing campaigns, progress, engagement, utilization and other key indicators in real-time.

Patient Reactivation Program Benefits

Maximized Resource Utilization

- Accurately identify patient segments to engage based on capacity, profitability, acuity and other factors

- Optimize allocation of resources across specialties and geographic locations

- Reduce manual patient engagement by leveraging digital channels

- Free your staff from the burden of manual processes

Increased Patient Confidence and Reduced Churn

- Reduce patient fear and confusion associated with their safety and treatment options

- Putt patients at ease during this trying time will help improve their experience and reduce lost business

Improved Patient Experience

- Deliver customized, actionable communication via multiple channels

- Ensure patients have the information they need to make informed care decisions

Accelerated Revenue Recovery

- Prioritize patient populations for engagement to maximize immediate revenue recovery

> "Healthcare providers who leverage the Patient Reactivation Program are likely to be three times more successful in recovering revenue than those that rely on traditional engagement and scheduling practices."
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> Mike Pietig, Vice President, Healthcare Experience at Avtex

About Avtex

Avtex 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, CX Transformation and CX Orchestration.

- Our **CX Transformation** 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.

Find out how Avtex can help your business.

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