



**WHY DOES EXCEPTIONAL
VALUE-BASED CARE START
WITH PREDICTIVE, PROACTIVE
AND PERSONALIZED PATIENT
ENGAGEMENT?**



YOUR PATIENTS RELY ON YOU TO CONSISTENTLY PROVIDE THE BEST CARE POSSIBLE. BUT THEIR EXPERIENCES OUTSIDE OF CARE DELIVERY ALSO SHAPE THEIR OVERALL VIEW OF YOUR ORGANIZATION.

From appointment scheduling to managing chronic care conditions like diabetes, patients' journeys can make or break their loyalty to a health system or network. On top of that, patients need to stay engaged in their health to create the outcomes that help organizations succeed with value-based care.

Your patients depend on you to deliver the communications they need, when they need them, wherever they are.

Who are you going to depend on to help you make those connections—in real time, at scale and with executional certainty?



HEALTHCARE ENGAGEMENT IS COMPLEX—AND BECOMING EVEN MORE SO

8+

**PATIENT CHANNELS
(ON AVERAGE AND GROWING)**



4-6

**SYSTEMS W/COUNTLESS
INDIVIDUAL STAKEHOLDERS & KPIS**

- Admissions
- Revenue Cycle Mgmt.
- Clinical Operations
- Purchased Services
- Service Lines
- Marketing
- IT
- Patient Accounts

DOZENS

**OF DATA STORES AND
FRONT-/BACK-OFFICE SYSTEMS**

- EHRs
- Billing
- Appointment Scheduling
- Value Analysis
- Payer Systems
- Campaign Mgmt.
- Transfer Center
- Community Connector
- ...and so on

WHEN PATIENT JOURNEYS ARE UNWIELDY TO MANAGE, THEY'RE UNWIELDY TO EXPERIENCE

TYPICAL SURGERY ENCOUNTER WITH INPATIENT STAY

15

emails with the health system

12

voice calls with the health system

40

emails with the provider

75+

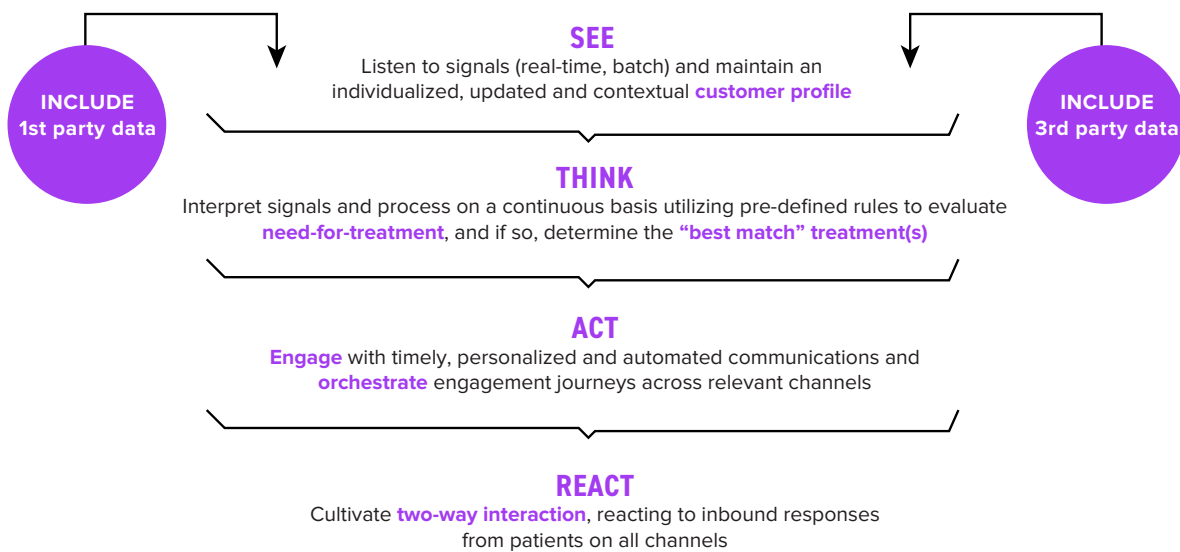
touchpoints for one episode of care

YOUR PATIENTS DEMAND EXCEPTIONAL EXPERIENCES AND THE HIGHEST LEVEL OF CARE. DISPARATE TOOLS AND SILOED FUNCTIONS MAKE THAT A STRUGGLE TO DELIVER.



