



AWARDED #1
IN PATIENT
OUTREACH

POWERING HEALTHCARE'S
DIGITAL FRONT DOOR

RELATIENT®



Why Relatient?

- Built exclusively for healthcare providers
- Unlimited messaging and contacts: text, email, and voice
- More than 136 million patient messages annually
- Patient-centric communication built on behavioral-based, best practices
- Scalable, flexible platform for multiple locations and specialties management
- U.S. based healthcare IT specialists for implementation and technical support
- Over 85 EHR/PM integrations
- HIPAA and TCPA compliant and highest security standards
- Reduces no-shows significantly, fills schedules, and increases satisfaction

Advancing Patient-Centered Engagement

As healthcare continues to shift to a consumer focus and to operations built on digital technology, Relatient powers the “digital front door” to engage, acquire, and retain patients. Relatient modernizes patient engagement and access, setting up healthcare organizations to increase revenue, improve efficiency, and evolve the patient journey. While technology inroads have been made, many challenges still exist to truly impact patient engagement. Given the challenges of low portal adoption, high no-show rates, and patient access, administrators and staff seek digital platforms to remove barriers and impact care.

Relatient’s approach is to optimize the patient journey, engaging patients on their own terms. We utilize technology that patients have adopted in other areas of life, like the Internet, text messaging, email, and voice calls. We relieve the hassle of another app download, password, or sign-up process, and use best practices centered on touchpoints in the patient experience.

Our technology is purpose-built to encourage consumers to take action on their health. This patient-centered approach to engagement is all about understanding patient needs, desires, and behaviors and using technology to meet them. While others may offer tools for patient communication, Relatient provides a comprehensive outreach solution built on a single, automated platform that interfaces with EHR/PM systems and incorporates best practices for engagement. Relatient is unique in enabling more effective and efficient communication across multiple locations and multi-specialty practices.

A Single, Easy-to-Use Patient Engagement Platform

Relatient’s primary goal is to make it as easy as possible for patients to take an action and engage. We enable healthcare organizations to automate patient communication and outreach by interfacing directly with practice management systems, electronic health records or practice management systems and data. Our platform works in the background to eliminate unnecessary manual tasks. The platform utilizes data from your EHR/PM system to deliver timely messages to patients by coordinating text, email, and voice calls. Using Relatient improves operational efficiency, reduces no-shows, and drives better clinical outcomes.



#1 in Patient Outreach *LEARN MORE: klasresearch.com/compare/patient-outreach*

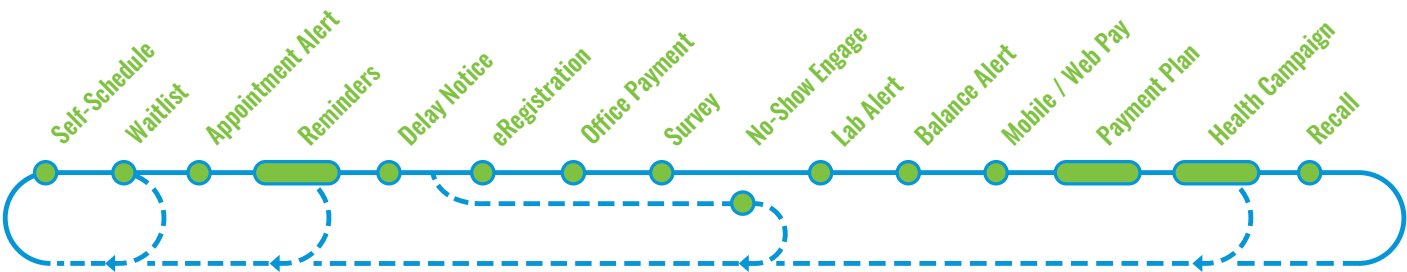
KLAS awarded Relatient’s Patient Engagement Platform the “**2020 Category Leader in Patient Outreach**” in the **2020 Best in KLAS Report**. Based on independent customer and market research, Relatient earned the top ranking for its technology and service with an overall high score of 96.1 for helping healthcare professionals provide better patient care. KLAS’ data-driven research ranked Relatient the highest compared to other vendors on all areas: Culture, Loyalty, Product, Operations, Relationship, and Value.



