

EmmiOutreach Updates

June 2023



Activating patients and members early on, when it can make a difference in their health and in your service delivery, requires proven outreach programs that deploy to communities at scale. EmmiOutreach™ helps you reach large patient populations with AI-powered Interactive Voice Response and digital campaigns that are proven to motivate people into action. Check out the most recent enhancements and best practices to get the most out of your EmmiOutreach license. Feel free to [share this information with your colleagues](#).

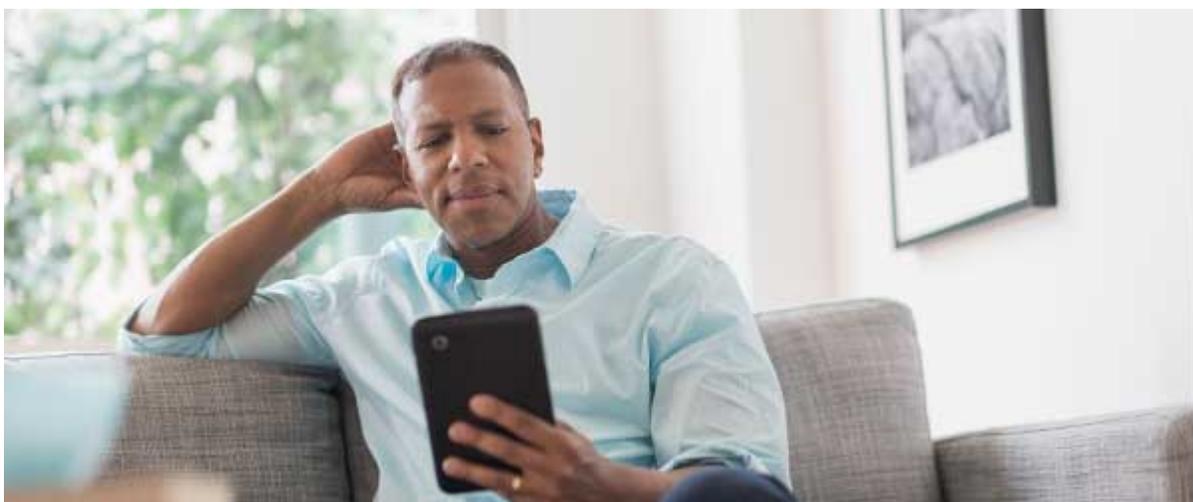
- Improved HEDIS scores at University Hospitals Health System
- Leveraging EmmiOutreach to help advance health equity
- Campaign recommendations
- EmmiOutreach voice actor spotlight
- Clinical Effectiveness in the news



Improved HEDIS scores at University Hospitals Health System

University Hospitals wanted to efficiently reach members of their patient population who had a gap in care related to colorectal cancer screening and make it easy for them to schedule an appointment. They implemented a series of EmmiOutreach call campaigns and then measured the impact on increasing the HEDIS measure for Colorectal Cancer Screenings. In just five months, University Hospitals saw a 13% relative improvement to colorectal screening measures after implementing EmmiOutreach.

[See the Results](#)



Leveraging EmmiOutreach to help advance health equity

Double down on your strategy to improve health equity by maximizing use of your EmmiOutreach subscription. EmmiOutreach campaigns, available in

English and Spanish, can target specific patient and member cohorts to help address the key factors in achieving health equity, including health literacy and social determinants of health (SDoH). Emmi interactive call and digital campaigns reach people quickly and easily, collect critical information and connect them to services – helping to improve HEDIS scores, star ratings, and quality goals while simultaneously addressing SDoH. Digital EmmiOutreach campaigns can deliver health programs to improve a patient’s health literacy and can ask targeted SDoH questions, like “*Do you need help getting to your appointment?*”.

Together, we partner with our customers to optimize care across the continuum to achieve better clinical, financial, and quality outcomes for patients/members. If you are interested in developing an EmmiOutreach strategy to help advance health equity, please reach out to your Engagement Manager or Customer Success Specialist to learn more.

[Learn More](#)



Upcoming health observance calendar and associated EmmiOutreach campaigns

It’s hard to believe that we are already in the second half of 2023 – with the end of the year fast approaching! Plan now to leverage upcoming monthly health observances to raise awareness about important health topics and conditions. EmmiOutreach campaigns connect each patient with the resources they need and provide valuable insights back to your organization by collecting and reporting each response.

Month	National Health Observance	EmmiOutreach Campaign
July 2023	Youth Sports	Pediatric Wellness
August 2023	Immunization Awareness	Flu Vaccine - Reminder/Schedule
September 2023	Healthy Aging	Annual Wellness
October 2023	Breast Cancer Awareness	Mammogram
November 2023	Diabetes Awareness	Diabetes
December 2023	Flu Vaccine Awareness	Flu Vaccine - Data Collection



**EmmiOutreach voice actor
spotlight: Deb Doetzer**

Learn more about the voice actor behind EmmiOutreach campaigns, Deb Doetzer, who has contributed her voice to the Emmi team for over two decades! Deb Doetzer is a proud member of the performer unions SAG-AFTRA and AEA.

She is represented exclusively by Stewart Talent in Chicago and New York and has an extensive list of voice-over credits to her name spanning a career of over 30 years: most recently, as Gwendolyn Clawthorne on season two of the Disney animated series “The Owl House,” as well as national television and radio commercials for clients like Skittles, State Farm, Serta, McDonalds and Kraft.

She can also be heard on the interactive games *Red Faction* (PA Announcer), *Watch Dogs* (various) and *Injustice: Gods Among Us* (Narrator). She is adjunct faculty at both Columbia College and the Theater School at DePaul University, an instructor at Acting Studio Chicago, and originated the voiceover courses at

The Second City Training Center. Deb is currently on the Steering Committee for CFAC, the Union dedicated to fair and equitable representation for adjunct faculty at CCC.



Clinical Effectiveness in the news

MarketScale | The Retail Health Clinic Market is Expected to Double in a Few Years - Customer Experience Must Be a Priority

Greg Samios, President and CEO of Clinical Effectiveness at Wolters Kluwer, highlights the steps retail health clinics can take to improve customer experience for MarketScale.

[Read More](#)

Questions?

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