Healthcare Notification Solutions.

On the Agenda

- ✓ **The Mission**
- ✓ **Product Overview**
- ✓ **Notification Types**
- ✓ **Messaging Types**
- ✓ **Product Features**
- ✓ **Adding Value**
- ✓ **Technology**
- ✓ **Who We Are**

The Mission

We provide relevant, intuitive notification technology that promotes patient wellness and optimizes the efficiency and profitability of healthcare organizations.
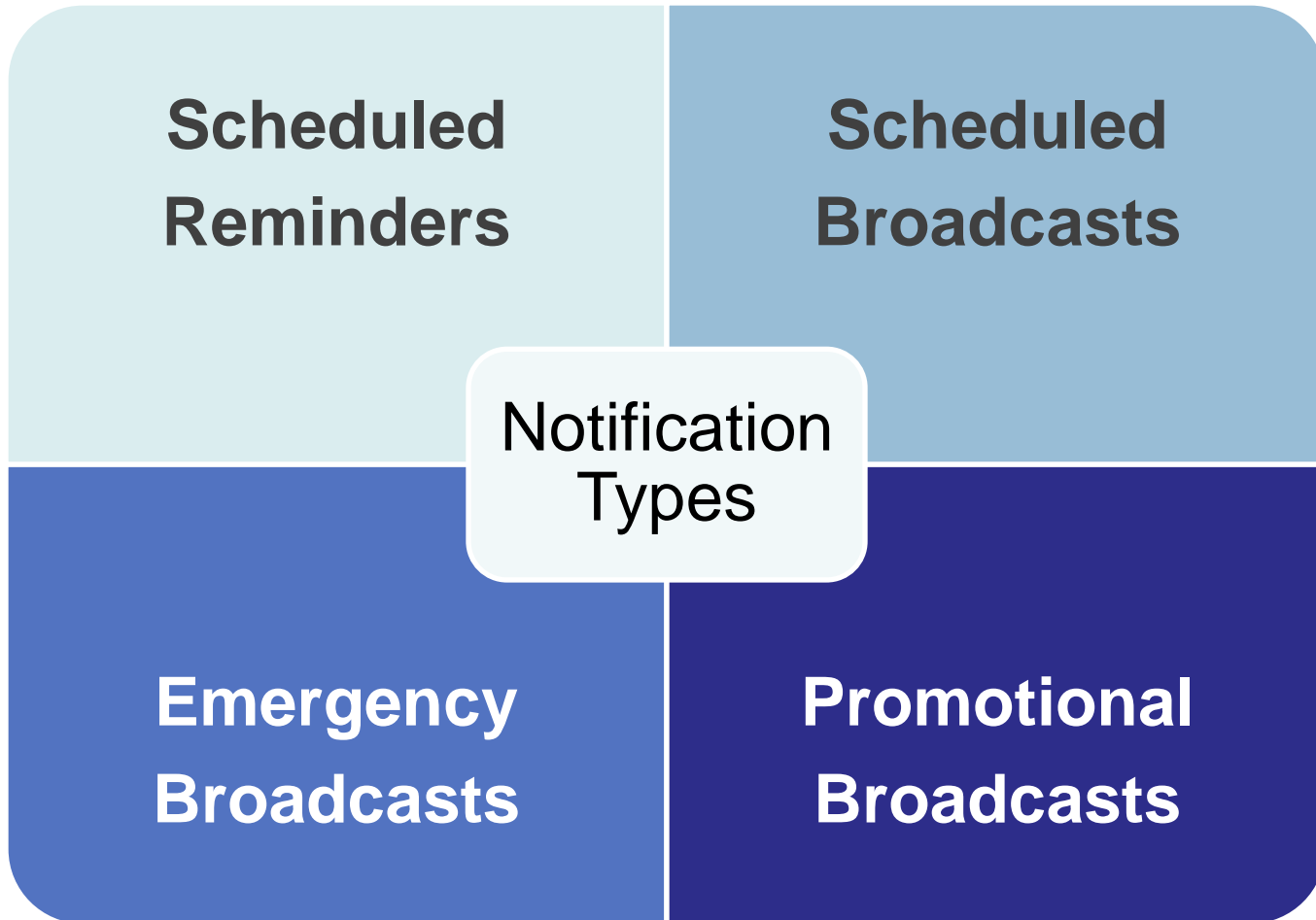
Product Overview