It's All About the Journey

At Relatient, we look at patient outreach with a holistic view centered on the experience for the patient, optimizing each touchpoint along the way. From appointments to recalls to self-scheduling, our solutions are easy to use for patients and staff. You can use the Relatient platform to do things in the best way as patients make their journey to their best health. Since navigating healthcare can be challenging and complicated for patients, we want to change the typical experience.

The Relatient Patient Journey Map



For decades, the healthcare industry has been investing in technology that patients are reluctant to use and slow to adopt, leaving organizations frustrated. At the same time, patients have grown more vocal about their desires for a fluid and connected healthcare experience. As healthcare consumerization gains momentum, meeting these expectations will be more important than ever for providers, practices and health systems.

The Relatient® **Patient Engagement Platform** makes innovation possible with solutions that leverage the patients' natural habits and behaviors, making adoption instinctive. When patients are connected to their providers between visits, they are inherently loyal and more likely to adopt the behaviors that improve and maintain their health. Healthy patients, positive outcomes, and reportable interactions help to drive up quality scores, improve reimbursement, and contribute to the long-term financial health of healthcare organizations.

Dedicated to Healthcare and World-Class Support

With over 85 practice management integrations and thousands of healthcare implementations, we have the expertise to automate and digitize the tasks that slow down your patient flow and burden your staff. If your last health IT implementation still makes you shudder, we understand. We've worked hard to refine our implementation and support processes so your team has what they need, when they need it from Relatient's highly-rated, technical specialists focused only on healthcare.

Getting started is easy with a dedicated project manager who initiates communication within two business days after purchase, provides you a detailed timeline, and guides your team through implementation of the Relatient platform. Our reliability removes the guesswork and helps to ensure timely project completion. And because many of Relatient's solutions are designed to use the same data sets and integrations, adding other products later is fast and easy.

Relatient incorporates training into the implementation process so everyone using our platform has the resources they need for success. Best practice user guides are provided so your staff is up and running quickly, and the training session is recorded for future hires. While many other tech vendors will step out at go-live, Relatient won't make this hand-off until your team is confident in all areas. We stand by you because the timelines are different for every customer and vary based on the size and structure of the healthcare organization.

