

Welcome.

The webinar will begin soon.

Medallia

WEBINAR

Texting is the New Standard in Patient Follow-Up

June 30, 2021

Medallia

Introductions



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“ ”

**Transform healthcare through
the advancement of human-
centered engagement**

Our Purpose in Healthcare

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Today's Discussion

Agenda

1. Benefits of communicating with patients/families via SMS
2. Latest trends in patient expectations and their impact on engagement
3. Use cases for 1-way and 2-way messaging
4. Demonstrate how to scale SMS messaging to increase compliance, boost engagement, and reduce readmissions

“If I can get a text message from my favorite retailer, why can’t I get a text reminder to take my medicine.”



Benefits of SMS

- Increase team member efficiency with ability to triage patient needs and appropriate level of team member engagement
- Decrease No Show rates
- Decrease Readmission Rates
- Decrease Readmission Penalties
- Increase patient compliance
 - Pre & post procedure
 - Pre & post ambulatory visit
 - Pre & post inpatient/ED visit
- Increased patient satisfaction

Patient Needs Pre & Post Encounter

- Did not know **who to call with questions or concerns** following discharge
- Unable to complete one or more activities of **daily living without assistance**
- Lack of a **primary care provider**
- Cannot recall having their **discharge instructions** reviewed with them
- Not the primary manager of their own **medications** at home
- First **language** is not English

Modes of Feedback



Why SMS?

Why Text?

- **96%** of all Americans own either a cell phone or smartphone
- **95%** of text messages are read within 3 minutes of being sent
- **90 seconds** is the average response time for a text

	Any cellphone
Total	96%
Men	98%
Women	95%
Ages 18-29	99%
30-49	99%
50-64	95%
65+	91%
White	96%
Black	98%
Hispanic	96%

Out with the Old

65%

Of adults do not pick up a call from an unknown or unidentified number

30%

Of voicemails linger unheard for 3 days or more and more than 20% remain unchecked

7%

Of messages sent via patient portal are read by patients

In with the New

7x

People are 7x more likely to respond via SMS than phone

98%

Texting has a 98% open rate vs 20% for email

82%

Of text messages are read in the first 5 minutes

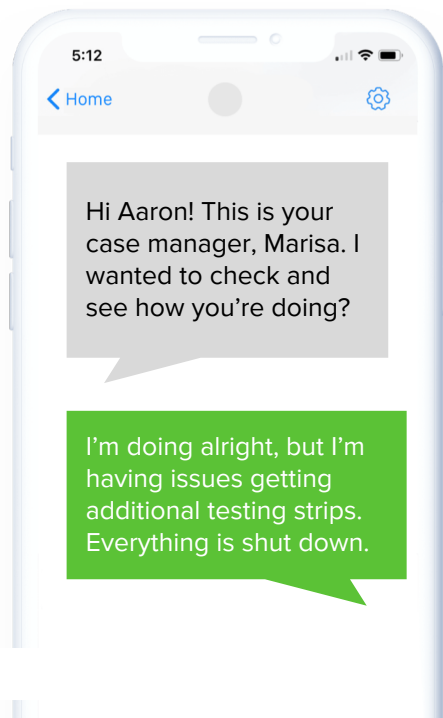
86%

Of Americans over 50 communicate via text messaging

Demo

Patient Experience

Patient or family member sends message to care team on any mobile channel



Care Team Experience

Receives request



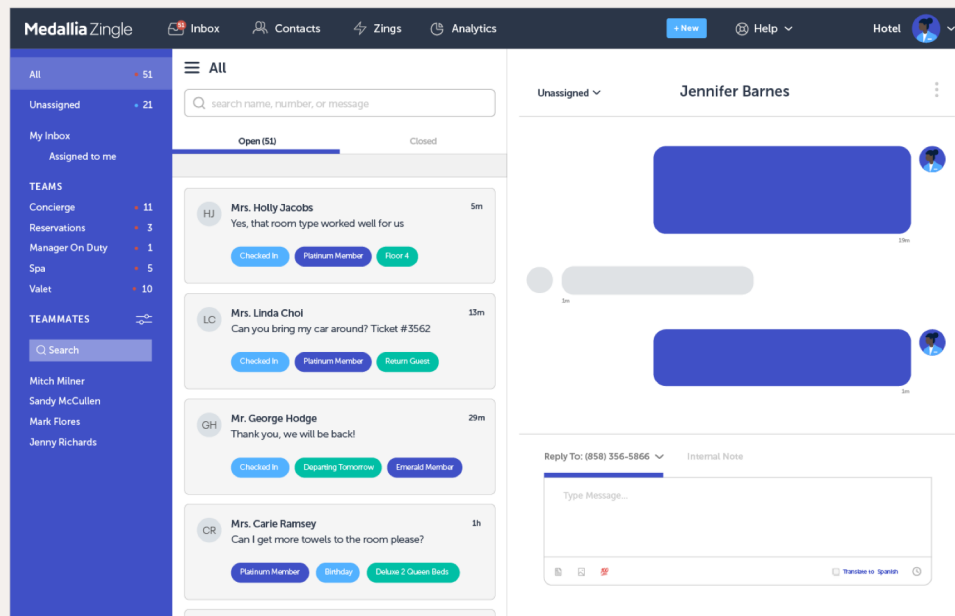
Intelligence Layer (AI)



Automated response sent to patient

or

Care team replies with fast, personalized response



Patient Communication & Engagement

QUALITY ENGAGEMENT

Before Care



Research & Prepare

Pre-Care Instructions



Schedule

Appointment Reminders

- ✓ **Reduce & manage call volume**
- ✓ **Decrease “no shows”**



During Care



Arrive/Check-in

Virtual Waiting Room
Curbside Check-in



Appointment

Mid-Visit Communication

- ✓ **Free up front office staff**
- ✓ **Pinpoint issues in real-time**



After Care



Follow Up

Post Procedure Touchpoint



Survey & Promote

Surveys & Social Network Links

- ✓ **Automate follow up communication**
- ✓ **Increase online reviews**

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Key Takeaways

- **Connect** with patients in the manner they prefer
- **Establish** personal connections that are foundational to building trust
- **Implement** technology that simplifies process, removes friction, fosters connection, and delivers real-time feedback that is actionable
- **Create** efficiencies that help teams to maximize productivity
- **Gather** insights around experience, clinical outcomes, and operations to get a holistic view
- **Build** better habits and demonstrate quick results by starting small

Q&A

Thank You



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Appendix

Benefits of SMS

Benefit of SMS

1-way & 2-way SMS is the preferred communication mode for patient engagement and care encounters

Organizational/Patient Benefit

- Increase operational efficiency
- Increase patient compliance
- Improved patient outcomes
- Decrease readmission rates
- Decrease readmission penalties
- Increase patient satisfaction
- Increase patient trust