- **Notification Platform**
  - Carrier-grade infrastructure
  - HIPAA compliant
  - HL7 compliant
  - Capacity to handle millions of messages per day
  - Scheduled Notification
  - Notification Blasts
  - Targeted Notifcation
  - Supports several messaging types
  - API allows for third party integration
  - USANotify will integrate with your API

Product Overview

- **Who Uses USANotify?**
    - Small to midsize healthcare practices
    - Large hospital systems
    - EHR/EMR/PHR developers
    - EHR middleware companies
    - Retail & Mail-order Pharmacies

Notification Types

Scheduled Reminders

Scheduled Broadcasts

Notification Types

Emergency Broadcasts

Promotional Broadcasts

Notification Types

- **Scheduled Reminders**
  - Patient Appointments
  - Take & refill your medication
  - Post-op instructions / education
- **Scheduled Broadcasts**
  - Set up follow up appointments
  - Reactivate patients by setting up checkup appointments
  - Send daily/weekly/monthly newsletters
- **Emergency Broadcast**
  - Send bulk messages immediately
  - "Get the word out" fast (maximum capacity)
- **Promotional Broadcast**
  - Send marketing material to generate new business
  - Vaccination marketing

Messaging Types

SMS Text + Email + Voice + Social Media

Messaging Types

- **Voice Phone Call**
    - Define your own custom call flow
    - Dynamic content for live answers & answering machines
    - Create messages on the fly with our text to speech engine
    - Offer custom response options using phone keypad (0-9)

"This call is from Eastern Medical reminding you of your appointment with Dr. Smith on Monday, March 8th at 2 pm. Please arrive ten minutes early and bring your current insurance card and your co-payment with you. We are located at 122 Main St in Norwalk, Connecticut. Please press 1 to confirm or 2 to cancel. We look forward to seeing you and thank you for choosing Eastern Medical."
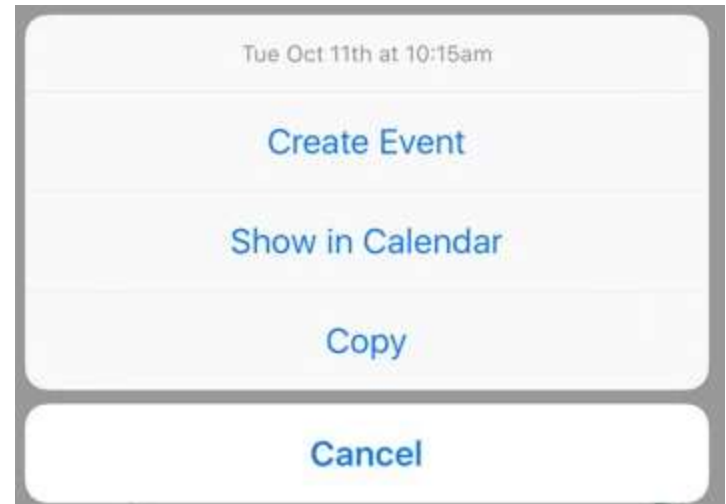
Messaging Types

- ## Short Message Service (SMS) / Text Message
  - Supported by 99% of mobile phones
  - Dynamic content based on type of appointment & provider
  - Offers custom response options
  - Click appointment date to automatically add to calendar
  - Customize call flow when people call the SMS phone number

Eastern Medical Center would like to remind Harold of an appt Tue Oct 11th at 10:15am. Send 1 to confirm or 2 to Cancel.

1

Thank you! Successfully confirmed.

Tue Oct 11th at 10:15am

Create Event

Show in Calendar

Copy

Cancel

Messaging Types

- **E-mail**
  - Dynamic content based on type of appointment & provider
  - Send custom images & logos
  - Send map location links
  - Send links to patient forms
  - Dynamic buttons for response
  - Auto add to device calendar

Messaging Types

	Pros	Cons
Voice Calls	• Everyone has a phone • Immediate response • Control user errors • Can leave messages • Detailed messages	• Must answer for response • Messages can be long • Easy to forget details • Don't know who answered
SMS	• Most people have SMS • Respond anytime • Refer back to message • Click to add to calendar	• Limited to 160 characters • Cannot control response • Regulating body can stop
Email	• Most people have Email • Respond anytime • Most dynamic messages • Can send attachments • Refer back to message	• Many people don't check it • Some are treated as Spam • May require opt-in
Messenger	• Many people have access • Interactive messages • Refer back to message	• Strict regulations on messages • Controlled by third party • Many people don't check it

