

Reaching High-Risk Patients in a Pandemic

Santa Rosa Community Health serves one in four residents of Santa Rosa County, California. They faced the challenge of quickly vaccinating elderly patients against COVID-19 with limited resources for a large-scale campaign. With Luma Health, SRCH began a mass vaccination program without needing additional staff.

SRCH used Luma Health to bring in nearly 1,000 patients for vaccinations in a matter of days.

“ Reaching patients was so easy with Luma Health... vaccinating our elderly patients was one of the most meaningful moments of the pandemic.”

Gaby Bernal,
Chief Operating Officer
Santa Rosa Community Health

Why Santa Rosa Community Health went with Luma Health

Doing more with existing resources is key for SRCH, which provides care to a large **Medi-Cal population as a federally qualified health center (FQHC)**. Luma Health’s integration with SRCH’s eClinicalWorks EHR allowed providers to **reach 95% of patients without per-message fees**.

With Luma Health, Santa Rosa Community Health was able to:



Send Bilingual Messages

Many of SRCH’s patients speak Spanish, so Luma Health text messages in English and Spanish helped them reach more patients with information about vaccination hours and eligibility.



Reach High-risk Patients

Luma Health integrated with SRCH’s eClinicalWorks EHR, so staff could quickly find high-risk and elderly patients and prioritize them for outreach about vaccinations.



Offer Easy Self-scheduling

With EHR outreach, patients couldn’t self-schedule. Now that they can schedule right from Luma Health text messages, “this is the highest engagement I’ve ever seen,” says Bernal.

Are you ready to connect with patients at rates like Santa Rosa Community Health’s?
Schedule a demo today.

