HEALTHCARE
NOTIFICATION SOLUTIONS

On the Agenda

The Mission

Prodcut Overview

Notification Types

Messaging Types

Product Features

Adding Value
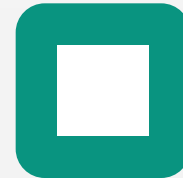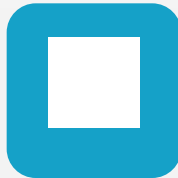
Technology

Who We are

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

PRODUCT OVERVIEW

Using the Latest Technology & Standards

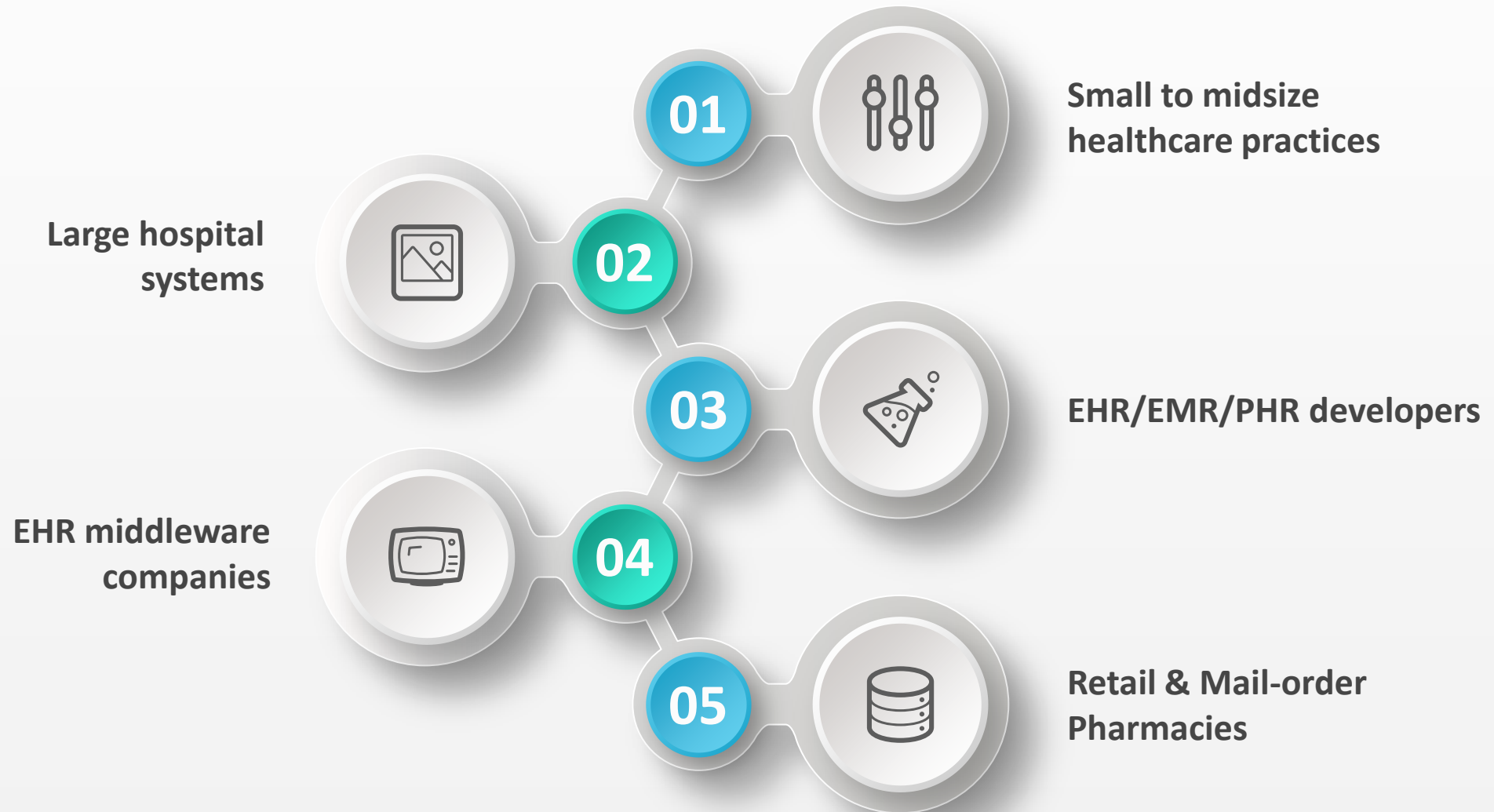| Carrier-grade infrastructure Ability to white-label	HIPAA & HL7 compliant Capacity to handle millions of messages per day	Scheduled Notification Notification Blasts	Targeted Notification Supports several messaging types	API allows for third party integration USA Notify will integrate with your API

Product Overview: Who Uses USANotify?

