

# athena Communication Campaigns

Communicating with your patients makes them feel more connected to their providers. It not only lets them know that you are keeping track of overdue services but also shows that you care about them and their overall health.

Campaigns are an automated tool in athena that allow a practice to mass communicate with patients based on certain parameters, such as open care gaps, insurance, date of last visit, age group, and service department. You can communicate with your patients via email or text messages.



## Benefits of using these campaigns:

- Increases daily patient volume
- Increases revenue by filling appointment slots
- Helps improve patient retention
- Closes preventative health gaps for the patient

## Key features:



- Ability to mass communicate with patients, or targeted segments
- Notify overdue patients of preventative services
- Provide insight to scheduling updates such as same day appointments, new office hours, new provider, etc.
- Staggered cadence to decrease administrative burden to front desk staff
- Update patients on new service offerings, such as mammography, HRT, diabetes management, etc.
- Communications logged in athena for transparency on all campaigns

# Types of athena Communication Campaigns

## Automated Wellness Outreach (AWO)

One fast and easy way to increase appointment volume in your Care Center with existing patients is by utilizing athena's automated wellness outreach function, also referred to as AWO. By turning on this functionality in athena, you will have the ability to reach out to patients who are overdue for key preventative services without adding any additional administrative burden on you or your staff.

### How does it work?

athena will use clinical guidelines to identify patients who have a gap in care, such as:



- Medicare Annual Visit
- Child/Adult Annual Visit
- Well-Woman Exam
- HPV Vaccination
- Breast Cancer Screening
- Cervical Cancer Screening
- Colorectal Cancer Screening
- Influenza Vaccine

Review your goals for the Communication Campaign (e.g., engage patients that have not had a visit; address Annual Well Woman or Mammography opportunities). Once identified, athena will then send a text or email to the patient (depending on registration contact preferences), letting the patient know the service for which they are overdue.

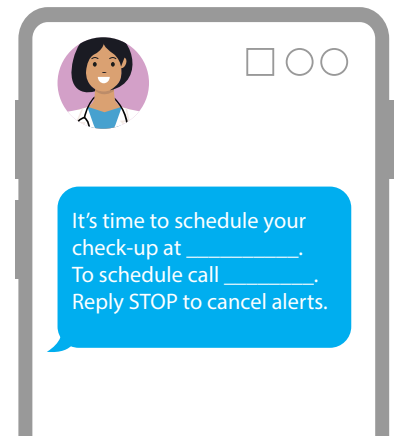
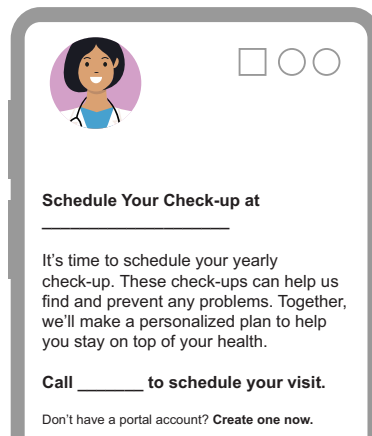
Key benefits of AWO include: automatic recurrence, utilization of data in athena to identify care gaps, ease for patients to schedule, and easy reporting to identify impact.

**AWO must be managed at an affiliate level. Practices can opt in or out but must all address the same clinical guidelines.**

## Population Health Campaigns

Population Health campaigns can address care gaps at a practice level. These may be used if a practice wants to address a care gap that is not covered by that affiliate's Automated Wellness Outreach program. In order to schedule your campaign, email [clinicaloperations@unifiedhc.com](mailto:clinicaloperations@unifiedhc.com).

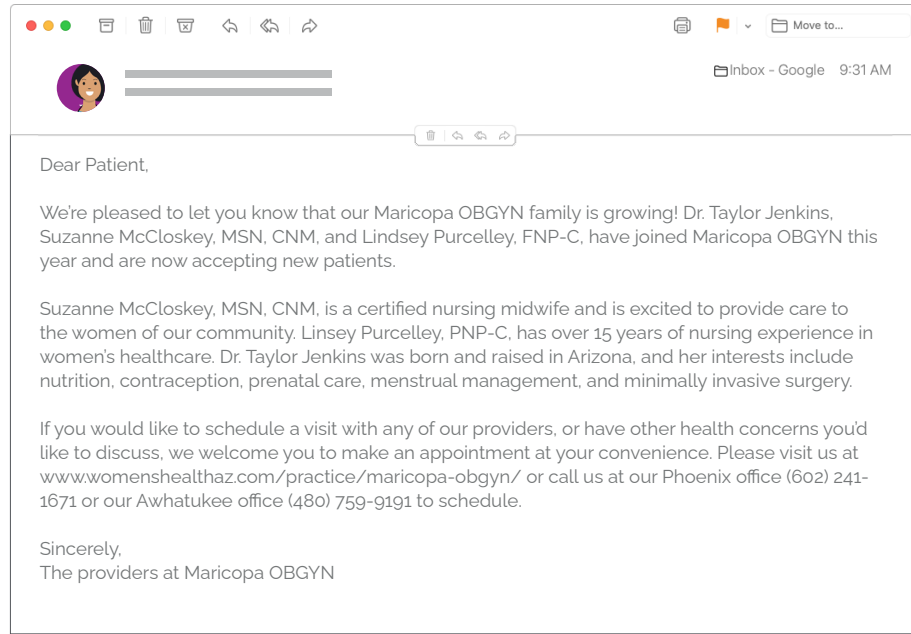
SAMPLE EMAIL & TEXT



## Custom Campaigns

Custom Campaigns are best suited for one-time messages such as to introduce a new provider or service. These can be set up as single-instance or recurring.

Note that custom campaigns cannot be used for marketing or collections purposes per federal law (e.g., discount on an elective service, contests, birthdays, collections).



*Example new provider email*

If you are interested in seeing other email templates, visit our BOOST website at:

[boost.unifiedwomenshealthcare.com](http://boost.unifiedwomenshealthcare.com)