

PATIENT ENGAGEMENT

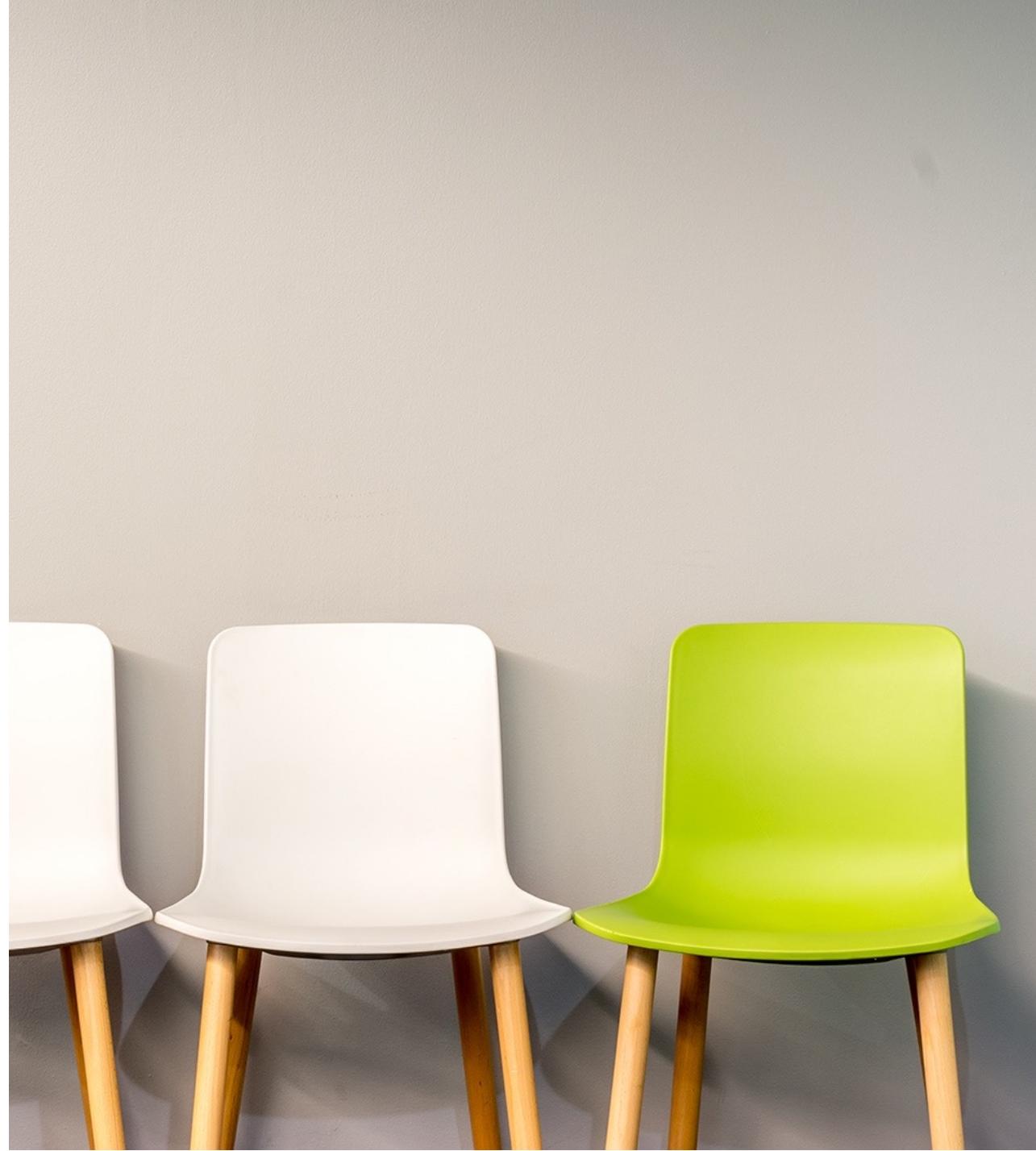
Effective and efficient communication from your EMR

TODAY'S AGENDA

About Cliniconex

Our services and how we're different

Q&A session



CLINICONEX HELPS CLINICS ENGAGE WITH MORE THAN TWENTY-FIVE THOUSAND PATIENTS EVERY DAY

5,000+

ACTIVE PROVIDERS SERVED

80+

SUB-SPECIALTIES SERVED

1,000+

CLIENTS ACROSS CANADA

750,000+

PATIENT ENGAGEMENTS PER MONTH

70%

REDUCTION IN NO-SHOWS
AND OUTBOUND CALLS

5 HOURS

AVERAGE HOURS BEING SAVED BY
STAFF PER WEEK

10+ YEARS

RELIABLE, SECURE, & BATTLE-TESTED
ENGAGEMENT PLATFORM

8 EMRS 1 EHR

CLINICONEX IS **MORE THAN JUST A REMINDER TOOL**

Cliniconex is a **patient engagement platform**.

Our light-touch workflow engagement platform helps care providers **automate outreach and improve coordination** with key stakeholders; keeping them better informed throughout their healthcare journeys.

OUR MISSION: TO SIMPLIFY CARE COORDINATION

To **simplify healthcare** for patients, families, providers and staff by **coordinating information exchanges** across today's complex and often disjointed healthcare experiences.