You need the right solutions to execute compliant, consistent and reliable communications that bring your digital front door to your patients.

WHAT WILL IT TAKE TO DELIVER EXCEPTIONAL PATIENT EXPERIENCES—IN THE MOMENT?



HOW DO PROACTIVE, OMNICHANNEL COMMUNICATIONS BRING YOU TO PATIENTS IN THEIR MOMENT OF NEED?

	PATIENT ONLINE REGISTRATION	APPOINTMENT REMINDERS
NEED	Patient began—then abandoned—online registration process	A patient is scheduled for an upcoming wellness visit
SEE		
THINK	Determine whether patients should receive reminder to complete registration, and optimal channel based on patient profile	Determine optimal time and channel for appointment reminder based on patient profile
ACT	Send reminder SMS or email with link to complete online registration	Send reminder SMS or email soliciting confirmation from patient
REACT	When patient completes registration, send SMS or email with tips/tutorials on navigating website	When patient confirms, send “How To Prepare” informational message over same channel

CSG CAN HELP POWER THESE PATIENT EXPERIENCES WITH THE ASSETS YOU HAVE

As you innovate better ways to engage patients outside the walls of the hospital, you need the right partner to help make your digital platforms work together and simplify the patient experience.

WE'RE ALREADY DELIVERING THESE OUTCOMES FOR OUR HEALTHCARE CLIENTS

\$2M

increase in revenue from 2% reduction in no-shows

24%

increase in appointment confirmations

44%

increase in refill rate in 5 years (20M+ refills annually)

\$15M+

monthly incremental revenue from increased refills

THEY'RE NOW POSITIONED TO

- Eliminate patient data silos
- Pull actionable insights from enterprise-wide data
- Connect all their communication channels to a single decisioning interface
- Personalize experiences for every patient in real time

CSG OFFERS THE BEST PATH FORWARD TO TRANSFORM YOUR PATIENT EXPERIENCE AT SCALE



BETTER BUSINESS OUTCOMES

Real-time "behavior signals"-based methods that provide actionable insights and drive proactive treatments



FASTEST TIME-TO-VALUE

Rapid realization of first use cases and accelerated incremental value with easy "snap in" of new use cases and scenarios



LOWEST PROJECT RISK EXPOSURE

Modular OTT/overlay solution provided as a fully managed service with usage-based pricing



PREMIER OPERATIONS & EXECUTION

Unparalleled scale, reliability and security, with proven mission-critical SaaS and cloud systems heritage



BEGINNING-TO-END SOLUTION

Seamless, closed-top capabilities, with prebuilt integration adapters and library of optimized journeys

SYSTEMS AND DATA

EXISTING CHANNELS

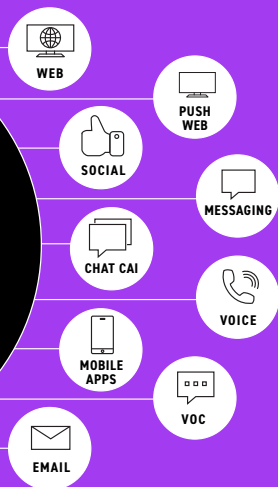
CLINICAL SYSTEMS

MARKETING PLATFORMS

PATIENT RECORDS

CRM

CLINICAL OPERATIONS



MASSIVE DELIVERY SCALE

WORLD-LEADING NETWORK INVESTMENTS

UNPARALLELED RELIABILITY

EXECUTION CERTAINTY

DEDICATED SUPPORT TEAM

GUARANTEED PERFORMANCE

WE CAN START ANYWHERE AND DELIVER VALUE IN 90 DAYS OR LESS

WHO ARE YOU GOING TO TRUST TO HELP YOU DELIVER EXCEPTIONAL PATIENT EXPERIENCES?