

EmmiOutreach Updates

April 2023



We're always improving and enhancing EmmiOutreach™ to support more ways for your organization to effectively interact with your patients or members. Please feel free to [share these updates](#) with your colleagues!

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Campaign Enhancements

Digital Experience of EmmiOutreach

To make it easier and faster for your organizations to deploy campaigns, we are excited to announce the launch of the digital delivery of EmmiOutreach. This enables you to deliver campaigns via SMS/text and mobile devices, in addition to traditional Interactive Voice Response (IVR) campaigns. Sample use cases where this can help you:

- Nudge patients with brief campaigns to drive preventative care, like flu vaccines
- Launch digital campaigns to reach patients who are less responsive to IVR calls

This is the same empathetic conversation design from Emmi that has shown positive health outcomes, in new flexible delivery models and with additional use cases. If you are interested in reaching more patients in this new way, please reach out to your Engagement Manager or Customer Success Specialist to learn more.



Campaign Highlight

Fall Risk Assessment

Falls can happen to anyone at anytime. The risk of falling increases as a person ages. To evaluate your senior population and educate them about fall risks, launch a "fall risk assessment" campaign and then follow up with important resources to better protect them from a fall. This campaign can provide information helpful for the care team. For example:

- Has the patient fallen unexpectedly in the last 12 months?
- How many times have they fallen?
- Did the patient get hurt during one of these falls?

To kick off a fall risk assessment campaign, please contact your Emmi Engagement Manager or Customer Success Specialist.



Tips and Tricks

Scripting

Scripting for an IVR call requires expert voice designers that work directly with clients to identify two major factors:

1. Discuss how each client wants to connect with their patients by having a conversation about goals and outcomes.
2. Discuss the patient's perspective of the call. This process is instrumental for a successful campaign and helps to ensure that the intended results are achieved.

The diverse voice actors that our designers work with have been carefully selected and are empathetic, supportive, trustworthy, and warm which greatly increases patient response and compliance.

Our scripting team adheres to practices, such as:

- Legal and regulatory requirements
- Using consistent terms (using Care team or Provider throughout the call script)
- Using empathy to connect patients' needs and wants for each specific campaign
- Writing at a 6th grade reading level
- Writing at a low health literacy level



Campaign Recommendations

Upcoming Health Observance Calendar and Associated EmmiOutreach Campaign

Leverage upcoming monthly health observances to raise awareness about important health topics and conditions. Use EmmiOutreach to drive your patient/member population to take action and be proactive in managing their health. The EmmiOutreach campaigns are unique experiences that 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 Recommendation
April 2023	Public Health	COVID Booster Campaign
May 2023	Mental Health Awareness	Annual Wellness Visit Campaign
June 2023	Men's Health	Prostate Screening Campaign



Clinical Effectiveness in the News

Nature Portfolio | The Wisdom at Clinicians' Fingertips

"UpToDate is like an attending physician," says Hiroshi Sudo, a medical doctor at the Ofuna Chuo Hospital in Kanagawa, Japan. "When I encounter a problem that I am not familiar with, I can get comprehensive knowledge and understand what I should do at the moment."

Read More

HLTH | All Virtual Care and Care Management Must be Grounded in Evidence

In a recent blog for HLTH, president and CEO Greg Samios explores how virtual care, including prevention through care management by payers, has an important place in our healthcare and how the current evidence must guide virtual engagement too.

Read More

Questions?

Call Customer Support at 866-294-3664, Monday-Friday 7:00AM - 7:00PM CT,
or email support@my-emmi.com

Integration Support: integration_support@my-emmi.com

Online Live Chat available on www.emmimanager.com and www.startemmi.com

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