OUR SERVICES, MAPPED TO HEALTHCARE JOURNEYS

BEFORE

- Waitlist Management
- Booking Notifications
- Appointment Reminders
- Clinic Cancellation Notices
- COVID-19 Screening Measures
- Infection Control



DURING

- Managing No-Shows
- Communicating Wait Times
- Infection Control



AFTER

- Appointment Recalls
- Health Campaign
- Patient Surveys
- Preventative Care
- Infection Control



Hello,
Just a friendly reminder about your appointment
with us. To assist us, please confirm your
appointment by clicking on the link image below.
Thanks.

Your appointment is:
Wednesday May 15
1:15PM



call me



click to confirm appointment



cancel

Please arrive 10 minutes early for this appointment
Please cancel your appointment 24 business hours
in advance so that the time allotted can be given to
others. For cancellation of Monday appointments,
call the clinic on Friday during our business hours.
For more information, visit our [Website](#).

ABC Family Clinic
555 Somewhere St
Toronto, Ontario
A1A 1A1
(555)555-5555



add to calendar

—ABC—
FAMILY CLINIC

PATIENT ENGAGEMENT SUITE

Reduce no-shows, increase revenue and lessen the
burden on your staff

SENDING A MESSAGE FROM WITHIN YOUR EMR

1 Schedule an appointment in your EMR

Demographics		Appointment Overview			
Mr:	222222222	Date	Start Time	Provider	Comments
Address:	410 Epsomade, Ladysmith, BC, V9G1A2	2016-02-20	10:45:00	Hammer, Mike	
Phone:	H 773 828 0198 W 250-555-6401	2016-01-23	08:00:00	Hammer, Mike	
Email:	cliniconex@gmail.com	2015-12-03	08:45:00	Hammer, Mike	
		2015-12-03	08:30:00	Hammer, Mike	
		2015-12-03	08:15:00	Hammer, Mike	Cancelled

2 Cliniconex automatically sends notifications to patients

3 Patients confirm or cancel appointments on their preferred device

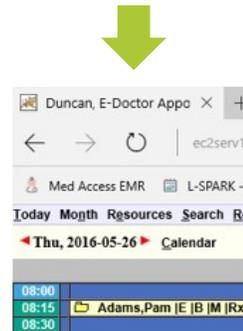
4 Appointment statuses are automatically updated in your EMR schedule

**WORKFLOW
WITHOUT THE
WORK**

1 Schedule an appointment in your EMR

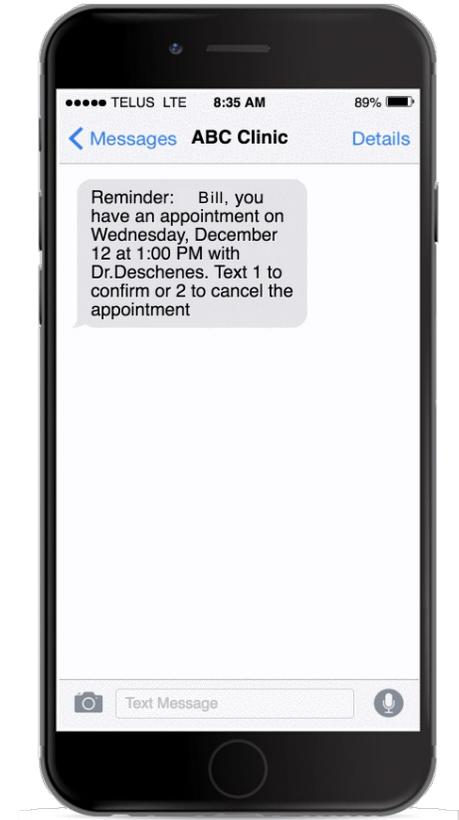
Date	Start Time	Provider	Comments
2016-02-20	10:45:00	Hammer, Mike	
2016-01-23	08:00:00	Hammer, Mike	
2015-12-03	08:45:00	Hammer, Mike	
2015-12-03	08:30:00	Hammer, Mike	
2015-12-03	08:15:00	Hammer, Mike	Cancelled

2 Cliniconex automatically sends notifications to patients

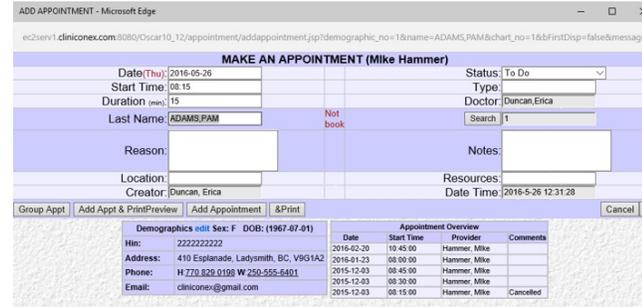


3 Patients confirm or cancel appointments on their preferred device

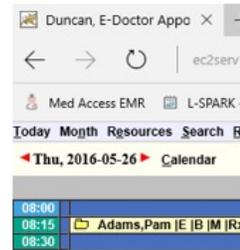
4 Appointment statuses are automatically updated in your EMR schedule



1 Schedule an appointment in your EMR



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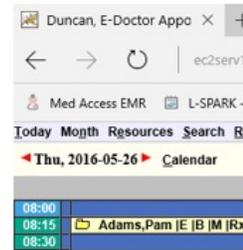
4 Appointment statuses are automatically updated in your EMR schedule



1 Schedule an appointment in your EMR

Date	Start Time	Provider	Comments
2016-02-29	10:45:00	Hammer, Mike	
2016-01-23	08:00:00	Hammer, Mike	
2015-12-03	08:45:00	Hammer, Mike	
2015-12-03	08:20:00	Hammer, Mike	
2015-12-03	08:15:00	Hammer, Mike	Cancelled