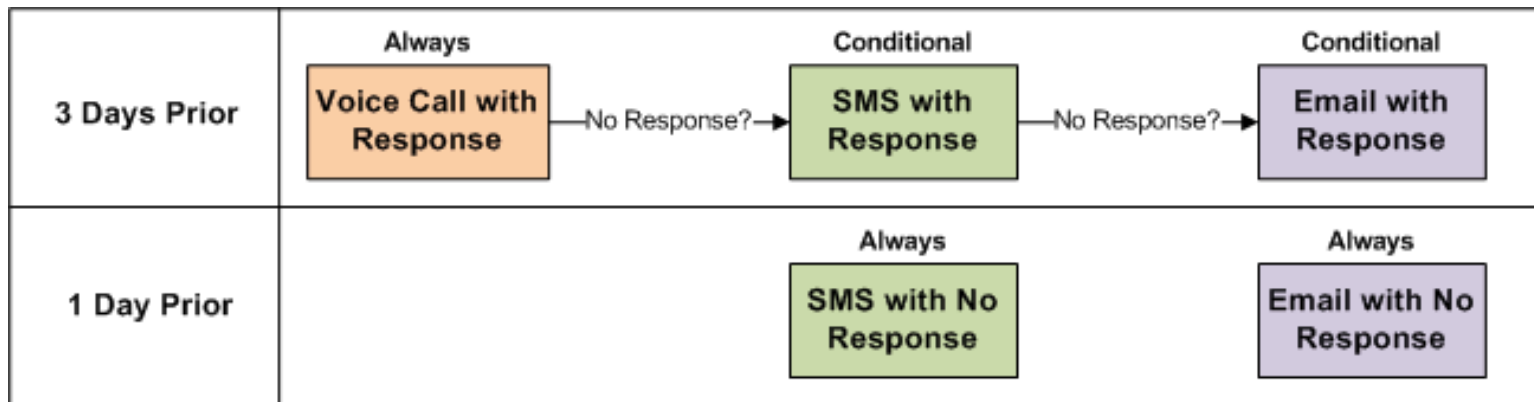# Messaging Types
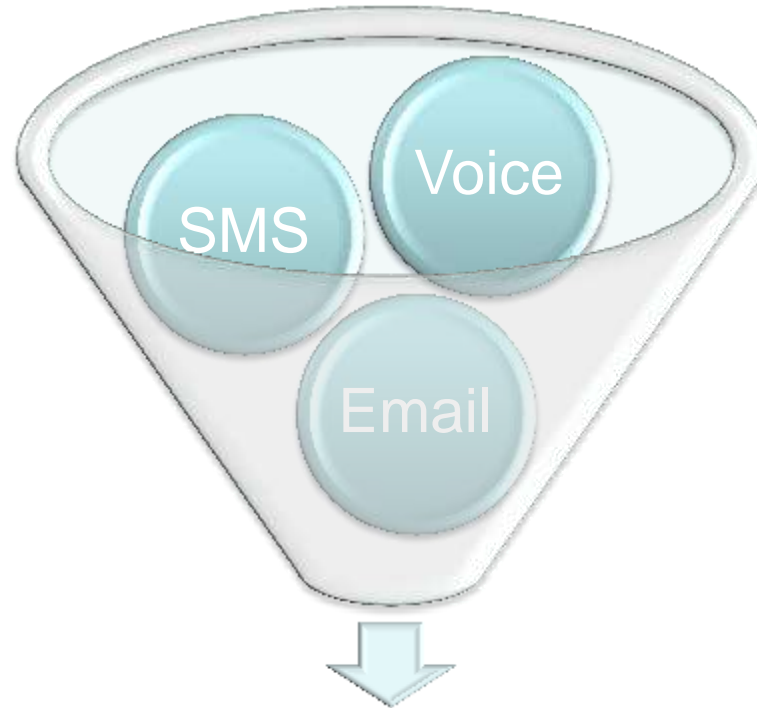
Best Response Rate

Messaging Types

Soon to be added:

- **Multimedia Messaging (MMS)**
  - Send custom pictures & videos to recipients
- **Application Messaging**
 - Facebook Messenger
  - Twitter Messenger