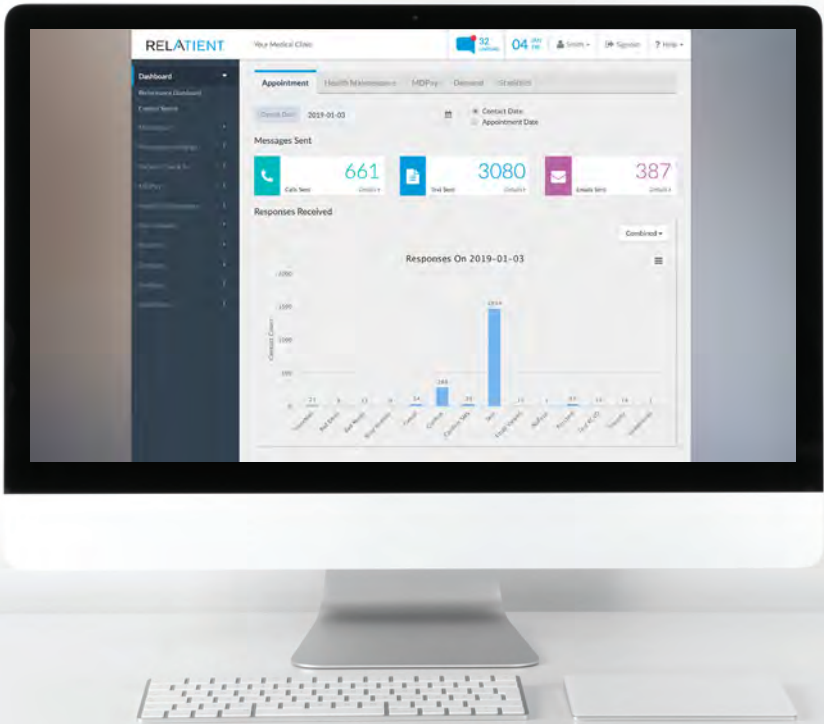
Relatient Implementation

Typically 30-45 Days



While Relatient prides itself on providing our customers reliable solutions that need little intervention, we also recognize that hiccups happen along the way. Our friendly and fully-staffed support team, based in Tennessee, answers phone calls during core business hours. You can count on our dependable experts for quick problem resolution and ongoing support as you face changes like new providers or locations. Our customer service team monitors and reviews your use of Relatient and proactively shares insights.

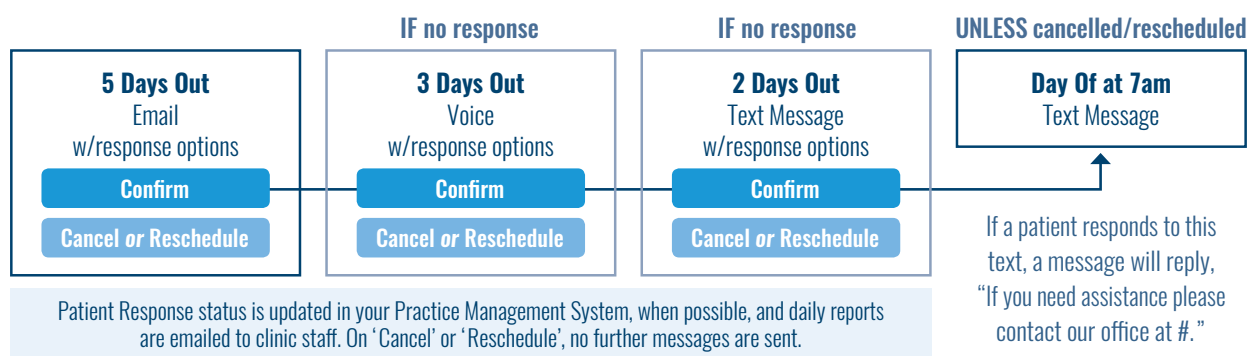
Relatient Platform Dashboard





Appointment Reminders Reduce No-Shows

Relatient uses patient-centered, best practices to achieve a lower no-show rate and make accessing care easier for patients. Our product enables practices to connect with patients at different times using voice, text, and email. Our best practice setup is shown below, but it can be configured to fit a different workflow. Relatient helps you add multiple messages based on your appointment types and locations, while unifying the entire patient outreach process working with your PM system.



No-Show Engagement Automates Tasks (included with Appointment Reminders)

Despite your best efforts, some patients will not show for their appointment. Once marked in your system as a no-show, Relatient will automatically follow-up to see if they are interested in rescheduling. This feature can be turned on or off at your choice when supported by your PM.

Recalls Keep Patients Active (included with Appointment Reminders)

Relatient offers automated patient recalls to support patients and their engagement in care. Based on appointment data, notifications go out as a friendly reminder informing patients due for their next appointment. The Recalls feature helps the practice retain their current patients and improve practice performance.

Broadcast Messaging for Quick Alerts (included with Appointment Reminders)

Experience delays, schedule changes, or inclement weather? Whatever the message and whomever the audience, in a matter of minutes, Broadcast can message thousands of patients on demand selected by appointment, provider, appointment type, or pre-made groups. We enable your real-time communication with the right message delivered to the right patients. The solution also works for staff and employee notifications.

Relatient® Appointment Reminders solution delivers:

- Bi-directional data exchange and integrated appointment reminder solution
- Lower no-show rates and keeps patients actively involved in care
- Patient responses enable staff to update patient confirmation status in PM hourly
- Automated confirmation status updates possible if PM supported
- Unified, scalable system for multi-location & multi-specialty providers
- Multiple modalities to meet patient preferences: text, email, and voice
- Writebacks to select PM systems
- Recall reminders for future appointments



Doctor's Office // 9 a.m.