01 — Small to midsize healthcare practices

02 — Large hospital systems

03 — EHR/EMR/PHR developers

04 — EHR middleware companies

05 — Retail & Mail-order Pharmacies

Notification Types

Scheduled Reminders
Patient Appointments
Take & refill your medication
Post-op instructions / education

Scheduled Broadcasts
Set up follow-up appointments
Reactivate patients through checkup appointments
Send daily/weekly/monthly newsletters

Emergency Broadcast
Send a notification to a mass audience quickly
Send last minute cancellations or alerts

Promotional Broadcast
Send marketing material to generate new business
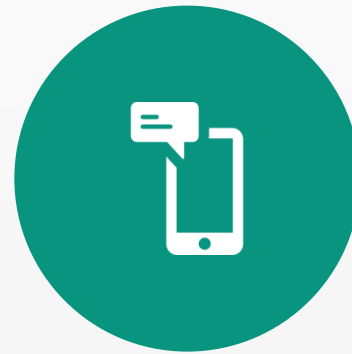Vaccination marketing
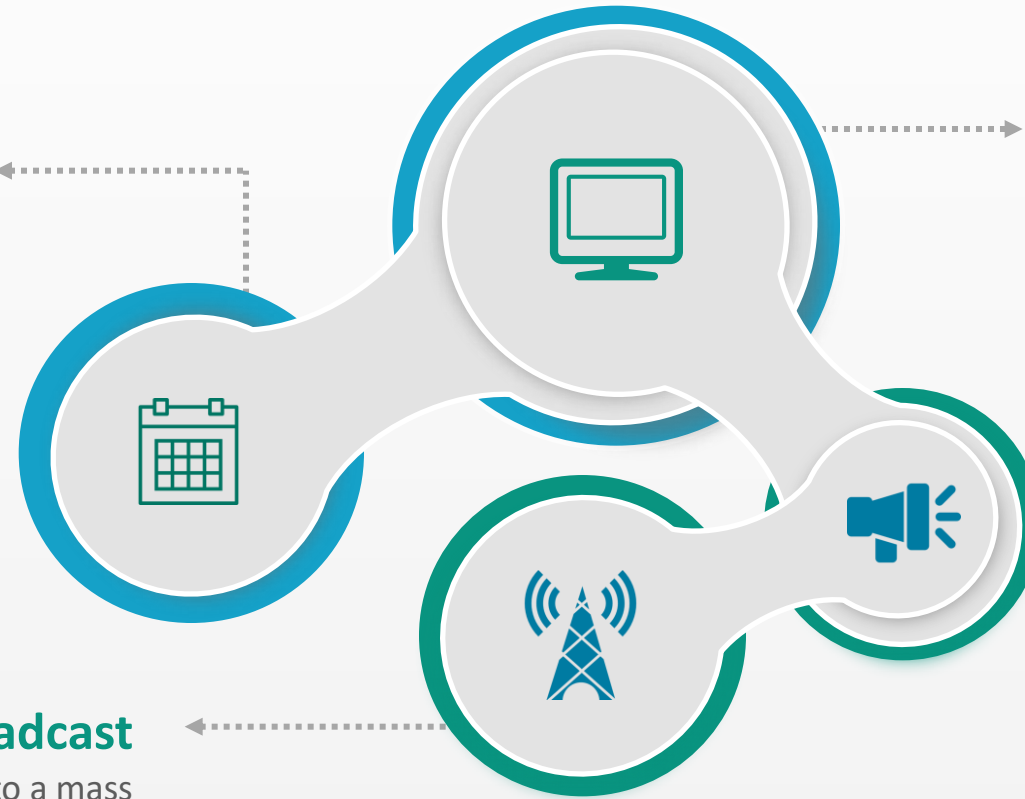
Messaging Types

VOICE + EMAIL + SMS + SOCIAL MEDIA

Messaging Types: Voice Phone Calls

01 Define your own custom call flow

02 Dynamic content for live answers & answering machines

03 Create messages "on the fly" with our text to speech engine

04 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: SMS / Text Messaging

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.