Product Features: Scheduling

- **Dynamic Notification Delivery**
    - Control how & when to send out notifications
    - Send based on a condition or unconditionally

	Always		Conditional		Conditional
3 Days Prior	Voice Call with Response	—No Response?→	SMS with Response	—No Response?→	Email with Response
			Always		Always
1 Day Prior			SMS with No Response		Email with No Response

Product Features: Scheduling

- **Flexible Message Schedules**
  - Scatter delivery of various message types
  - Create different schedules based on day of week
  - Create unique schedules for holidays
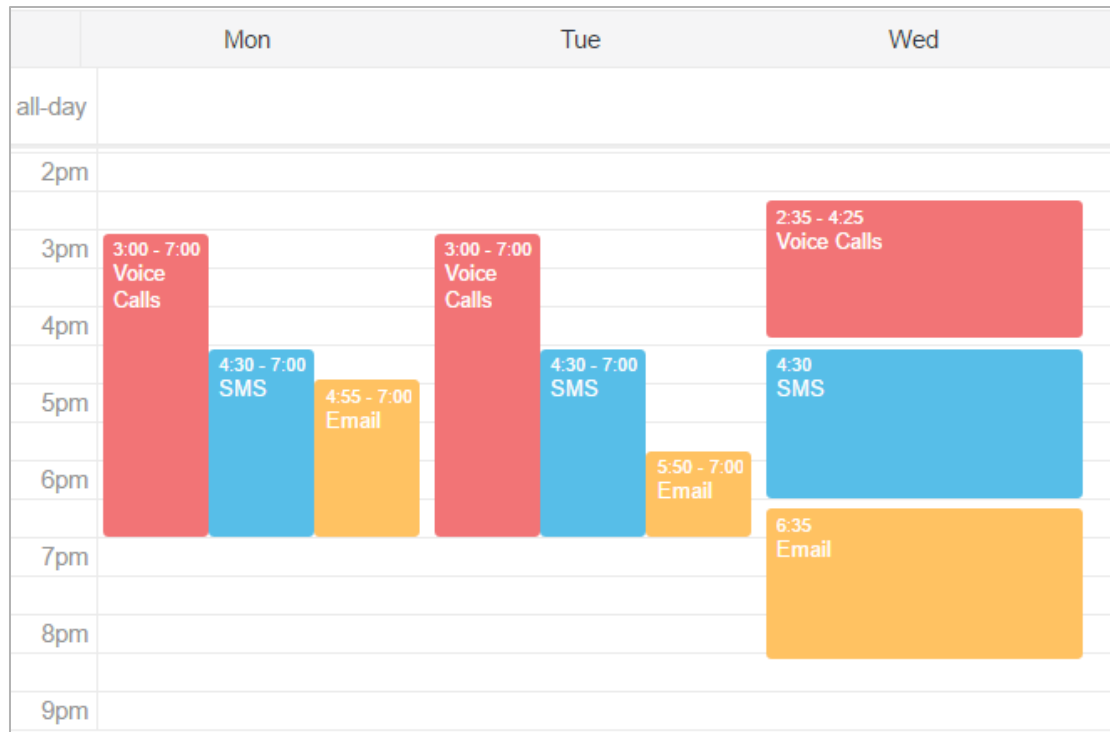
Product Features: Voice

- Multi-engine support scales to thousands of concurrent calls
- Create unlimited custom IVR call flows
- Detects answering machines vs. live answer
- Ability to transfer calls to a live agent
- Customize the definition of each customer response
- Use variables to customize voice campaigns
- Throttle calls for each client to control pacing
- Text to speech
- Flexible rate management to bill calls
- Do Not Call list

Product Features: SMS

- Local SMS numbers optimize response rate
- Dedicated SMS number for each client
- SMS throttling paces message delivery
- Customize SMS email using variables
- Customize SMS response options and disposition
- IVR or call transfer when patients call SMS number
- Option to auto-respond to a patient's response
- Do Not Message list

Product Features: E-mail

- Customize E-mail for each client using variables
- Change E-mail settings on the fly
- Ability to send links to maps
- Ability to send links to patient forms
- E-mail throttling paces message delivery
- Customize E-mail response options and disposition
- Customizable E-mail confirmation landing page
- Do Not Mail list

Product Features: Reporting

- Real-time Notification Summaries & Graphs
- Real-time Appointment Summaries & Graphs
- Reports by master-client & sub-clients
- Automated reports E-mailed to client daily
- Live monitoring of active calls & messages
- Send detailed invoices straight from interface

