



# UpToDate Outreach

## Activate patients at scale and solve care gaps with smart voice campaigns

When patients skip routine appointments or preventive screenings, they often seek care later, when medical conditions are more advanced and more costly to manage.

Activating patients 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.

Through the power of technology and expert design, UpToDate® Outreach helps you reach large patient populations with AI-powered Interactive Voice Response campaigns that are proven to motivate people into action.

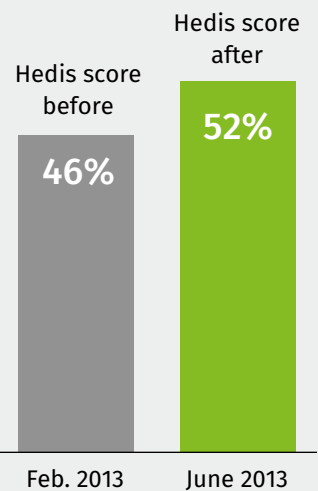
Detailed usage reports empower your teams to more effectively tailor education and connect people to scheduling and services. And new delivery options, like chatbot, are available upon request.

### UpToDate Outreach is highly customizable, making it easier to motivate patients and teams. Campaigns include:

- Annual Wellness Visits
- Anticoagulation
- Bone Density Tests
- Childhood Immunizations
- Choosing a Primary Care Provider
- Colorectal Cancer Screenings
- Diabetic Retinopathy
- ED Discharges
- Fasting Labs
- Flu Vaccinations
- Mammogram Screenings
- Medication Adherence
- Missing Labs
- Natural Disaster Outreach
- Pneumonia Vaccinations
- Virtual Care Encounters

### University Hospitals

**Goal:** Facilitate scheduling and boost HEDIS score using UpToDate Outreach



**Colorectal cancer screening measure saw a 13% relative improvement in just five months**

\* University Health/Wolters Kluwer Case Study, rev. March 2020

#### Partner with UpToDate Patient Engagement

The 360° suite for measurable and sustained patient engagement and partnership

#### Support with UpToDate Educate

Inclusive leaflets and video overviews that are easy to use and trusted by everyone

#### Engage with UpToDate Engage

Multimedia programs designed to empower selfcare in key areas

#### Activate with UpToDate Outreach

Smart voice campaigns reminding and motivating people to get services

#### Coach with UpToDate Journeys

Interactive omnichannel campaigns delivered at-scale to coach patients over time