2 Cliniconex automatically sends notifications to patients

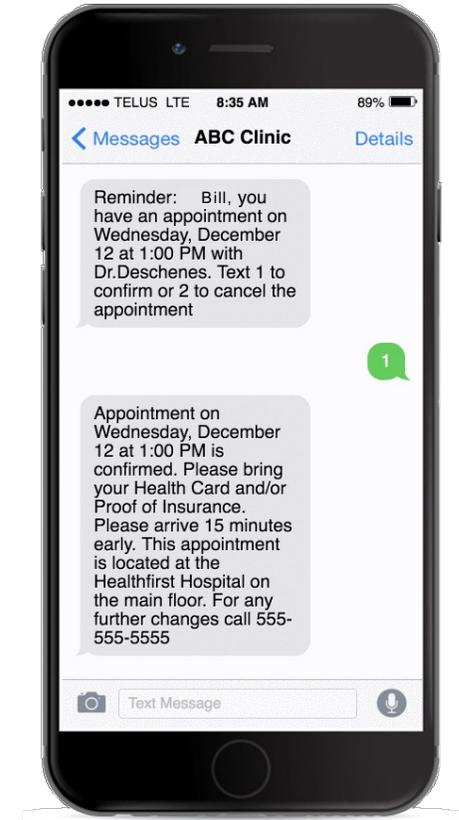


3 Patients confirm or cancel appointments on their preferred device



4 Appointment statuses are automatically updated in your EMR schedule

Demoggp No		Name ¹	Chart#	X	DOB YYYY-mm-dd	Doctor	Ros' Pat' Sta' Sta'	Phone
2	E Rx	Adams, Eddy			1971-06-15	Duncan, Erica	AC	770-829-0198
1	E Rx	Adams, Pam	1		1967-07-01	Duncan, Erica	RO AC	770-829-0198
3	E Rx	Adams, Terry			1954-06-15	doe,doctor	AC	613-290-0560
4	E Rx	Doe, Jane			1971-06-15	doe,doctor	AC	613-555-1122
5	E Rx	Smith, Mike V			1965-06-15	doe,doctor	AC	613-355-0946



**WORKFLOW AUTOMATION, CONTENT LOGIC AND
OTHER KEY DIFFERENTIATORS**

WORKFLOW AUTOMATION DRIVES CUSTOMIZATION

APPOINTMENT



ADD APPOINTMENT - Microsoft Edge

ec2serv1.cliniconex.com/0080/Oscar/10_12/appointment/addappointment.jpg?demographic_no=1&name=ADAMS,PAM&chart_no=1&firstDisp=false&message!

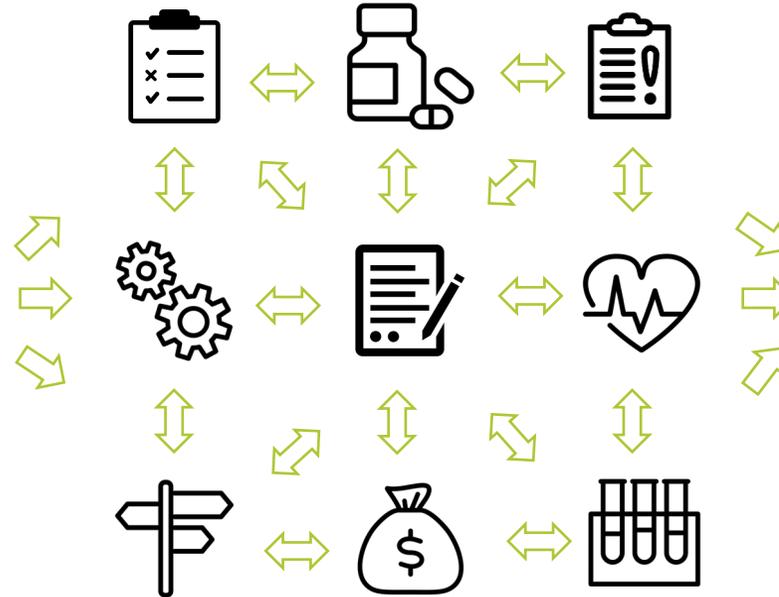
MAKE AN APPOINTMENT (Mike Hammer)

Date(Thu): 2016-05-26 Status: To Do
Start Time: 08:15 Type: [v]
Duration: 15 Doctor: Duncan, Erica
Last Name: ADAMS,PAM Not book Search: [v]
Reason: [v] Notes: [v]
Location: [v] Resources: [v]
Creator: Duncan, Erica Date Time: 2016-5-26 12:31:28
Group Appt | Add Appt & Print/Preview | Add Appointment | &Print | Cancel | R

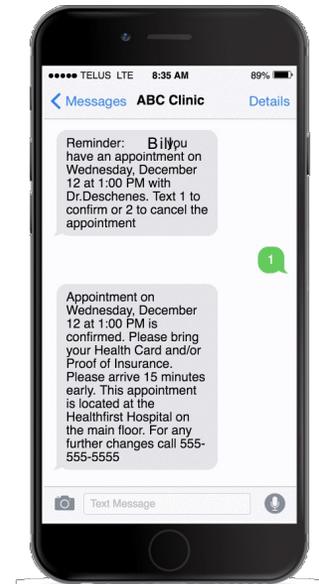
Demographics	Sec: F	DOB: (1967-07-01)	Appointment Overview
Hic: 222222222	Date: 2016-02-20	12:45:00	Hammer, Mike
Address: 410 Esplanade, Ladysmith, BC, V901A2	2016-01-23	08:00:00	Hammer, Mike
Phone: H 723-828-8198 W 256-555-5481	2015-12-03	08:45:00	Hammer, Mike
Email: cliniconex@gmail.com	2015-12-03	08:30:00	Hammer, Mike
	2015-12-03	08:15:00	Hammer, Mike Cancelled



RULES



UNIQUE ENGAGEMENT



“If this, then that. If that, then this”.

