

EmmiOutreach

September 2022



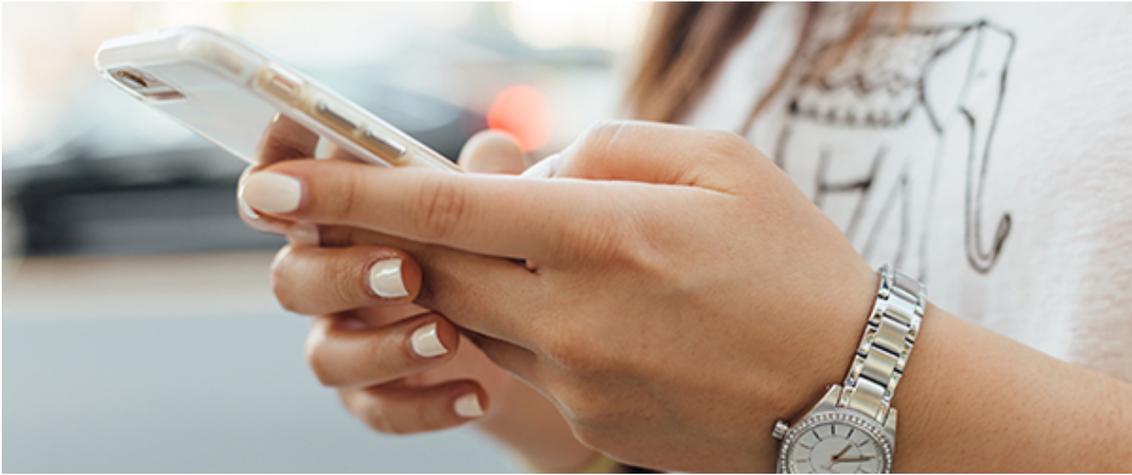
We're always improving and enhancing EmmiOutreach™. Please feel free to [share these updates](#) with your colleagues!

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CIO Takes a Strategic View of Patient Engagement

In today's healthcare landscape, patients don't just expect a good experience, they demand it. For a health system informatics officer, delivering that better experience starts with a patient engagement platform that allows for holistic planning and strategic growth. [Learn more](#)



Campaign Enhancements

Now Available! EmmiOutreach Text Messaging Feature

To better reach patients outside the clinical setting, text messaging is now available as part of EmmiOutreach campaigns. For patients and members that would like a text reminder related to the call content, they can opt-In to receive a one-time, one-way text message with a phone number or short message to reference at a later time. To learn more and take advantage of this new feature, **please contact your Engagement Manager or Customer Success Specialist.**



Campaign Highlight

Specialty Medication Adherence

Support medication adherence by reaching out to your patient population about

the importance of following medication instructions and requesting timely refills from the pharmacy. The *Specialty Medication Adherence* campaign can also provide information regarding common barriers to medication compliance. Through this campaign, patients and members can be directly transferred to a pharmacist to:

- Request medication refills
- Ask questions about the medication
- Discuss additional barriers to either taking the medication or picking up the prescription

To kick off a specialty medication adherence campaign, **please contact your Emmi Engagement Manager or Customer Success Specialist.**



Tips and Tricks

Communications Planning

Internal communication planning and a roll out strategy is key before launching an EmmiOutreach campaign to your patient or member population. A communication plan is a document that outlines when and how the team will be communicating the project to key stakeholders. Sharing important details of the campaign, such as target population, campaign type and call windows will prepare your staff for patient/member questions. [Click here](#) to find a sample communication email and associated FAQ to share before you launch your next campaign. In addition to sending an email notification, introducing the campaign at department meetings, internal newsletters, and call center communication channels is recommended.



Campaign Recommendations

Health Observance Calendar and EmmiOutreach Campaigns

Month	National Health Observance	Recommended Campaign
October 2022	Breast Cancer Awareness	Mammography Screening
November 2022	Diabetes Awareness	Diabetes
December 2022	Flu Vaccine	Flu Vaccine



Clinical Effectiveness in the News

STAT | Healthcare's Shift from Covenant to Commodity Comes with Consequences

Chief Medical Officer, Dr. Peter Bonis shares his opinion on "Healthcare's shift from covenant to commodity comes with consequences" with STAT.

[Read More](#)

Protocol | What's the Most Effective Way to Get Over Hurdles of Bringing Software to Health Care Environments?

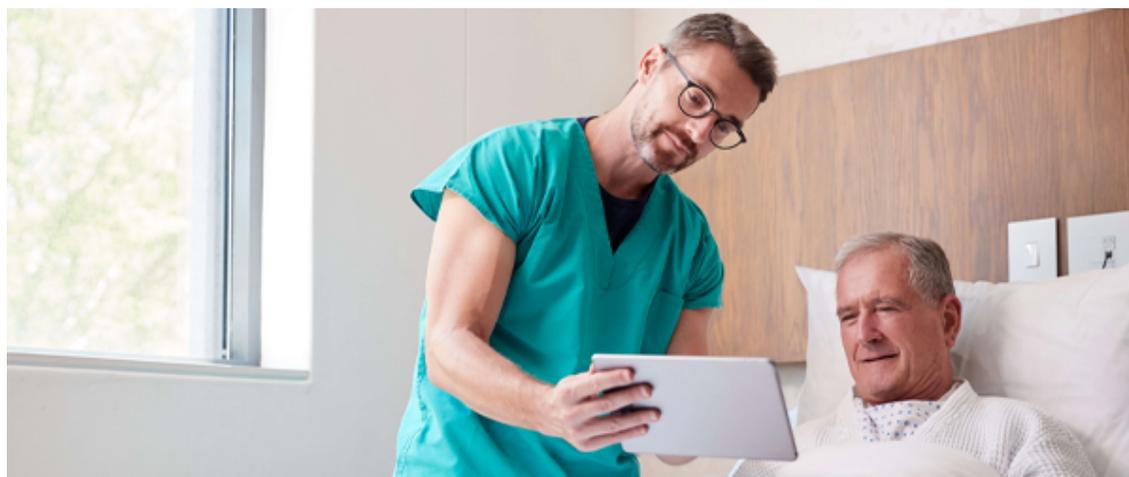
President & CEO, Clinical Effectiveness at Wolters Kluwer, Greg Samios answers "What's the most effective way to get over hurdles of bringing software to health care environments?"

[Read More](#)

Health.com | What to Know About Monkeypox Vaccine Side Effects—Even With a Lower Dose

Wolters Kluwer expert, Kristen Nichols, PharmD, spoke with Health.com regarding possible side effects of the monkeypox vaccine.

[Read More](#)



Webinar On Demand

Emmi Innovation Update: Redefining the Standard for Patient Partnership

Presented By: John Vivoda, Sr. Director Product Strategy, Wolters Kluwer and Evan Heigert, Creative Director Patient Engagement

Watch this on-demand webinar for an update on how Emmi partners are using patient engagement solutions to more effectively partner with patients and maximize care.

Watch Now!

Resources



Emmi Success Center

Bookmark this page for easy access to materials to help your organization get started with Emmi programs.

[Learn More](#)

Expert Insights

Get deep domain expertise and information that accelerates decision making.

[Read More](#)

EmmiEngage+

Bookmark this portal to review ongoing solution enhancements for EmmiEngage+.

[Learn 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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