

# AUTOMATED PATIENT OUTREACH, AT SCALE

lumahealth™

## REACH NEW PATIENTS AND RECONNECT WITH EXISTING ONES

Patient outreach is critical to driving revenue, growing sustainably, and improving access to care. Whether you regularly receive lists of assigned patients from managed care plans, or your fax machine is busy printing referrals, you need an efficient way to reach the patients looking for care. If the patients in your service area haven't heard from you, they won't seek care from you.

*Modern patient outreach is all about reaching your target patients on their device and in their language of choice.*

## LUMA HEALTH MULTIPLIES YOUR OUTREACH EFFORTS.

Through targeted patient communication flow, our system reaches patients in need of care.



Easily upload new lists of patients and pull existing disengaged patients directly from your EHR.



17+ languages means you reach patients, and remind them of their upcoming appointments, in their preferred language.



Automatically generate personalized text messages that prompt patients to make an appointment online based on real-time availability.



Customized cadences ensure that no patient falls through the cracks while technology flexibility complements your staff workflow.

## AUTOMATED PATIENT OUTREACH MAXIMIZES ACCESS TO CARE.

**15%**  
increase

in patient reach at  
Alexander Valley Healthcare

**32.7%**  
increase

in diabetic eye screenings  
scheduled at Meritage Medical Network

**1,556**  
new appointments

scheduled in one month  
at Salud Family Health Centers

## OUTREACH IS FOUNDATIONAL TO A HEALTHY PRACTICE OR SYSTEM.

- Half of patients with referrals currently aren't getting the care they need, breaking the continuum of care for patients and draining revenue for providers.<sup>1</sup>
- Patients prefer text.<sup>2</sup> Conducting patient outreach over SMS-messaging is a surefire way to increase patient satisfaction.
- Value-based care initiatives including MIPS, ACOs, and pay for performance programs all require a sophisticated outreach strategy.<sup>3</sup>
- Better outreach leads to greater patient volume, maximizing revenue for your organization.

Luma Health is the only total patient engagement partner working with providers for healthier and happier patients. Learn more about Luma Health and automated patient outreach at [www.lumahealth.io](http://www.lumahealth.io).



### Sources:

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2686771/>
2. <https://www.biospace.com/article/releases/survey-patients-prefer-secure-texting-over-patient-portal-communication-from-their-physicians/>
3. <https://www.medicaleconomics.com/article/value-based-care-rings-new-era-patient-engagement>