



UpToDate Outreach FAQ for providers

Reach patients at scale using AI-optimized Interactive Voice Response (IVR) campaigns



What is UpToDate Outreach?

UpToDate® Outreach is a curated portfolio of automated smart call campaigns that remind and motivate people to get services so they stay in good health and seek care on time. The calls are built on award-winning, AI-powered IVR technology that responds dynamically to each person. The call scripts are individually produced by experts using evidence-based content and best practices from behavioral science to motivate people to take action.

By catering to specific needs, the calls usher people along to take their next healthy step. The most common topics are scheduling preventive screenings, visits, and vaccinations. Campaigns can also cover a variety of topics, including medication adherence and risk assessments.



Can the calls be customized?

Yes. As the first step, every call starts with a patient confirmation to safeguard protected health information (PHI) before continuing on to the main message. To maximize your campaign's success, we'll work with you to ensure calls integrate into your workflow, and we'll make recommendations on how to best use the calls for highest success rates. We'll also personalize the Caller ID and call introduction down to the patient level.

Calls can then transfer patients directly to a scheduling center or the individual patient's care team. They can also be used for a public service announcement (PSA) or quantitative data collection. And if you'd like an UpToDate Outreach call program on a topic not yet covered, we can work with you to create a custom script and campaign to meet your needs.



Do we receive a report?

Yes. For every campaign, your care team will receive a report detailing each patient's responses during their call. This report indicates exactly which patients requested what information and highlights items you may want to follow-up with patients about. Your representative will also walk you through a second report to discuss the overall success of your campaign.



When they answer the phone, who do patients hear?

A professional voice actress — who is coached by our production team to hit the right tone, inflection and cadence of each message — records all possible parts of the conversation. At the time of the call, our system responds to what people tell us by pulling from her pre-recorded responses. The result is a natural and engaging conversation that leads patients through a productive experience. The voice for our calls is the same in most of our programs, so when UpToDate Outreach is used with other UpToDate Patient Engagement solutions, patients benefit from a cohesive and engaging experience across the care continuum.



How many people can we call at once?

As many as you want! Many of our customers prefer to space out calls to manage the volume coming back to their staff. Our team will work with you to calculate how many calls to launch per day in order to establish a pace that works for your organization.



Can patients opt out of calls?

Yes. On each call, recipients have the opportunity to opt out of calls. If they choose to opt out, they are automatically placed on the “Do Not Call” list and will no longer receive calls.



What happens when a patient doesn't pick up the call?

Typically, we will attempt to reach patients two times. As a best practice, we leave a voicemail after each call attempt, and make a second attempt if the patient doesn't answer the first call. For some campaigns, we may recommend adjusting these settings. Your representative will help you determine the best approach to meet your goals.



What languages are available?

Programs are available in American English, and we are able to translate into other languages upon request.