COMBINING MULTIPLE APPOINTMENTS

ONE PATIENT WITH 3 APPOINTMENTS THE SAME DAY



APPOINTMENT 1



APPOINTMENT 2



APPOINTMENT 3

EMR



OTHER SOLUTIONS

Text Message Today at 3:00 PM

"Reminder: Chris, you have an appointment on Wednesday December 12 at 1:00 PM with Dr.Deschenes."

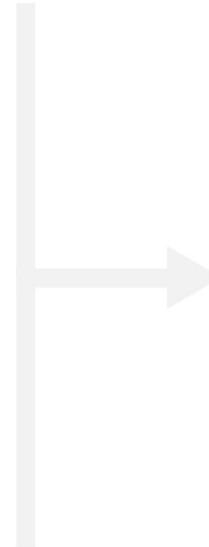
Text Message Today at 3:11 PM

"Reminder: Chris, you have an appointment on Wednesday December 12 at 1:20 PM with Dr.Deschenes."

Text Message Today at 3:19 PM

"Reminder: Chris, you have an appointment on Wednesday December 12 at 2:00 PM with Dr.Deschenes."

MULTIPLE NOTIFICATIONS



cliniconex

with an autonomous rules engine configured to your clinic's workflows

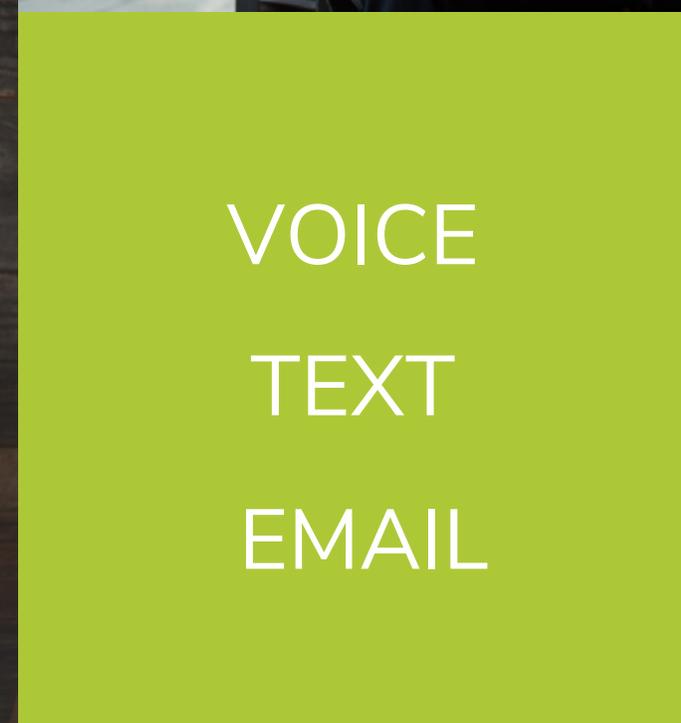
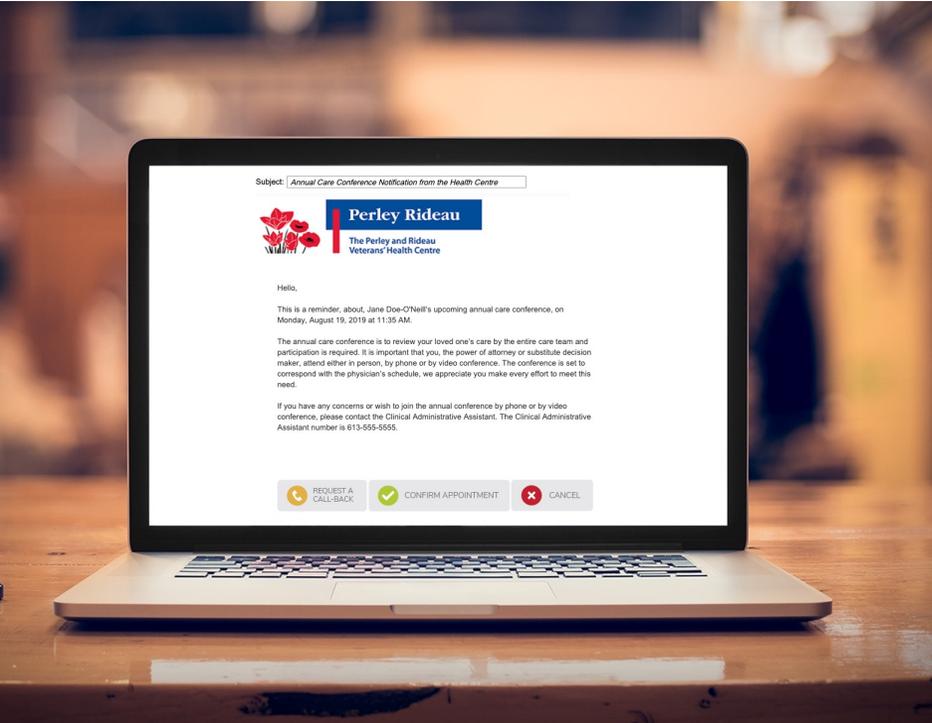
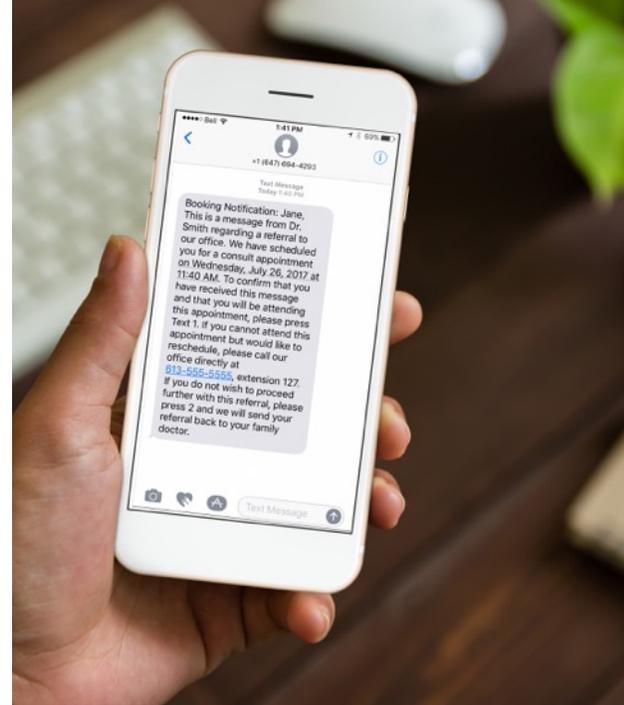
Text Message Today at 3:00 PM