Alyson Cockrell, Dr. Colley is running behind on hospital rounds today. Please arrive 45 minutes later for your appointment. Thank you.

That is so helpful, thank you for letting me know. I can't make it then because of a meeting. Can I come later today instead?

Sure, we have an opening at 4 pm. Will that work?

Yes. See you then.



1-to-1 Secure Patient Conversations Can Be Easier

More often, patients prefer the convenience and access of using text messaging in their daily lives. Connecting through text easily allows for 2-way conversation between staff and patients that is more effective. The Relatient® **Messenger Chat** is a SMS solution that allows staff to easily text with patients and manage conversations across multiple specialties and multiple locations. With Relatient **Secure Messaging**, clinicians and staff can share PHI and improve patient access.

Built to enhance the Relatient patient-engagement platform, Messenger integrates with and enhances all existing solutions (**Appointment Reminders, Surveys, Patient Self-Scheduling & Waitlist, MDpay™, and Health Maintenance Campaigns**) for a cohesive experience between patients and staff. Text conversations are recorded and visible to the practice and the patients. Messenger enhances patient engagement for healthcare organizations of any type with a user-friendly tool and a range of practical features:

Messenger Chat

- Identifies patients by phone number on file automatically
- Patient or staff-initiated text messages, just easier than phone
- Share the responsibility. Anyone on your team can see and respond to messages, even across locations
- Notifies staff when new messages are received (email and portal)
- Multiple staff members can read and reply in a conversation
- Chat history provided
- Alerts for unread patient text, if no one reads the message within 10 minutes
- Out-of-office messaging when no one is there to answer

Secure Messaging

- Two-factor authentication for patient login
- Secure encrypted communication for PHI and real-time responses
- HIPAA and TCPA compliant
- Initiate messaging by staff and patients
- Upload images and files
- Add-on product complements Messenger Chat and protects PHI
- Stops phone tag and improves patient satisfaction

Most exciting for practices is the easy implementation of Messenger as an add-on to the Relatient **Appointment Reminders** which works with more than 85 PM system integrations. Messenger enables you to communicate one-to-one with patients in real-time, with SMS text or secure messaging.



Thursday, July 26

8:00 AM

Established Patient

Relatient

Franklin, TN

View Detail

Friday, July 27

8:00 AM

Established Patient

Relatient

Franklin, TN

View Detail

2:00 PM

Sick Visit

Relatient

Franklin, TN

NOTES

View Detail

Doctor's Office // 9 a.m.

Your appointment is Confirmed!
You are booked on 10/05/2018
at 2:00pm with Ann Bailey, MD.
Your appointment location is
Evergreen Family Practice.

Patient Self-Scheduling and Waitlist for Better Access

Relatient understands the need to innovate the patient experience. Digital technology continues to drive the wants and needs of patients and providers. Nearly 70% of consumers prefer to self-schedule online, doubling the use of their phones or devices to get appointments. You can now empower your practice to attract and retain patients, reaping the benefits of this latest shift with Relatient® **Patient Self-Scheduling and Waitlist** solution.

Offering your patients self-scheduling reduces phone calls and relieves staff to focus on other priorities. Automating the scheduling process may seem a little unsettling, but the staff maintains control. With Relatient, you have the option to manually approve or auto-approve requests. Patients will be more loyal knowing they have access to schedule an appointment no matter their location or time of day. Relatient streamlines the scheduling process by working with your EHR/PM to keep your schedule full and patients happy.

- Online/mobile, 24/7 access for patients with no password or login required
- Patients self-schedule open appointments and select by provider, location, and visit type
- Ability to auto-approve or manually approve requests allows staff to maintain schedule oversight
- Integrates with PM and simultaneously updates schedule
- Automated staff notifications of appointment requests
- Configure appointment durations for intuitive scheduling by provider
- User-friendly dashboard and real-time reporting

Easily Automate Your Waitlist

Cancellations happen. When they do, the Relatient® **Waitlist product** automatically contacts groups of patients on your waitlist to schedule, saving staff and patients time. Our automated waitlist is included with **Patient Self-Scheduling** or sold alone and ensures a challenging, manual activity is now seamlessly happening and in real-time. You can take these tasks off staff, keep appointments filled, and satisfies patients.

