cliniconex

AUTOMATED CARE MESSAGING BATTLECARD

COMPANY OVERVIEW

Cliniconex (CCX)

- Founded in 2011
- Headquartered in Ottawa, Canada
- 2,600+ PCC facilities and 4,500+ users have deployed ACM
- 5,000+ physicians in 1,000+ medical clinics and 80+ medical sub-specialities use Cliniconex
- EMR/EHR Integrations: PointClickCare,, Telus Health, QHR Technologies, Well Health
- PointClickCare is a reseller of Cliniconex's Automated Care Messaging

- Testimonials, please go to: www.cliniconex.com/testimonials
- References, please contact: marketing@cliniconex.com

PRODUCTS

Automated Care Messaging (ACM)
Automated Care Messaging empowers senior care organizations before, during, and after care to manage reputation, comply with regulations and satisfy staff by creating 1 million hours in operational efficiencies annually.

1. **ACM Urgent**

   Send targeted messages via voice, text or email from family contacts synced with your EHR and logs all communications in resident charts.

   ACM Routine
   Create custom workflow rules to automatically trigger notifications to families when an event is added to a resident's calendar.

2. **ACM Staff Add-on**

   This add-on feature allows administrators to contact staff and other stakeholders by leveraging contact info in your EHR/ payroll/HR system or spreadsheet. Filter by facility, department and up to 6 custom fields to send messages via voice, text or email. Each communication is logged creating an audit trail.

PRICING

Monthly Contract

- **ACM Family $0.09 per day / bed** (in local currency)
- Includes Urgent and Routine services with unlimited messaging
- In Canada, sold as a package including PCC HL7 integration
- One-time $500 implementation, configuration & support fee for first facility, $250 for additional facility, capped at $1,250 total
- **Staff Communications add-on $0.07 per day/bed** (in local currency)

Implementation

- ACM Urgent can be ready for use (no customizations) within 48 HRS of PCC API Marketplace activation and a one-hour training session
- ACM Routine Calendar integration and customizations require a follow-up one-hour onboarding session (can take up to 4 weeks to schedule)

TARGET PERSONAS & VALUE PROP

Sarah: SNF Decision-Maker
- Job Function: CEO, Administrator
- Value Prop: ACM empowers senior care executives to maintain profitability before, during and after care by reallocating an average of $875 of wages, per event.

Laurie: SNF Influencer
- Job Function: Communications Officer
- Value Prop: ACM empowers brand ambassadors to communicate with empathy before, during and after care, where every star maintained ensures a 5-9% increase in revenue.

Martha: SNF Clinical User
- Job Function: Director of Nursing
- Value Prop: ACM helps nursing teams return time before, during and after care, by reducing event-driven outreach from 17 hours to 5 minutes.

Max: SNF Non-Clinical User
- Job Function: Activity Coordinator
- Value Prop: ACM empowers non-clinical staff to share life enrichment programs, before during and after care, supporting physical, social and mental health.

TARGET PERSONAS & VALUE PROP

Elizabeth: AL/IL Decision-Maker
- Job Function: Executive Director, Administrator
- Value Prop: Automated Care Messaging empowers senior living executives to maintain profitability by balancing community and resource management, creating an ROI of 200+%.

Bill: AL/IL Influencer
- Job Function: Community Director
- Value Prop: Automated Care Messaging empowers community managers to extend engagement locally, improving reputation and retaining residents. Every public review over 4 stars influences more than 75% of potential residents to choose your facility.

Josh: AL/IL User
- Job Function: Director of Nursing
- Value Prop: Automated Care Messaging empowers sales directors to grow and maintain occupancy by building relationships and generating referrals, increasing overall profits by more than 25%.

USE CASES

Operational Efficiencies
Reduce the manual effort required for communication, freeing up 17 hours per incident for staff to focus on critical resident care.

Use case examples:
- Resident Updates: Welcome, Discharge, External Appointments, Consent for Services, Resident Refusals, etc.
- Facility Events: Open House, Special Events, Clinics, Fundraisers, etc.
- Policy Changes: Policy Updates, Regulation Changes, Visitation Hours, etc.

Emergency Communications
Deliver critical information instantly to staff, patients, and stakeholders, ensuring rapid response and collaboration during emergencies.

Use case examples:
- Medical Outbreaks: Holiday Risk Advisory, Quarantine Start & End, etc.
- Business Disruptions: Power Outage, Boil Water or Watermain Break Advisories, etc.
- Severe Weather: Advisory, Shelter in Place, Generator Use, Blackouts, etc.
- Safety and Security: Active Lockdown or Drill, Lost Resident, etc.

USE CASES

Healthcare Compliance
Facilitate documentation and tracking of compliance-related activities, and maintain a comprehensive audit trail of all communication, including deliverability and recipient responses.

Use case examples:
- Resident Updates: Care Plans, Transfer Letters, Medicaid Leave, Fall No Injury, Wound Care, Room Change, Personal Care, etc.
- Team Collaboration: Care Plan Emergency Action, Care Plan Revision, Shift Change Update, etc.

Reputation Management
Timely communications enhance the organization's reputation for responsiveness and transparency, showcasing the organization's commitment to resident engagement and satisfaction.

Use case examples:
- Facility News & Updates: Demystifying News Stories, Feedback, Org Change Announcements, Breach Notifications, etc.

Staff Satisfaction
Technology can help recruit and retain staff by reducing time consuming manual tasks, streamlining onboarding and internal communications.