Product Features: List Manager

- Use custom fields with campaign specific data
- Import hundreds of thousands of records at a time
- Flexible field mapping makes importing easy
- Automatic import from a specified folder
- Multi-provider support
- Multi-location support
- Create broadcast lists on the fly from appointments
- Add & update records manually
- Supports CSV & XLS formats

Product Features: Security

- Allow portal access from certain IPs only
- Allow API calls from specific IPs only
- Log every login to the system
- Log every DB query
- Limit number of login attempts
- Flexible user permissions control access
- Hosted in a Tier III data center
- HIPAA compliant

Product Features: Multi-level Access

Partner

Master Client

Master Client

CLIENT

CLIENT
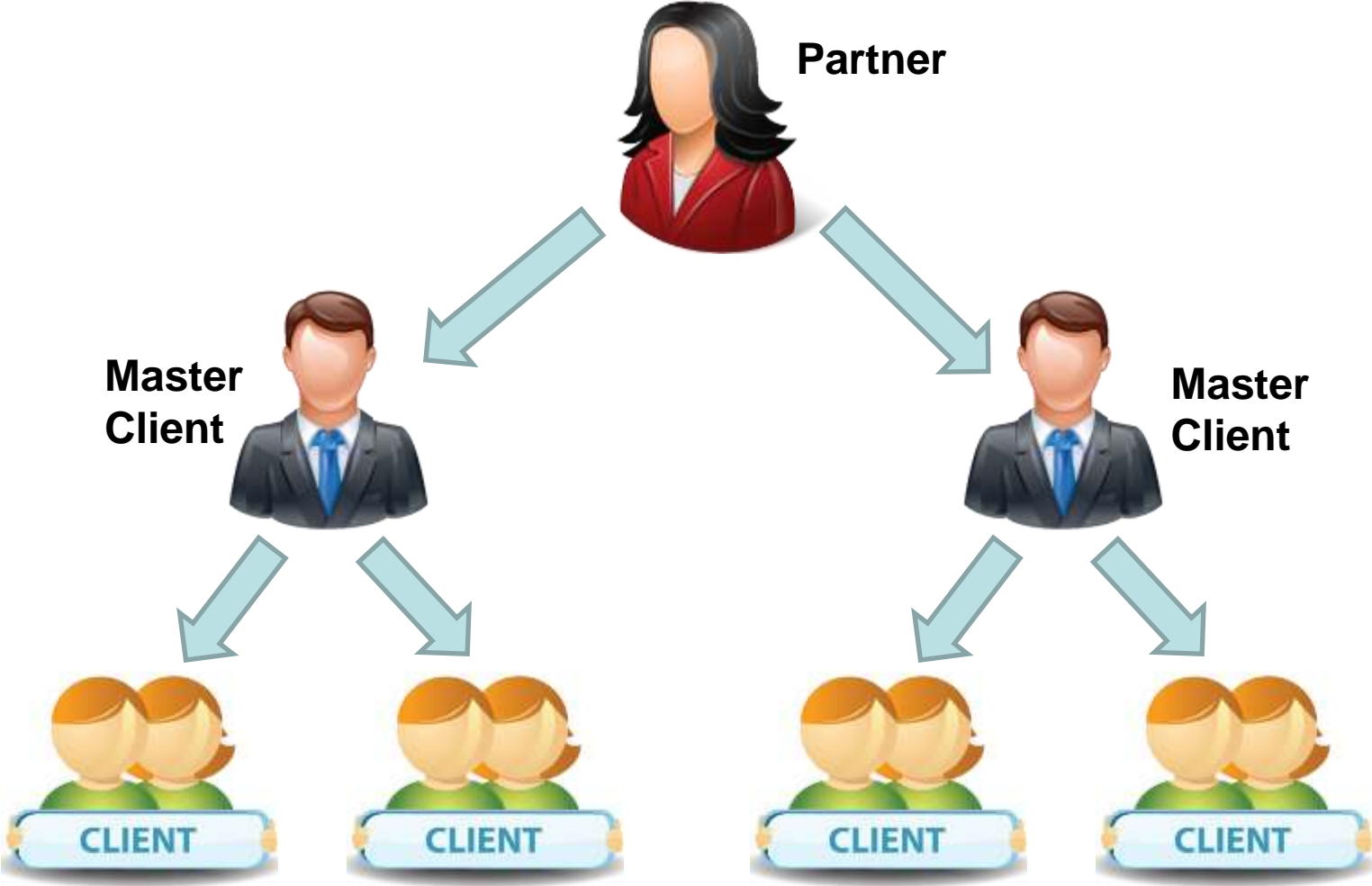
CLIENT

CLIENT

Product Features: Web Interface

- Portals for Super Admin, Admin, Partner, Master Client and Client
- Adaptive portal adjusts to device screen size
- User-friendly, intuitive design
- Client templates speed up creation of new clients
- Newsletter registration portal
- Changes take effect immediately
- Customizable E-mail confirmation page

Adding Value

"By receiving confirmation and reminder messages the way they want (text, voice or email), patients are up to 5 times more likely to show up for their scheduled appointment.[1]"

[1]Cox, Tom. "One way to solve the no-show problem." Medical Practice Insider. January 26, 2015.

Adding Value

- **Appointment Reminders & Instructions**
  - Significantly reduces "no shows"
  - Eliminates or reduces the need for dedicated employee
  - Patient is prepared; reduces time spent in office
  - Increases revenue & profitability for practice

- **Medication Reminders**
  - Significantly increases patient compliance
  - Reduces overall cost of healthcare
  - Improves patient health outcomes
  - Ideal for ACOs

- **Vaccination Reminders**
  - Improves community health
 - Increases revenue for practice

Adding Value

- **Postoperative Reminders & Education**
  - Significantly increases patient compliance
  - Reduces infection rate
  - Reduces overall cost of procedure
- **Setting up future appointments**
  - Promotes wellness
  - Maximize practice revenue & profit
- **Newsletter broadcasting**
  - Promotes wellness through education
  - Creates a brand image for the practice
- **Promotional Broadcasts**
  - Generate revenue through targeted marketing

