

## Use Cases

# Healthcare

Innovators can lower distribution costs and improve adherence to clinical protocols by moving the delivery of care much closer to the homes of patients, providing services that take advantage of their established behavior patterns, or both.

-McKinsey & Company

## Streamline Patient Care & Influence Desired Behaviors

### Patient Surveys

Capture feedback and better understand your patients. Integrate patient engagement, education, and wellness with our digital companion applications. Improve satisfaction and outcomes while collecting valuable feedback for informed decisions.

### Personalized SMS/MMS Interactions

Communicate one-to-one with patients, HCP, and caregivers using rich images, GIFs, videos, audio and text to drive more engaging interactions. Enable patients to use their mobile devices to securely send documentation such as EOB's and EOP's.

### Multi-Factor Authentication

Protect confidential patient information with our proprietary multi-factor authentication applications that confirm patient identity upon app login, web login, or call center interaction.

### Proactive Patient Alerts

Leverage two-way automated interactions to advise and influence patients with information they need to know. Personalize interactions such as appointment reminders/confirmations, prescription reminders, copay assistance, risk evaluation and mitigation strategies (REMS), and open enrollment administration.

### Mobile Wallet

Modernize the patient experience by enabling patients to use their mobile wallet for purchases and discounts. Promote technology that seamlessly enables copay cards and benefits to be stored on your patient's mobile device with a single click. Dynamically update card benefits and engage patients using lock-screen communications to reduce abandonment.

### Mobile Copay Assistance Coupons

Affordability is a necessary component of all medication marketing strategies. Track and monitor patient redemption of digital coupons. Leverage customer location to deliver digital coupons to their mobile device at the right moment. Provide a modern, efficient, and effective experience for copay enrollment, coupon assistance and digital redemption.

# How We Get There

## Wallet

- Billing and Payment Summary
- Savings Card
- Copay Card

## MMS

- How-To-Videos

## SMS

- First fill reminder
- Refill reminders (25 days, 55 days, etc.)
- Order status
- Claim status
- Rx reversal alert
- Re-Engage dormant patients
- Incentive reminders
- Final out of pocket costs and savings
- Savings card
- Copay card
- Benefits

## IVR

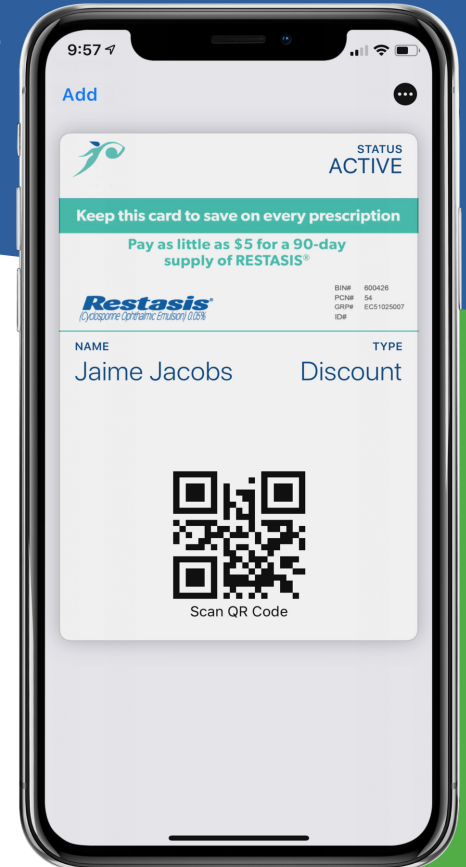
- Patient Adherence
- Benefit Copay Eligibility
- Annual Benefits Summary
- Inbound Benefits Verification
- Refill Reminders
- Discontinuation Notice

## Surveys

- Customer Experience Feedback
- Medication Adherence
- Benefit Eligibility
- Prescription Adherence
- Documentation (e.g. Benefit card) Capture

## Email

- Benefit Summary
- Claim Status
- Prescription Adherence
- Refill Reminders
- Preference Channel Capture
- Wellness notifications



## About Message Broadcast

Message Broadcast provides engagement solutions that shape customer experiences for the world's top healthcare providers. As a leader in intent-driven conversation, Message Broadcast improves customer satisfaction and increases operational efficiency through decades of domain expertise and a leading omnichannel messaging platform.

We believe every interaction is an opportunity to reduce customer effort and increase customer loyalty. Our solutions dramatically increase customer engagement, self-service, acquisition, retention and conversion across all channels, including SMS, MMS, RCS, Voice, Push, Email, and Social.

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