ROI & PROOF POINTS

Skilled Nursing
- Reduce event-driven outreach from 17 hours to 5 minutes
- Reallocate an average of $875 of wages per event
- ACM returns 1 million hours in operational efficiencies annually
- 200+% ROI with hours saved, more time spent on care, and the need for overtime and agency staff are reduced or eliminated
- Every STAR maintained ensures a 5-9% increase in revenue
- Staff turnover is at 100%, with only 1% of homes fully staffed
- 87% of homes have increased their technology budget but 56% don't have a concrete technology plan

Senior Living
- Every public review over 4 stars influences more than 75% of potential residents to choose your facility
- Building relationships and generating referrals increases overall profits by more than 25%

AUTOMATED CARE MESSAGING BATTLECARD

DISCOVERY QUESTIONS

- When making mandated notifications to resident families (e.g. outbreaks, or emergencies like severe weather) does your nursing staff manually call every affected resident's family in the unit?
  - Does this take time away from care?
  - How fast can you get the message out?
  - Does your staff have to work overtime in these situations?
  - After an emergency, do you have to call back staff to update progress notes?
- Do you have "no-shows" for care plans and scheduled appointments?
- Do you have an easy way to disseminate policy changes to resident families?
- Is resident family communication and staff coordination a key component of your Emergency Preparedness plan?
- Do you have a way to reach all your staff and stakeholders (vendors, providers, volunteers) or filter by departments and custom fields?

ACM DIFFERENATIATION (What makes us unique?)

Calendar sync / event-triggers	The only solution that is integrated with an EHR calendar, using real-time event triggers and contact data.
Communication channel flexibility	Most patient engagement solutions offer only email or in-app notifications. ACM offers email outreach as well as voice and text communications.
Communication channel ranking	Ranking voice, text or email is defined by the user and can be done on a person, facility or organization level.
User management and privileges	Most robust in the industry with role-based permissions at the organization/facility/user level that empower staff while giving control to Admins.
Message approval workflow	Unique to ACM, this feature enables an organization to add more users to ACM while maintaining control over content and messaging.
Contact and consent management	First, there may be an occasion for sharing personal information requiring consent, ACM assumes consent is required for direct communication. Second, ACM requires SMS consent to text as it is not only a legal requirement but also an ethical practice that respects customer privacy and preferences.
Workflow automation and configurability	A series of "if this, then that" logic pulls thousands of combinations of names, dates, times and other pertinent data to create one message, minimizing set-up and implementation to one hour.
Ease of setup, training and use	ACM is a product not a project. This means that users can be up and running with within 48 hours of API activation and choose to have a one-hour personalized onboarding session or can onboard themselves. We also arm facilities with the ability to optimize the resident journey before, during and after every experience.
Message consistency and standardization	An in-app template library provides easy access to dozens of templates. ACM Toolkits provide pre-built guides for the most common outreach scenarios. Message Assistant is a Generative AI tool that creates or improves existing or new templates.
Controlled resident family dialogue	Senders can request additional information without having to phone or email message recipients, maintaining control over the length and topic.

HANDLING OBJECTIONS

"We already have a digital calendar."
- Do you still spend time conducting manual outreach to coordinate and reschedule meetings?
- Does your calendar integrate with your EHR to write auditable communications logs in a resident's chart?

"We don't have the budget for more technology."
- Automated Care Messaging is simple to install with little to no staff training required. It is cost-predictable and affordable.

" We no longer need a communication tool as the COVID-19 PHE has ended. "
- Increased communication and transparency is the new normal and can ensure you maintain a positive reputation within your care community.
- Communication requirements that may have been overlooked prior to having a tool in place are now made easy and can decrease expected CMS penalties. These can include updates on personal care, changes in medication, diet or activity, wound care, change in room status, incidents without injury, etc.

HANDLING OBJECTIONS

"We want to talk to our resident families to maintain a connection, automation will lose that personal touch."
- By automating proactive outreach that encourages active participation and collaboration with resident family members, you empower them to come to meetings with knowledge and understanding of their loved one's condition. This allows all members of the care team to make use of time by having a personalized and informed discussion.

" Our staff already know to follow up regularly once documentation is sent out."
- Automating workflows you already have in place manually ensures nothing gets missed (i.e. in the event of staff changes and turnover), especially legal documents.
- The hours staff currently spend on manual outreach and processes can be returned to direct care.
- Once configured, ACM is a set-it-and-forget-it solution – think of it as the magic that runs in the background.

HANDLING OBJECTIONS

"We already use secure conversations. We don't need another messaging system."
- ACM allows anyone on the care team to reach the entire care community in minutes – no app to download or extra account and sign-in credentials necessary
- Recipients receive their messages via text, voice or email and are alerted to information, they don't have to proactively search for it in an app.
- Message templates allow for consistent messaging and outreach. It can also save valuable time in an emergency.
- All outbound communications and their result (received, call back needed) is automatically logged in the EHR, ensuring regulatory compliance for mandated updates like COVID declarations.

"We feel Robocalls are Ok for mass notifications, but they feel too impersonal for direct messaging."
- ACM allows both the organization AND the recipient to choose the communication channel that works best for them; voice, text or email, increasing the chances your message will be received and actioned.

MARKETPLACE COMPETITORS

Resident & Family Engagement

- Carefeed
- Icon
- Updox
- InTouchLink (Indirect)
- Careshare Manager
- Cubigo (Indirect)
- Family Carespace
- HowsMom
- Lifeloop + IN2L
- Quiltt
- CareLoop