Technology: Physical Location

CLOUD   VS   ON-PREMISE
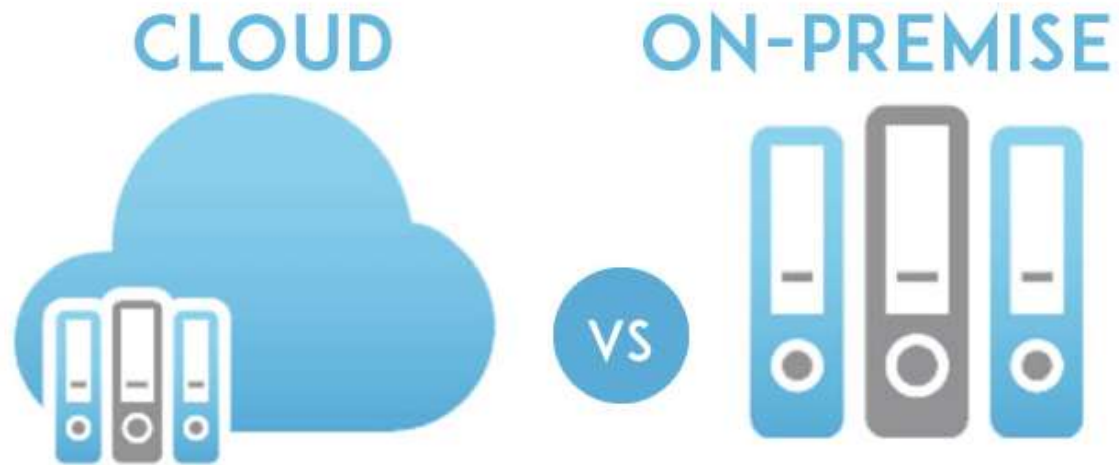
Technology: Network Topology
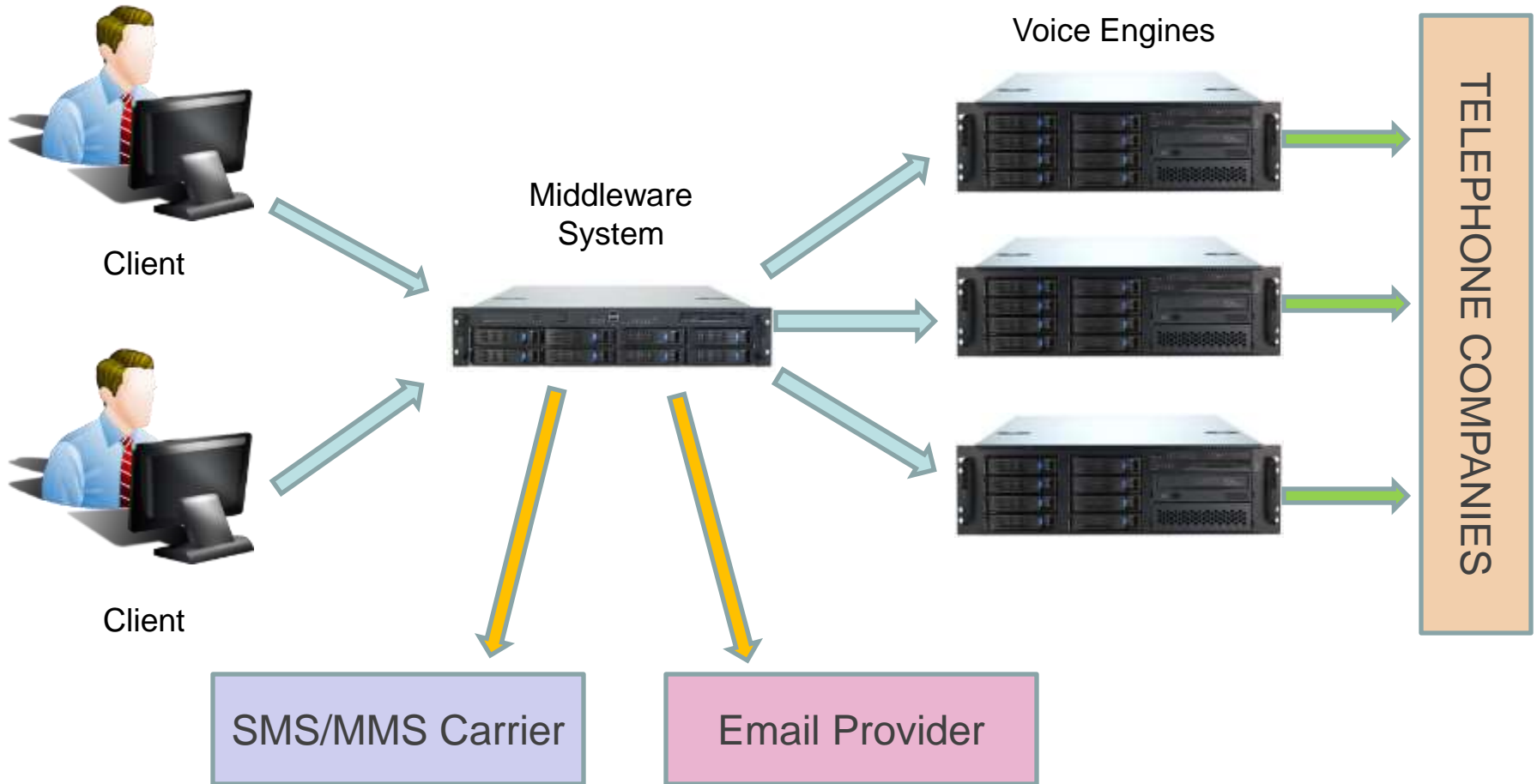
Technology: GUI

- Optimized for Smartphone Displays
- Adaptive displays works well on all devices
- Options are limited by permissions granted
- No app updates required for new features

