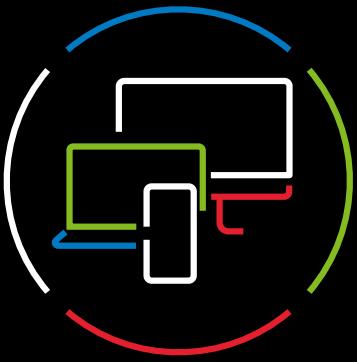


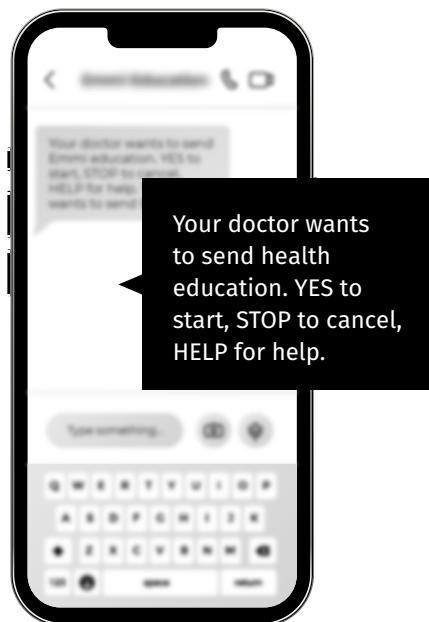
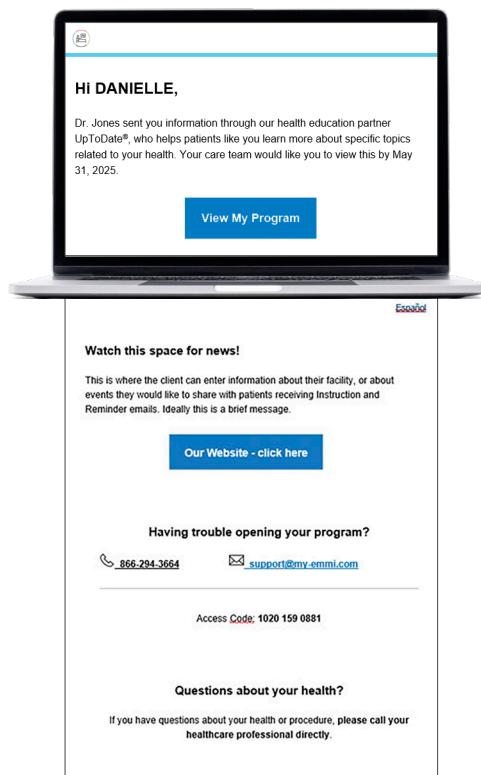
Meet patients where they are with a multimodal approach



Emails and text messages are options available to your organization to help notify patients that their UpToDate® engagement programs are ready to view - with a link directly to the content. These communications are branded with your logo and organization name, so your patients know that it is coming from you.

→ Email

→ SMS Text



Best Practice Tip

One critical component of the notification process involves messaging directly from you. Patients are much more likely to engage with the programs if you let them know to expect it and reinforce the importance of viewing.

*"The UpToDate engagement programs will **answer your questions** and even **help your family and caregivers** understand what you can expect."*

We are here to help you identify patient touchpoints in your workflow where messaging is helpful and provide your staff with the training and resources needed to effectively message to your patients.

Phone call notifications are also available upon request.