:15am

Create Event

Show in Calendar

Copy

Cancel
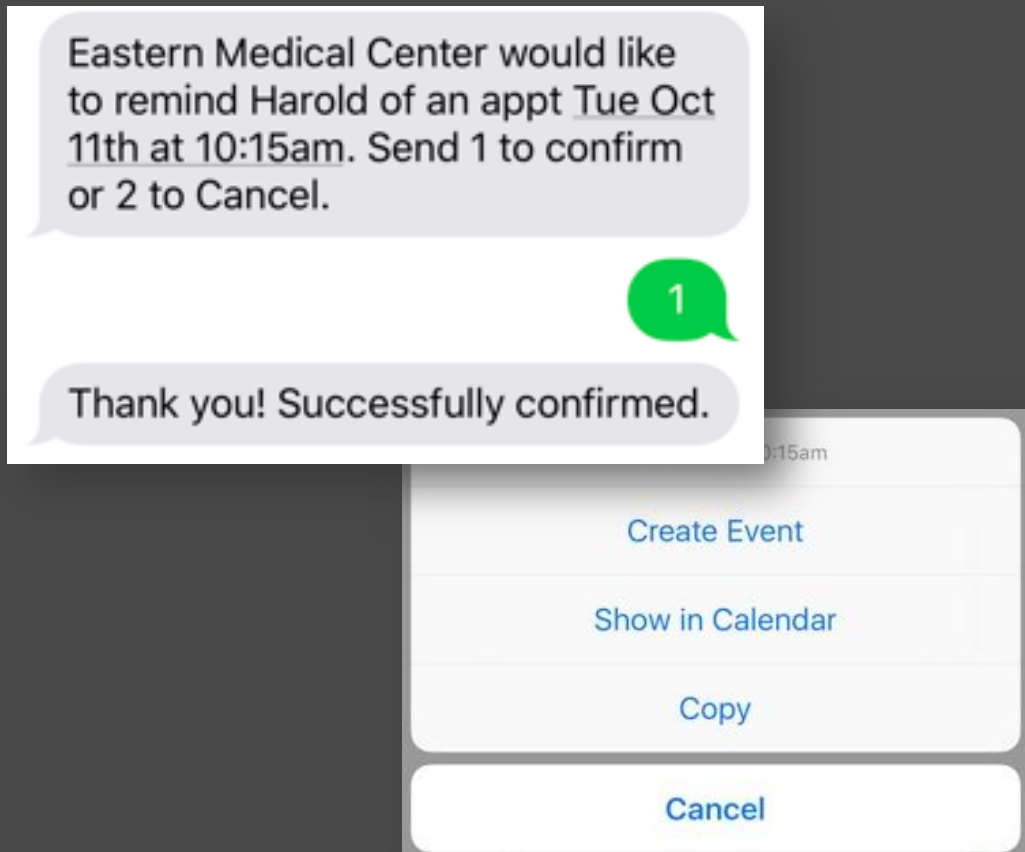
1 Supported by 99% of mobile phones

2 Dynamic content based on type of appointment & provider

3 Offers custom response options

4 Click appointment date to automatically add to calendar

5 Customize call flow when people call the SMS phone number

Messaging Types: E-mail

Appointment Reminder

Dear Ajay, this is a friendly reminder of your upcoming appointment. If you need to make any changes to your appointment, please notify us at least 48 hours in advance. You can use the link(s) below to manage your appointment. Thank you!

With: Dr. Jacob Rosenstein
Date: Friday, January 9, 2016
Time: 2:15 PM
Phone: 1-817-467-5551

Location (see map):
North Texas Neurosurgical Consultants
800 W Arbrook Blvd, Suite 150
Arlington, TX 76015

Confirm   Reschedule   Cancel

If you are a new patient, please be sure to arrive at least 15 minutes early in order to fill out the necessary paperwork.

New patients can also fill out the Patient Forms in advance by clicking here.

