



Wolters Kluwer

EmmiOutreach Updates

December 2022



In this season, we celebrate our continued partnership

Every day, you and your teams work hard to deliver compassionate and effective care. Our mission is to make sure you have the right information and guidance when it matters most. This has been our purpose for more than 30 years, and we look forward to many more years in partnership with you.

We're always improving and enhancing EmmiOutreach™. Please feel free to share these updates with your colleagues!

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Campaign Enhancements

Leveraging a multimodal approach to patient engagement

Emmi engages patients through an automated, seamlessly multimodal experience that simultaneously educates and collects health information from individuals and populations. Depending on the solutions licensed at your organization, you can take advantage of a multimodal outreach campaign to drive a high level of engagement. Sending an EmmiOutreach campaign and following up with an EmmiEngage program via email or text ensures your patients are getting the information they need when and where it is most convenient for them. Two examples of a multimodal campaign:

- Flu Vaccine: Notify patients via EmmiOutreach that it is time to schedule their Flu vaccine and then follow up with the EmmiEngage Flu vaccine program to share the importance of getting the flu vaccine.
- Medication Adherence: Send an EmmiOutreach call to remind patients about the importance of following medication instructions and remind them to refill their medication at their pharmacy. Then follow up with the new interactive EmmiEngage Medication Adherence program.

Learn more about the multimodal opportunities with Emmi by contacting your Engagement Manager or Customer Success Specialist.



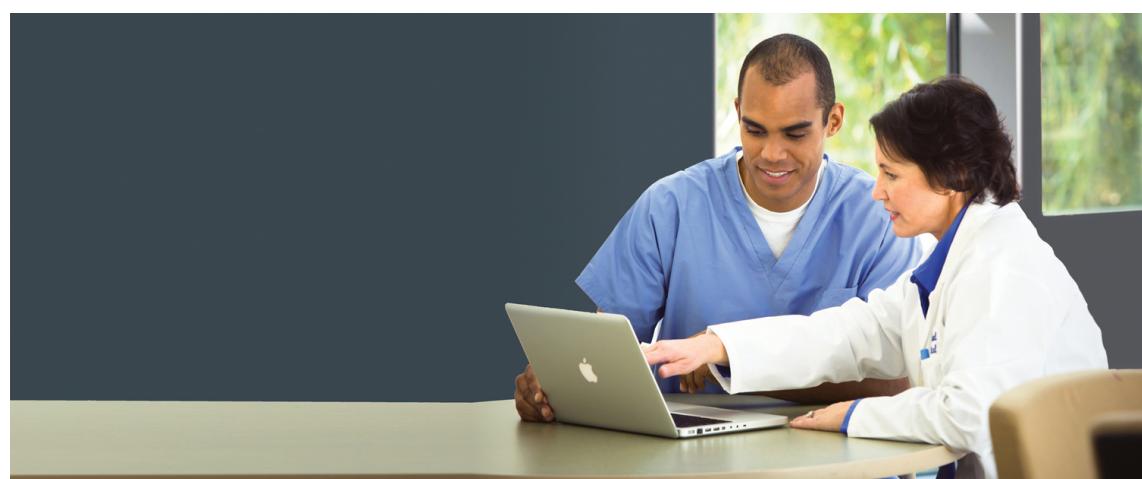
Campaign Highlight

Change of Insurance (Education/Record Keeping Campaign)

Keep insurance records up-to-date by reaching out to your patient population with an EmmiOutreach Change of Insurance campaign. The call will remind patients why it is important to update their insurance information with their provider and allow them to take immediate action. As part of the campaign, patients can choose to:

- be transferred directly to their provider
- receive a text message with a link to their patient portal
- request their provider call them back to update their records

Contact your Customer Success Specialist to learn more about this campaign and kick off the campaign development process.



Tips and Tricks

Call Windows

When considering an EmmiOutreach campaign, a key factor worth considering is your 'call window', or, when we'll be reaching out to your patients/members. Luckily, we have a decade of call data to help with the decision-making process. In general, we recommend placing calls later in the afternoon into the early evening, especially early in the week. We see peak engagement on Mondays between 3:00 pm and 6:00 pm, and Tuesdays from 4:00 pm – 6:00 pm.

As important as when to call, is when not to call. We tend to see a steep drop in engagement rates after 12:00 pm on Fridays. Keeping your call window short on Fridays could help increase the likelihood of reaching your patients with important health information.

With that in mind, it is still important to talk with your Emmi experts, as engagement rates can vary for multiple reasons, including patient demographics, campaign topic, time of year, and more.



Campaign Recommendations

Upcoming Health Observance Calendar and EmmiOutreach Campaigns

Take advantage of 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
January 2023	Cervical Cancer Awareness	Cervical Cancer Screening Campaign
February 2023	American Heart Month	Annual Physical Campaign
March 2023	Colorectal Cancer Awareness	Colorectal Cancer Screening Campaign



Clinical Effectiveness in the News

Wolters Kluwer launches digital health tech solutions for payers and virtual care players

Digital Health Architect Consumer Education Suite and EmmiGuide help virtual care vendors and payers more effectively engage health consumers and improve outcomes.

[Read More](#)

Wolters Kluwer taps Microsoft to unlock innovative solutions for virtual healthcare and payer care management

Wolters Kluwer, Health has partnered with Microsoft to enable healthcare organizations to unleash innovation through the combination of Wolters Kluwer's market-leading solutions and the Microsoft Azure cloud platform.

[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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