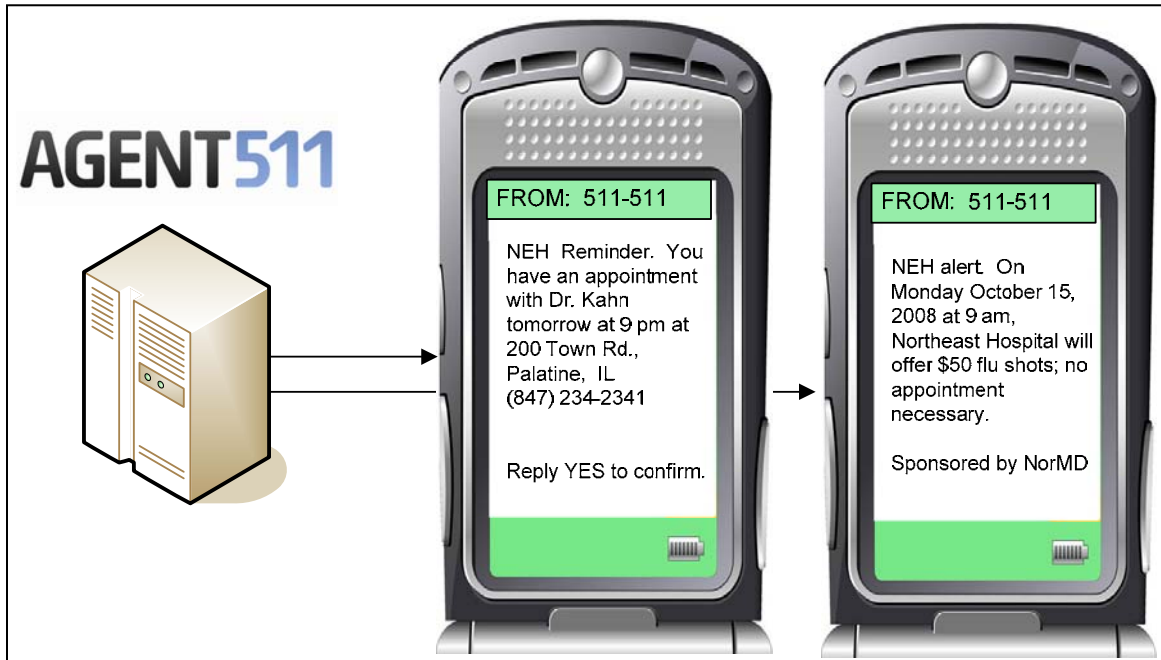


# AGENT511 | HEALTHCARE



Example reminder and event notification

## America's fastest growing way to communicate

Promote health and wellness on-the-go by connecting with the community and patients using automated text messaging. Create appointment reminders, inform patients of ongoing health programs, and promote the healthcare organization's services. Pictures can be attached to text messages thereby facilitating richer communications. Start with maternity or pediatrics (younger parents) and gracefully expand with the proliferation of text messaging.

More than 42% of the US population regularly text message and the volume of messages—in the billions—is growing 20-25% quarterly. Text messaging is secure, generally spam-free, and your call-to-action messages remain on the mobile phone.

## Examples

### Patient alerts

- Create automated or manual reminders notifying patients of their appointment the following day. Mobile users then respond to the text message by REPLYing YES to confirm.
- Mobile users are notified of an upcoming parenting class or health screening.
- A recent patient is notified at the applicable intervals of recovery stages and required medical visits.
- A patient receives a regular medical reminder.

# AGENT511

## Organizational directory

Mobile consumers can text message in freehand the name of a desired department. For example, the mobile user texts **NEH ob** to 511-511 to determine the location, phone number, and hours for Northeast Hospital's obstetrics department. The same concept is applicable to local restaurants and retailers that provide products and services complying with the patient's recommended health condition.

## Marketing campaigns

Create interactive signage and marketing collateral by instructing consumers to text your keyword to 511-511 for information. For example, the clinic promotes its CPR training program by asking mobile users to text **NEH CPR** for information including a brief video clip.

## In-hospital services

Allow mobile users to purchase a limited selection of gifts from their mobile phones or acquire a picture slideshow of a friend's newborn. Buyers are queried for their credit card information via a text message or phone call.

## **Uploading data**

### Manual

Clients visit the Agent511 web portal to configure their own marketing campaign or work with an Agent511 account representative to create the program. Reminders and alerts can also be configured this way. The client is able to generate a report to review the success of a campaign.

### Integrated

For clients who send frequent alerts to patients using an automated platform, Agent511's platform can be securely integrated.

## **TextBLAST**

For all text messaging blasts, mobile users must personally opt in for the service whether in person, over the web, or on the phone. Once the user has accepted the invitation to join a blast, the client is expected to respect the mobile user's right to terminate at any time. Further, the client is permitted to only send blasts with content and frequency reasonably expected by the mobile user at the time of sign-up.

## **Performance**

The system is capable of sending thousands of blasts at a time; multimedia capacity depends on the file size. Unlike e-mail, TextBLASTs are generally sent during the day. A higher throughput emergency notification system is separately available.

## **Overall benefits**

- Pictures and video capabilities
- Reduce lost revenue associated with missed appointments
- High conversion rate on mobile calls to action
- Mitigates problem of e-mail SPAM filters