- Robust waitlist functionality automatically fills gaps in the schedule
- Patients are continually notified of an open appointment until filled
- Custom notifications by appointment type



eRegistration Reduces Bottlenecks

For healthcare organizations that want to reduce the bottleneck caused by point-of-service registration and check-in, the Relatient® **eRegistration solution with Check-in** allows patients to pre-register for appointments on their preferred device ahead of time. The practice receives updated patient data, forms, and insurance coverage prior to appointments. Early registration helps to gain financial clearance in advance and reduce bad debt risks. You can give patients a more convenient option to take care of these repetitive steps. Our patient intake solution is one more important piece to improve the patient experience.

Help staff and patients by offering this option, automating more manual tasks, and speeding the time to see providers. Most importantly, the new **eRegistration** solution works with your unique workflow and helps practices improve and digitize their patient intake process. From insurance cards to updated patient forms and HIPAA compliance, our **eRegistration** is easy to implement and use with our other solutions including **Appointment Reminders** and **MDpay™** to make a real impact.

Relatient **eRegistration** product has many features that are easy to use and manage.

- Pre-registration link sent to prompt patients
- Custom forms design and upload
- Flexible to your workflow and patient experience goals
- Digital review and signature of standard forms
- Uploads completed forms to PM system (PDF)
- Scan of insurance card and upload driver's license image
- Separate link and notification to check-in onsite
- Individually manage pre-registration and check-in links
- Dashboard to monitor pre-registration and check-in status
- Delivers automated balance due notifications and payment option (requires MDpay)

Now's the time to choose a reliable and flexible intake solution that gives you faster, more accurate patient data and less wait time at the office. Get insurance verified and pre-registered patients with mobile-first technology. Patient satisfaction and practice efficiency increases immediately.



Doctor's Office // 9 a.m.

We value your feedback.
Please let us know how
we're doing. Thank you!
<http://surveyurl.com/yj3>

Overall experience with your visit

Poor

Excellent

1

2

3

4

5



"Dr. Smith was great!"

Patient Satisfaction Surveys for Important Feedback

You can get more 5-star reviews and patient feedback with Relatient. Simply choose from a standard set of patient satisfaction surveys built on best practices and send to patients via text and email automatically. The Relatient® **Surveys** solution relieves your staff of time-consuming and awkward tasks while gaining more patient insights. Robust reporting includes summaries sorted by locations, provider, and visit type.

- Configurable automation criteria enables you to send on certain days of the week, # of days after appointment, # of days since last survey, and more
- Reports compare locations, providers, and appointment types for actionable insights
- Activity reports emailed automatically for real-time updates

Reputation Management Survey

Relatient turns patients into online advocates by directing them to online review sites like Google at the end of a short survey. The result is more reviews, better ratings, new patients, and feedback to compare across providers, locations, and appointment types.

Visit Satisfaction Survey

The ideal survey to learn more and get actionable patient feedback and coordinate resolutions with your patients. You give patients an easy way to provide critical feedback, so they're less likely to do it publicly. You learn gaps in the patient experience quickly. Patients can also give their positive feedback to share with the staff and community.

Practice CAHPS Survey

Relatient provides an in-depth survey that was built to mimic CG CAHPS® program surveys so you can prepare or take a deep dive into the patient experience. Six categories of patient experience are covered with 38 questions to give valuable insights.

Managing your reputation and gathering insights from the patient experience are all possible with Relatient.



When our organization decided to transition EHR systems to a single solution for both Hospital and Clinic, we knew that we wanted to achieve the same results we had experienced at an organizational level. Relatient has been extremely easy to work with and very responsive during the build phase. We're excited to maintain this partnership once we transition to Epic."