Technology: API Integration

Integrate with USANotify via XML (SOAP) API

- Ideal for EHR / EMR integrators
- Complete API Library allows for seamless integration
- Immediate response time
- Allows for complete white-labeling
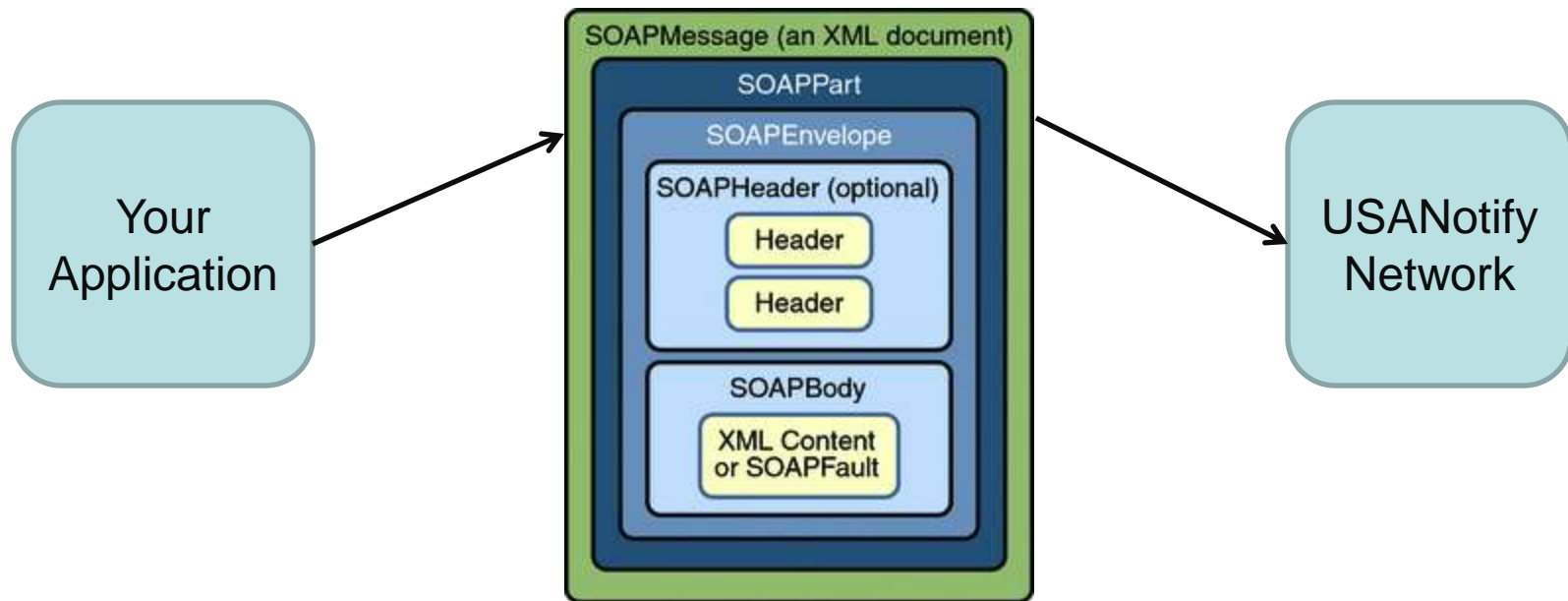
Why choose USANotify?
Managed and powered by industry leaders

- **Managed by healthcare messaging experts**
  - 15+ years of experience
  - Has worked with thousands of practices / offices
  - Understands healthcare industry requirements
  - Quick & accurate turn-around times

- **Powered by PEC Telecom messaging engine**
  - 32+ years in development, thousands of deployments
  - Handles millions of messages per day
  - Used by US Army, US Air Force, New Jersey Natural Gas, San Diego Natural Gas, AAA
  - Secure, reliable, dynamic and scalable

Why choose USANotify?

Other factors to consider

The Accuracy Factor
- Accuracy is critical
- No room for errors
- Details are everything

The Time Factor
- 24 x 7 Availability
- Quick Response Time
- Quick Resolution Time
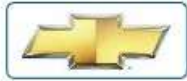- Stay up to date with new technology

The Reliability Factor
- 365x24x7
- Never go down
- Never lose data
- Never skip a beat

Some of Our Clients

Chevrolet, USA

Cadillac, USA

Oracle Corporation, India

Coca Cola Corporation, India

Budweiswer, Czech Republic

Lipton Tea

Lincoln, USA

Mercury, USA

Acura, USA

AAA, Robinsville, USA

CAA, Canada

Sony Electronics

Motorola Corp.

Volvo Corp, Kuwait

Ramada Hotels, USA

Sheraton Hotels and Resorts, India

Dover United States Air Force Base

Baymont Hotels, USA

Boston Natural Gas, USA

San Diego Gas & Electic, USA

Eagle Telecom, USA

Facilicom International

New York, USA

United States Department of Labor

Long Island Lighting Co., New York,

SkyWeb Internet, New Jersey, USA

3Com, Guatemala

Our Business Philosophies

Our Keys to Success

- Listen to customers. Learn from them. They know the market better than you!

- Help every customer grow bigger – they become lifelong friends and business partners

- Every problem that affects our customers is our problem – even if it's not our fault. Help them in any way we can!

- If you don't have a solution for a customer – guide them to someone that does