1. Dynamic content based on type of appointment & provider
2. Send custom images & logos
3. Send map location links
4. Send links to patient forms
5. Dynamic buttons for response
6. Auto add to device calendar

Messaging Types:

Best Response rate:

	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

VOICE

SMS

EMAIL
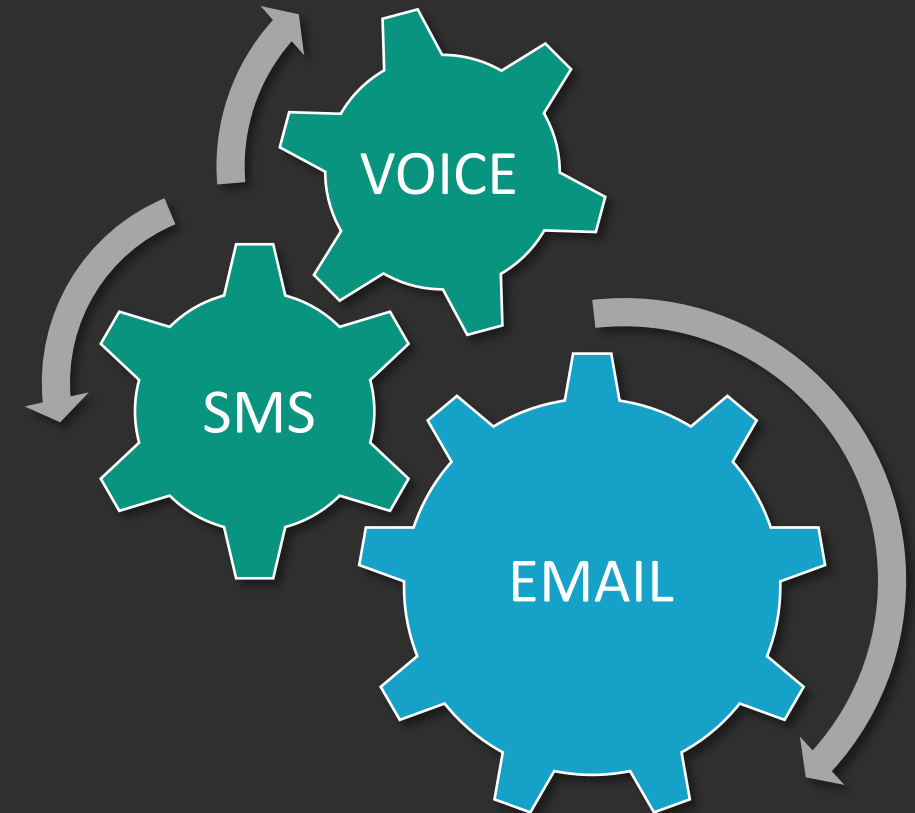
Coming Soon:

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
1 Days Prior			**Always** SMS with no response		**Always** Email with no response
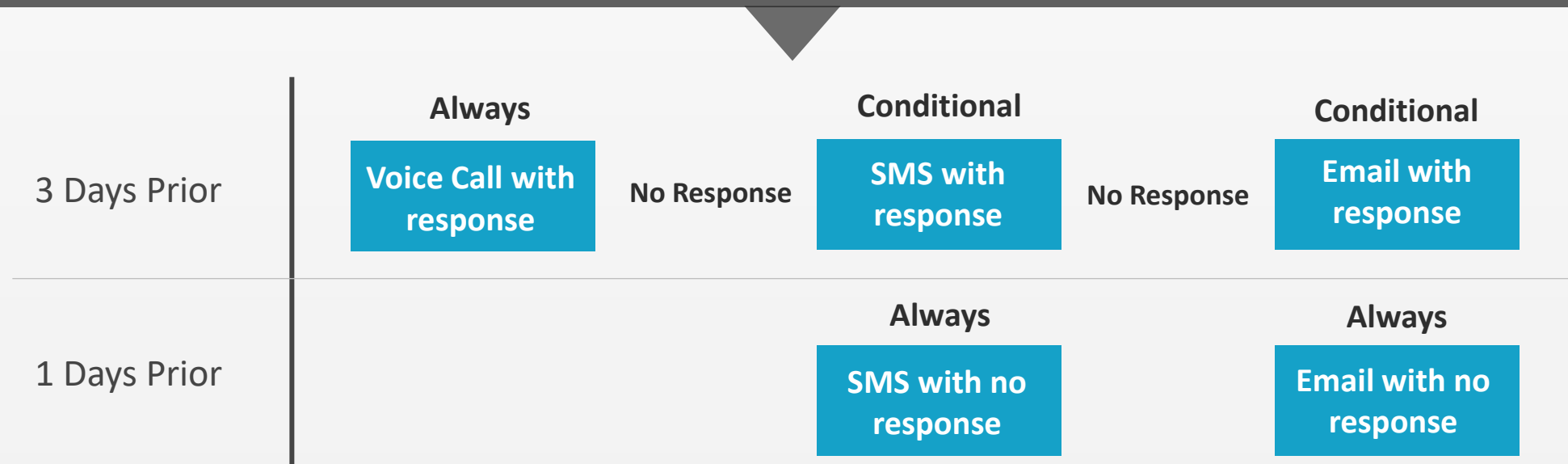
Flexible Message Schedules