Reminder: Chris, you have multiple appointments on December 12th: with Dr. Deschenes at 1:00 PM, with Dr. Jones at 1:20 PM and with our dietician at 2:00 PM. Please arrive 15 minutes before your first appointment.

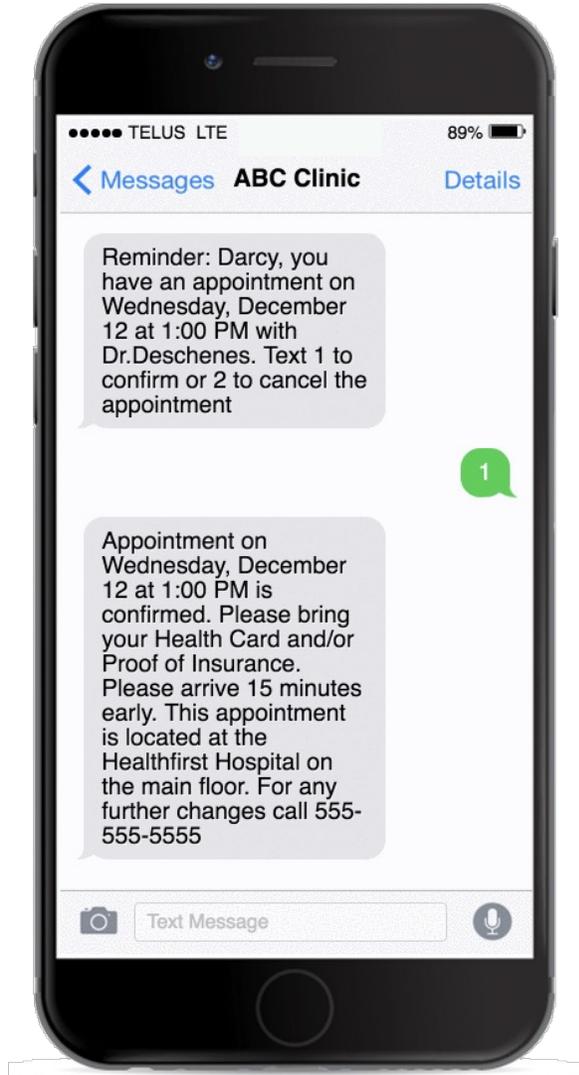
A SINGLE NOTIFICATION



CUSTOMIZATION: EMPLOYING TECHNOLOGY WHILE RETAINING YOUR PERSONAL TOUCH



CUSTOMIZE YOUR MESSAGING AND BRANDING



Confirm Your Appointment: Saturday, January 26 at 10:55 AM Inbox x

 **noreply@clintonex.com** noreply@clintonex.com via sendgrid.net Jan 25, 2019, 10:56 AM (6 days ago)

to me ▾

YOUR LOGO

Hello,
This is a friendly reminder about your appointment with Dr. Doe-Smitherson. To assist us, please [confirm your appointment](#) by clicking the link or the image below.

Your appointment is:
Saturday, January 26
10:55 AM

 **CLICK TO CONFIRM YOUR APPOINTMENT**

 **CANCEL**

SPECIAL INSTRUCTIONS:
Please bring your Health Card and/or Proof of Insurance. Please arrive 15 minutes early.

LOCATION:
This appointment is located at our main office, 555 Main Street

CANCELLATION POLICY:
Please note we require 48 hours' notice to cancel or change your appointment. Failure to provide proper notification will result in a charge.

To view our complete Cancellation Policy, visit: [Cancellation Policy/Policies-fees](#)

For more details about the Health & Wellness Centre, visit: [Health & Wellness Centre](#)

If you are receiving this e-mail in error, please contact the Health & Wellness Centre at (613) 555-5555.

