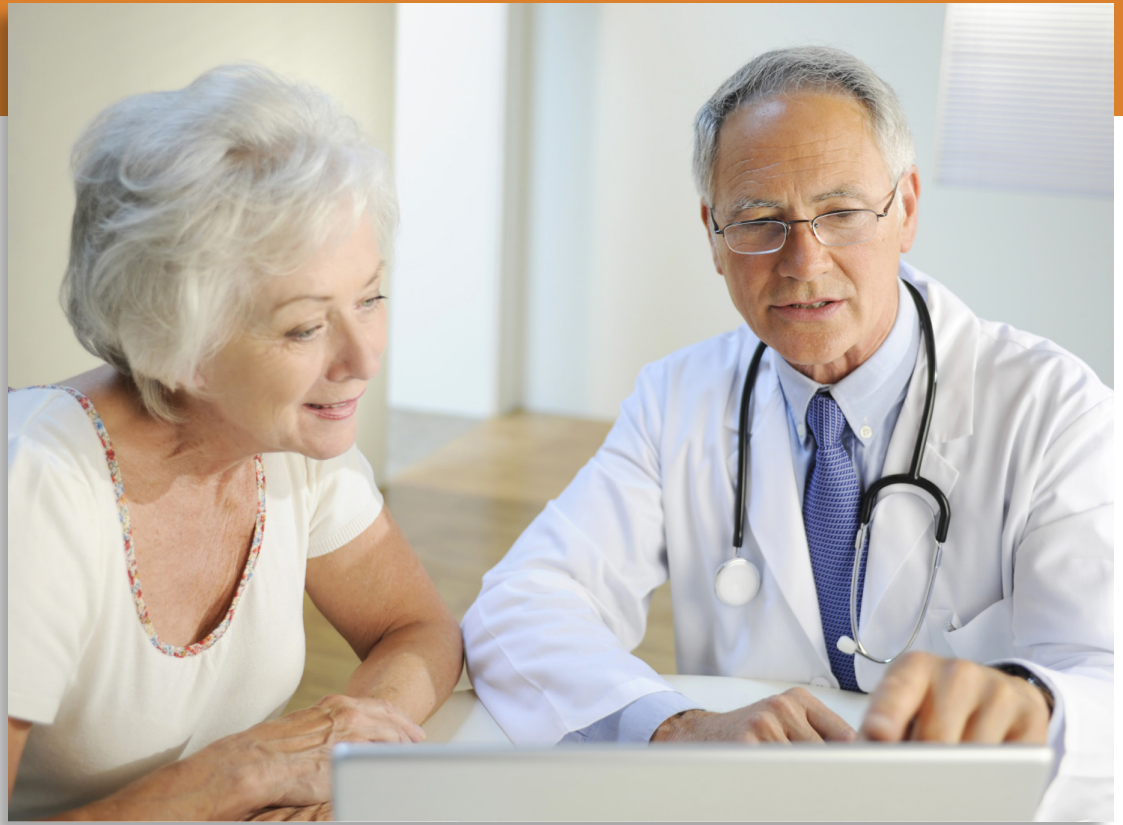


## Patient Engagement Services



The primary goal of implementing a patient portal is to engage patients for improved healthcare outcomes. Patient portals are designed to open and ease the lines of communication while saving time for both you and your patients.

To ensure patient engagement, hospital staff needs tools and services that help them educate and train their patients about the benefits and potential of utilizing the portal. Technology paralleled with staff training is the key to adoption.

## **Ensure your patients are engaged.**

Many patients are not given enough information to help them actively embrace the potential of their patient portal. With this in mind, **Iatric Systems Patient Engagement Services** works with your hospital's staff to ensure that your patients are **informed, engaged, and properly trained** on the PtAccess patient portal.

## **Exceed Stage 2 Meaningful Use Requirements.**

You will receive comprehensive marketing and educational tools to achieve widespread adoption of your portal. This allows you to not only meet and exceed current Meaningful Use requirements, but to realize the full impact of patient portal technology on patient centered care.

## **Training and marketing are the keys to success.**

- Several tiers of service are available, depending on your staff and resources. Services may include: specialized promotion, education, and top-down training protocols.
- For efficient implementation, market-tested strategies for patient engagement will be used, including print, digital, and personal methodologies.
- Each program is co-branded to integrate seamlessly with your organization.



## **Step 1:**

### **Organizational Assessment**

You will receive a comprehensive onsite assessment of your organization's readiness for patient portal implementation and patient engagement readiness. You will be provided a customized action plan for your patient engagement program, which is based on best practices for training and marketing services.

## **Step 2:**

### **Internal Staff Training**

You will receive specialized training and strategies for your staff to engage patients at each point of contact:

- Top-down provider workflow
- Patient portal strategies for the staff who manage Registration/Intake/Discharge

## **Step 3:**

### **Digital and Print Promotion**

Sample templates will be provided for your use for initial and ongoing communications:

- Direct mail
- Email/e-newsletters
- Website
- Onsite print and digital signage
- Flyers and brochures