	Mon	Tue	Wed
all-day			
2pm			2:35 - 4:25 Voice Calls
3pm	3:00 - 7:00 Voice Calls	3:00 - 7:00 Voice Calls	
4pm			
5pm	4:30 - 7:00 SMS / 4:55 - 7:00 Email	4:30 - 7:00 SMS	4:30 SMS
6pm		5:50 - 7:00 Email	
7pm			6:35 Email
8pm			
9pm			
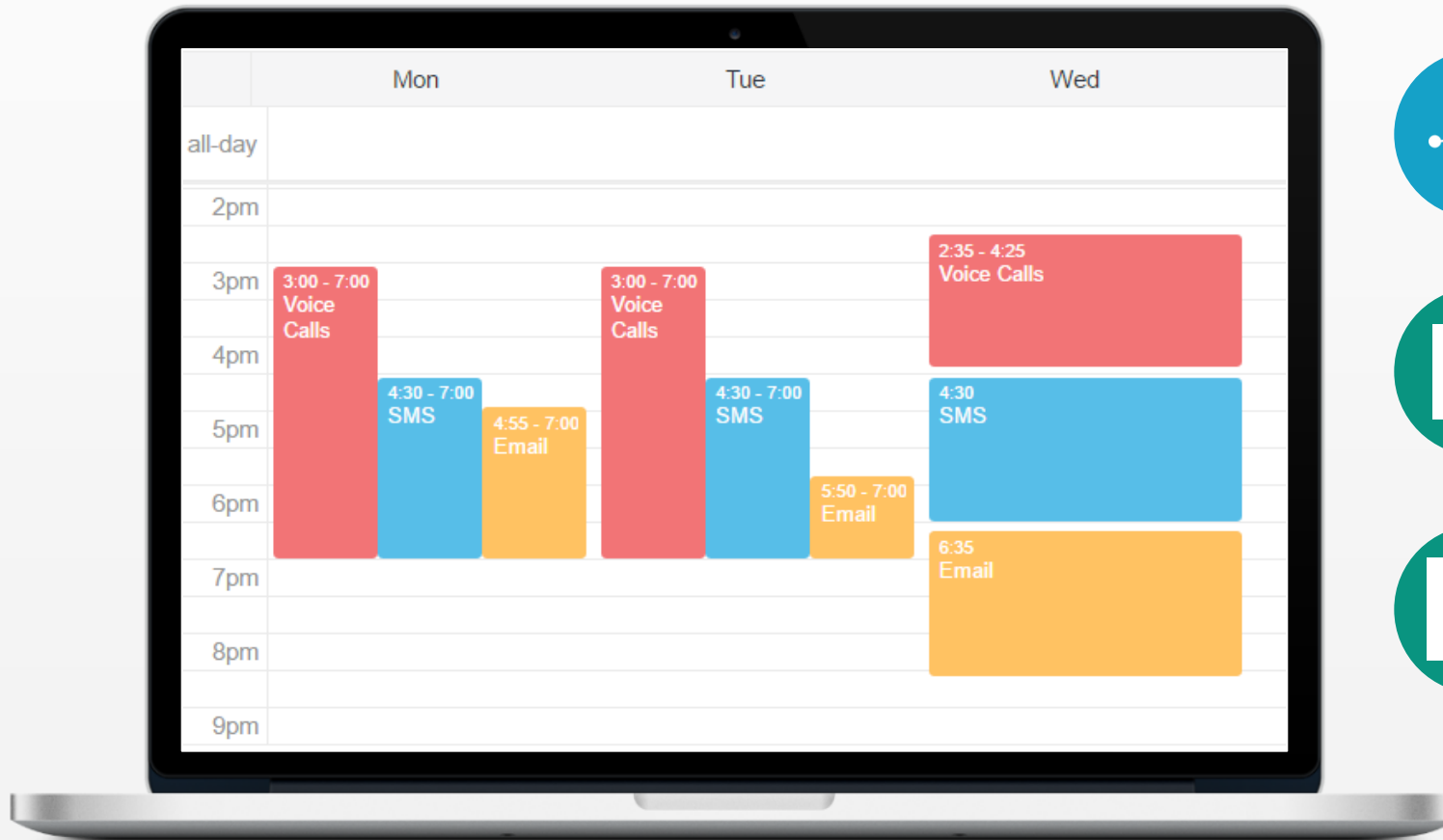
Scatter delivery of various message types