Health & Wellness Centre
555 Main Street

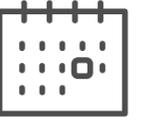
 **ADD TO CALENDAR**

 powered by **cliniCONEX**

PATIENT ENGAGEMENT SUITE

More than reminders

BOOKING NOTIFICATIONS



OVERVIEW

Automatically send booking notifications once appointments have been booked

- Can be configured to only send for specific appointment types, by specialist or by location
- Work in your EMR as you normally would

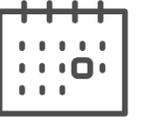
BENEFITS

- Save staff time: no lengthy outbound calls
- Direct feedback: ask patients to confirm they will attend the appointment
- Lower no-show rates and increase clinic revenues by ensuring you're booked at capacity

USE CASES

- Notify a patient when an appointment has been booked
- Commonly used by specialists when additional special instructions are required
- Can be used for referrals to the clinic, patients can accept or decline the referral

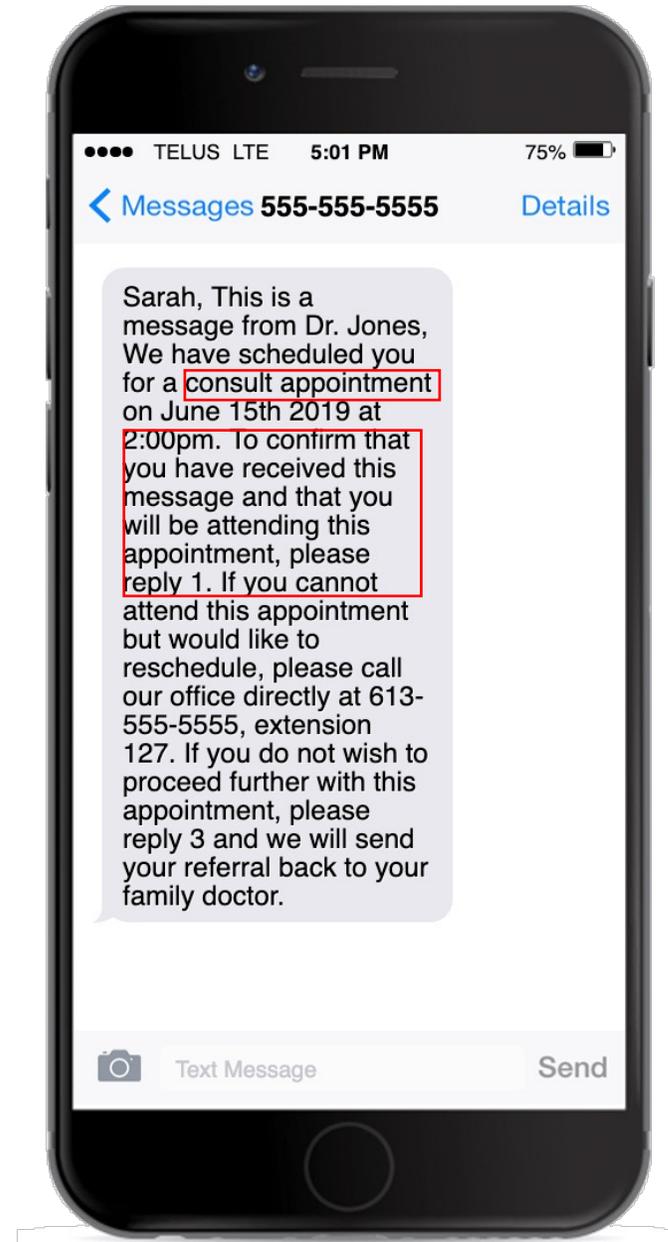
BOOKING NOTIFICATIONS



Schedule a New Appointment in your EMR

Cliniconex Automatically Sends a Booking Notification

- Triggered on appointment type, provider, location etc.
- Can be configured to require patient confirmation
- Can include any special messaging



CLINIC CANCELLATIONS



OVERVIEW

Automatically send a cancellation notice to affected patients from within your EMR.

- Staff control which appointment to send on
- Patients can acknowledge receipt of the cancellation and contact the clinic to re-book

BENEFITS

- Save staff time: no lengthy outbound calls
- Staff are able to quickly and efficiently send out messages within minutes
- Require confirmation to ensure all patients are contacted be needlessly travelling

USE CASES

- Notify a patient when an appointment needs to be cancelled
- Notify all patients for a full day when a provider is out of office due to illness, schedule changes, etc.
- Severe weathers conditions and clinic closures

