

AWARENESS OF COVERED CARE IS LACKING

Many patients don't know they can access healthcare services at no cost to them, or understand what is covered



Concerned about costs, eligible patients often skip these and other covered services:

- ✓ Blood Pressure Screenings
- ✓ Breast Cancer Mammography Screenings
- ✓ Cervical Cancer Screenings
- ✓ Cholesterol Screenings
- ✓ Colorectal Cancer Screenings
- ✓ Depression Screenings
- ✓ Diabetes Screenings
- ✓ Diet Counseling
- ✓ Domestic Violence Screenings & Counseling
- ✓ Hepatitis B & C Screenings
- ✓ HIV Screenings
- ✓ Immunizations
- ✓ Lung Cancer Screenings
- ✓ Obesity Screenings & Counseling
- ✓ Osteoporosis Screenings
- ✓ STI Screenings & Counseling
- ✓ Statin Preventive Medications
- ✓ Tobacco & Alcohol Screenings & Counseling
- ✓ Well Visits

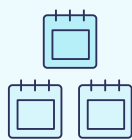
78% of Americans can't identify the essential health benefits insurers must cover under the ACA



Prompting Patients Helps Generate Revenue

By encouraging patients to use routine covered care, healthcare teams can seize opportunities to provide services patients need and drive revenue.

1 in 3 patients self-schedule an appointment after receiving communication from their provider inviting them to self-schedule.



81% of engagement messages providers send using Luma Health's platform generate a response from patients.



Source: Policy Genius