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

01

06

Use variables to customize voice campaigns

Create unlimited custom IVR call flows

02

07

Throttle calls for each client to control pacing

Detects answering machines vs. live answer

03

08

Text to speech

Ability to transfer calls to a live agent

04

09

Flexible rate management to bill calls

Customize the definition of each customer response

05

10

Do Not Call list

Product Features: SMS

01

SMS numbers are local to you

02

Dedicated SMS number for each client

03

SMS throttling paces message delivery

04

Customize SMS using variables

05

Customize SMS response options to place in report

06

IVR or call transfer when patients call SMS number

07

Option to auto-respond to a patient's response

08

Do Not Message list

Product Features: E-mail

Customize E-mail for each client using variables

Do not E-mail list

Change E-mail settings "on the fly"

Customize E-mail response options to place in reports

Ability to send links to maps

Add directly to calendar app (Google, Outlook)

Ability to send links to patient forms

Customizable E-mail confirmation landing page

Product Features: Reporting

Real-time Notification Summaries & Graphs		**Automated reports E-mailed to client daily**
Real-time Appointment Summaries & Graphs		**Live monitoring of active calls & messages**
Reports by master-client & sub-clients		**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
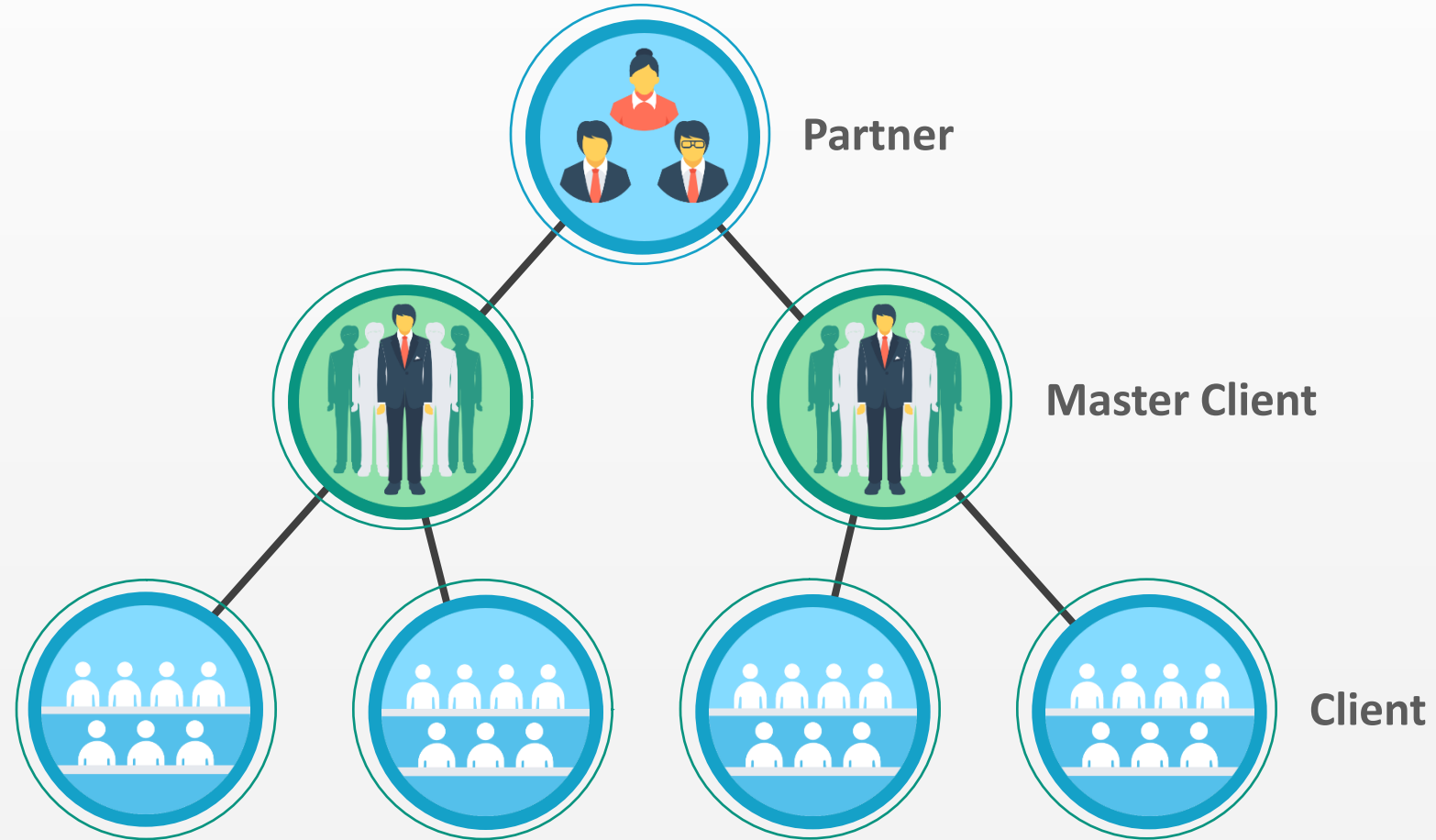
Log every login to the system

Log every DB query

Limit number of login attempts

Flexible user permissions control access

Hosted in a Tier III data center
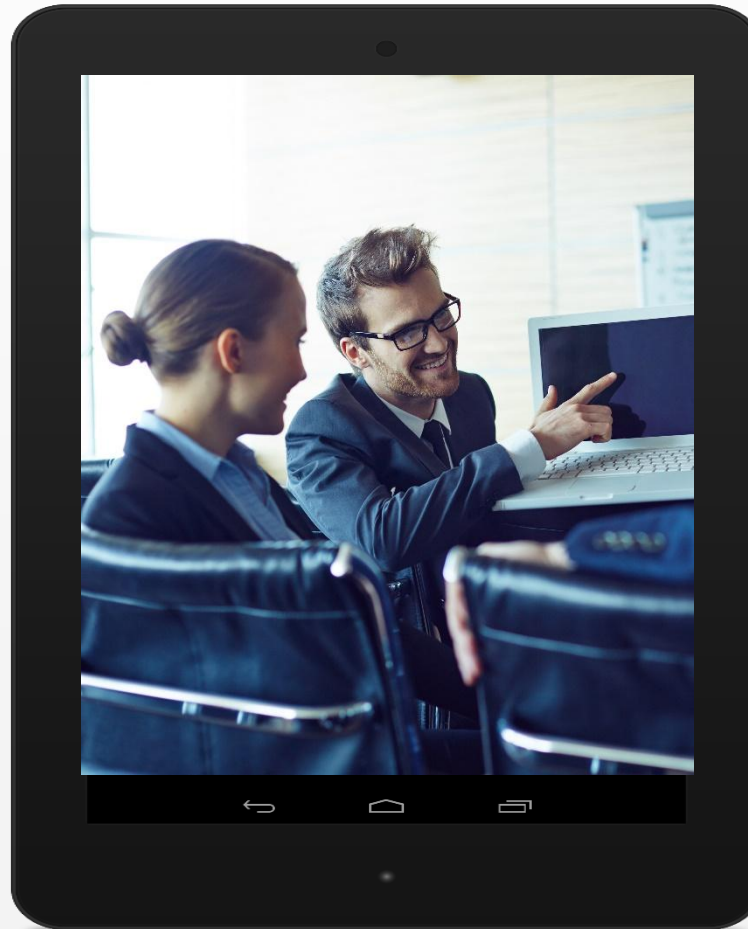
HIPAA compliant