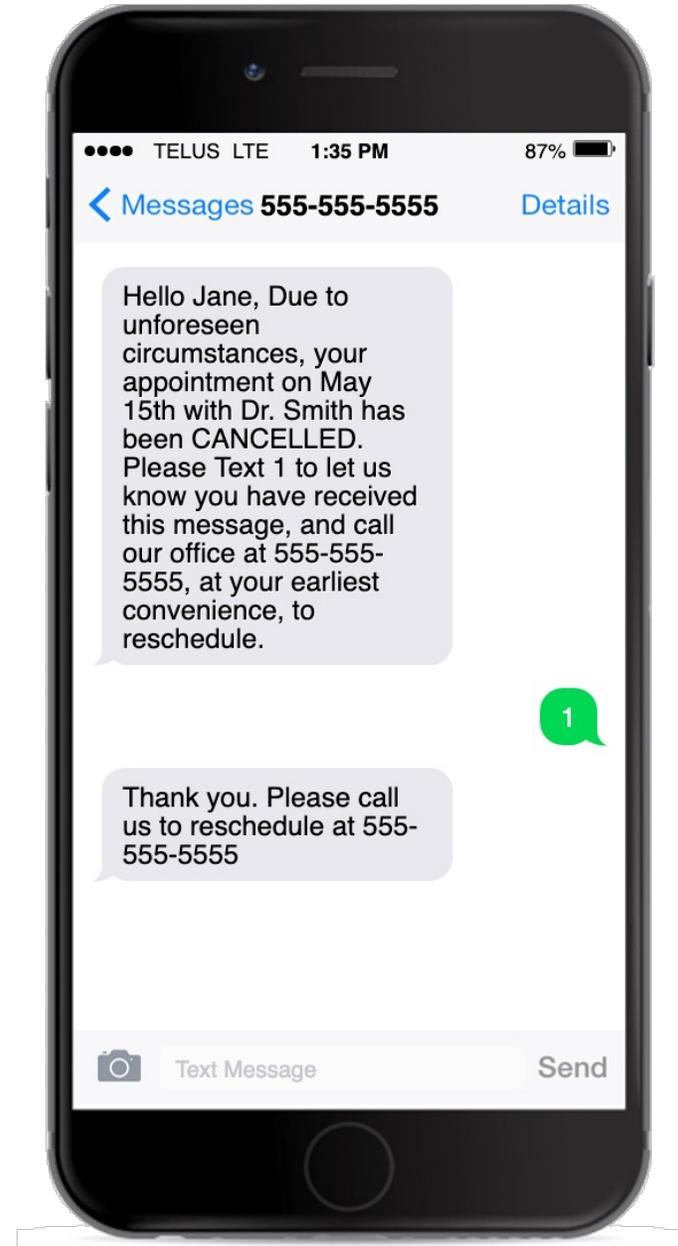
CLINIC CANCELLATIONS

Cancel an appointment or group of appointments in your EMR

Cliniconex automatically sends notifications to your affected patients

Patients respond accordingly

A summary report is sent via email



BULK NOTIFICATIONS



OVERVIEW

Inform your entire roster or a targeted group of patients in a matter of minutes

- Staff control which patients to message, based on exported lists from the EMR
- “Manual” targeting

BENEFITS

- Staff are able to quickly and efficiently send out messages within minutes
- Can lead to increased clinic revenue when used to generate appointment bookings
- Increased communication with patients

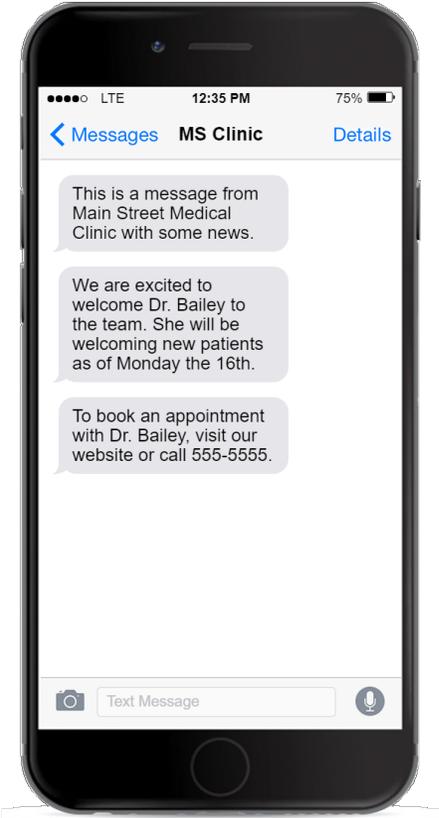
USE CASES

Notify a group of patients when

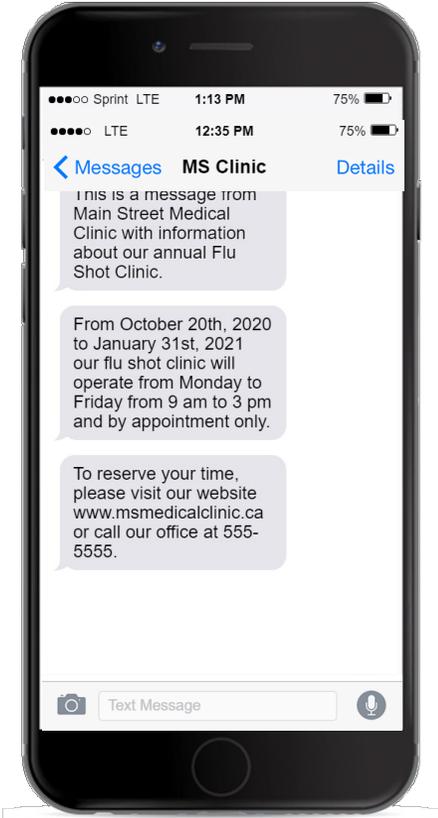
- Provider retirements
- Provider moves
- Change in clinic hours
- Accepting new patients
- Clinic policy changes
- Educational messages