—United Regional Physician Group, Maria Avalos, Director, Primary Care & Subspecialty

Doctor's Office // 9 a.m.

You have a new balance,
view & pay here:

Pay Your Balance
mdpay.org



MDpay™ with Balance Messaging for Modern Payments

Relatient® **MDpay solution with Patient Balance Messaging** is an easy and secure way to get paid and accept 24/7 patient medical payments, which means less work for staff and faster billing activities. You can collect balances anytime of day and make it easy on patients to stay up-to-date.

MDpay is an integrated solution that accesses your PM data and captures patient payments. The MDpay engine automatically notifies patients when their bills are ready, displays balances, collects payments, and updates your PM system. Prompting patients digitally is less costly and more timely than paper statements.

Easy Payments

Requires no app, no password, and no user name. Simply verify demographic information right from a link on a mobile phone or device. Auto-filled forms and tokenized payment methods (captured in the office visit) lead to an average of 4X more patient payments since it's much easier on patients.

Auto Posting

Collects payment and automatically posts to the transaction; saves time and reduces errors while eliminating tasks for staff. Daily balancing is faster and more efficient.

Integrated Dashboard

See all office transactions and payment methods on file with a dashboard that interfaces with your appointment data, copays, patient account balances, and managed payment plans.

Payment Information Collection

With specialized and secure credit card readers, MDpay allows you to collect patient payment options at the office before you bill. Change your payment policy to auto-collect small balances, decreasing write-offs, and bad debt. Make it easier for your patients to pay future balances by auto-filling fields with their payment information.

Bring efficiency to your revenue management with the MDpay solution:

- Near real-time auto-post payments save an average of 1-2 staff hours daily
- Password-free patient payments via secure web and mobile apps
- Centralized billing management across accounts and locations
- Automated balance notifications via text and email with a secure link to pay
- P2P encryption securely stores and enables payments in 30 seconds
- Set up automated payment plans and auto-collect small balances



Doctor's Office // 2:17 pm

YOUR MEDICAL GROUP

We noticed that you are due for a visit:

Please mention code D15 to our friendly scheduling staff at (866) 473-8160

1 (866) 473-8160

Cancel

Call



Relatient is so easy to use that it has revolutionized our practice. We heavily utilize Health Campaign Manager to keep our patients and their caregivers informed of overdue wellness exams and of vaccination schedules that need to be completed. Relatient allows us to quickly segment our patient population for critical health outreach campaigns that allow us to meet our PCMH requirements and maintain a healthy patient population.”

—Greenvale Pediatrics, Jeff Corbitt, Practice Manager

Health Campaigns Close Care Gaps

Relatient® **Health Campaigns** solution is a cost effective way to expand your communication with thousands of patients about their care, more efficiently driving healthy behaviors and achieving better quality scores. Patients are eager to interact with their providers and welcome outreach on topics important to personal health. Our **Health Campaigns** tool offers easy access to reporting, including date and time-stamped records of your outreach, important to Merit-based Incentive Payment System (MIPS), Accountable Care Organizations (ACOs), and Patient-Centered Medical Homes (PCMH).

- Stay in touch with patients and reduce costs (staff, postage, and paper)
- Automate your patient follow-up and stay top-of-mind
- Improve patient health and quality scores with communication
- Increase revenue through additional visits and billable services
- Get easy patient outreach reporting for MIPS, APMs, and PCMH

While your patients may be out of sight, they're never out of mind. Leverage unlimited texts, email, and voice calls to deliver timely, actionable messages to your patients, including:

- Wellness visit scheduling
- Vaccine campaigns
- Disease-specific campaigns
- Lab results
- Post-discharge follow-up

In today's busy world, patients value prompts and suggestions from providers they trust. While patients are becoming more involved in care, they also look to healthcare organizations to help them stay on top of their health. Encouraging patient engagement is possible with the latest technology and digital practices to meet today's expectations.



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INDUSTRY AWARDS



500™

Technology **Fast 500**
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AWARDED IN 2018 & 2019



PROUD SUPPORTERS OF