NOTIFY PATIENTS OF IMPORTANT CLINIC INFORMATION

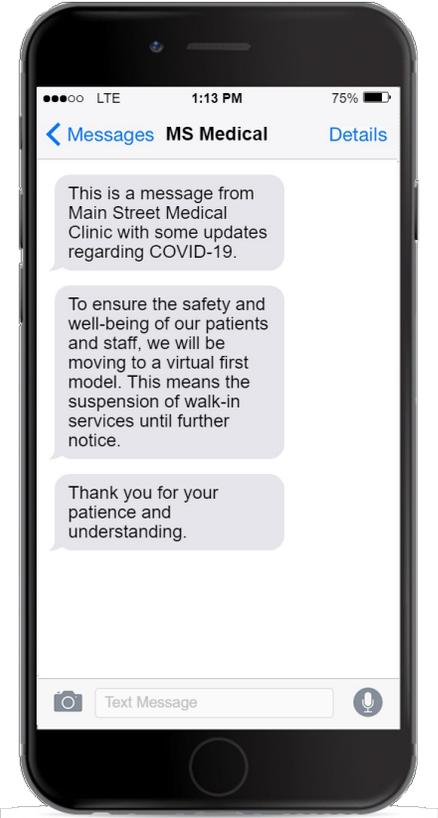
New Provider



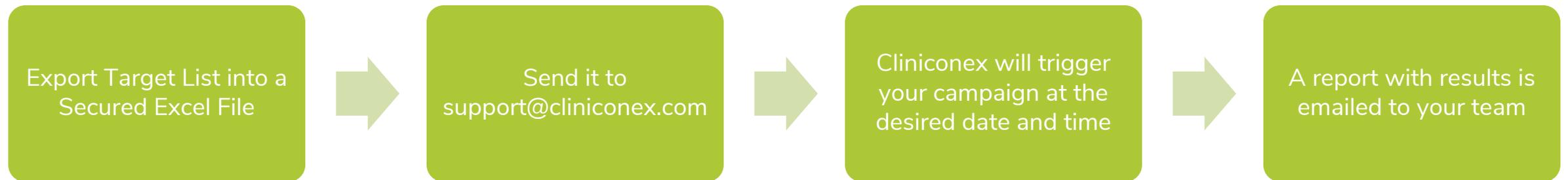
Flu Shot Clinic



COVID-19 Protocols



BULK NOTIFICATIONS



APPOINTMENT RECALLS AND PREVENTIVE CARE



OVERVIEW

Target a group of patients using EMR demographics and appointment data

- Rules are created for your clinic to best fit your clinic's needs and processes
- “Automated” targeting

BENEFITS

- Saves staff time: no lengthy outbound calls
- Staff are able to quickly and efficiently send out messages within minutes
- Direct feedback: ask patients to acknowledge receipt of the notification

USE CASES

Notify a patient when they are due for

- Annual check-up
- Annual flu-shot
- 3 month follow-up after a special appointment type
- Annual PAP*
- Mammogram testing*
- Educational messages
- Birthday greetings & special offers

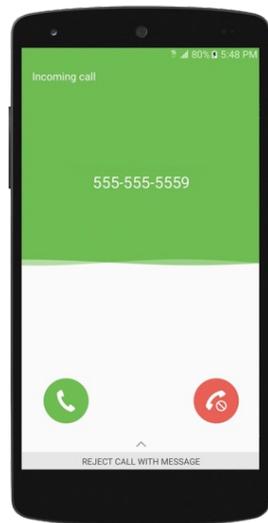


SUMMARY

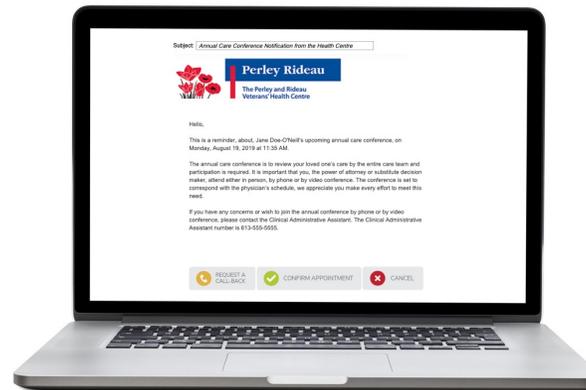
PATIENT ENGAGEMENT PRICING

\$0.37
per cycle

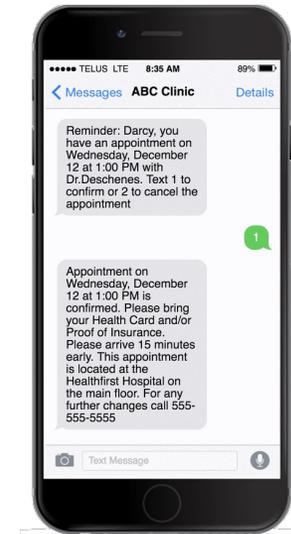
ONE CYCLE IS



3 phone call attempts if needed
(including voicemail on final attempt)



or, 1 email with
confirmation message



or 1 text message with confirmation
text message

PATIENT ENGAGEMENT PRICING

Appointments per month	Cost per month	Number of no-shows avoided for Cliniconex to pay for itself
100	\$35	0.7
200	\$70	1.4
500	\$175	3.5
1000	\$350	7

YOU CHOOSE WHICH APPOINTMENT TYPES TO REMIND FOR AND CAN MODIFY AT ANY TIME

WE PROVIDE SOLUTIONS THAT

Get the right information

- To the right person
- At the right time

And return responses

- To the right person
- At the care venue
- Without disrupting their workflow

The title "AUTOMATED PATIENT ENGAGEMENT" is displayed in a bold, sans-serif font. "AUTOMATED" is in dark grey, and "PATIENT ENGAGEMENT" is in light green. The text is positioned on the right side of the slide, partially overlapping a large white circle.

- ✓ Reduce no-shows
- ✓ Increase patient satisfaction & retention
- ✓ Decrease the burden on front-end staff
- ✓ Increase clinic revenue

QUESTIONS?

Get In Touch
sales@cliniconex.com