Product Features: Multi-level Access

Partner

Master Client

Client

Product Features: Web Interface

Portals for Super Admin, Admin, Partner, Master Client and Client

User-friendly, intuitive design

Client templates speed up creation of new clients

Adaptive portal adjusts to device screen size

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

01 **Appointment Reminders & Instructions**

Significantly reduce "no shows"
Eliminate or reduce the need for dedicated employee
Patient is prepared; Reduces time spent in office
Increase revenue & profitability for practice

02 **Medication Reminders**

Significantly increase patient compliance
Reduce overall cost of healthcare
Improve patient health outcomes
Ideal for ACOs

03 **Postoperative Reminders & Education**

Significantly increase patient compliance
Reduce infection rate
Reduce overall cost of procedure

04 **Vaccination Reminders**

Improve community health
Increase revenue for practice

05 **Setting up future appointments**

Promote wellness
Maximize practice revenue & profit

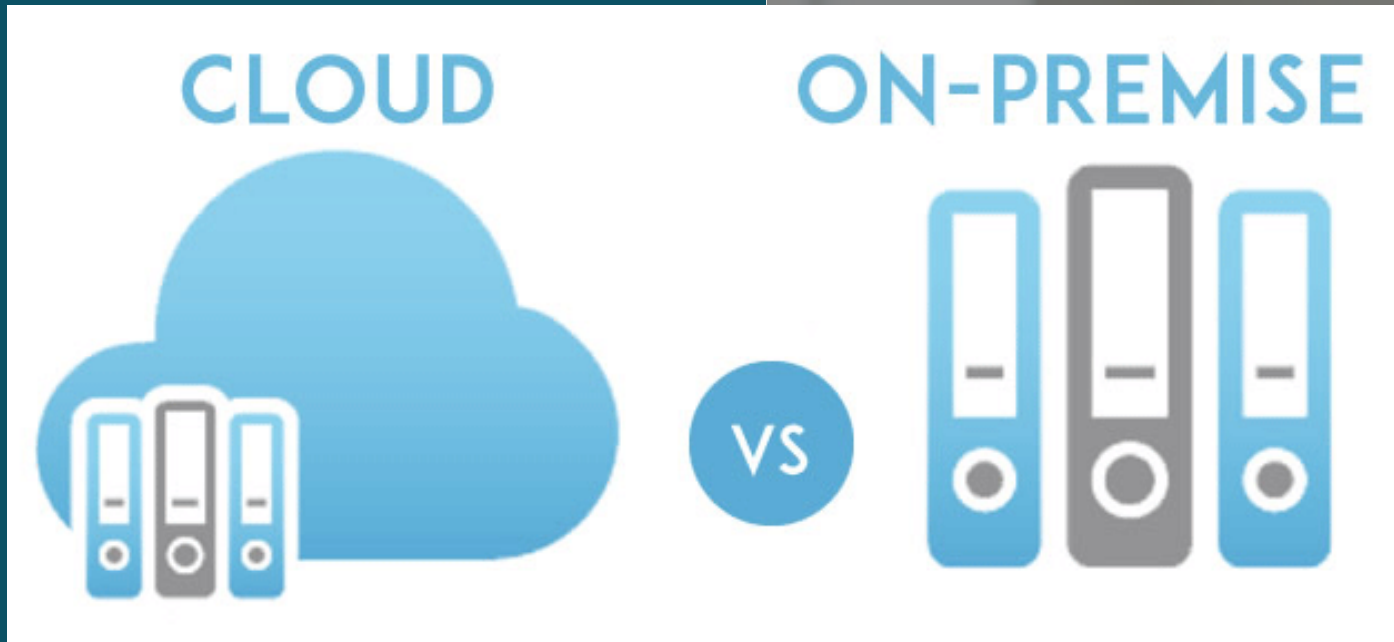**06** **Newsletter broadcasting**

Promote wellness through education
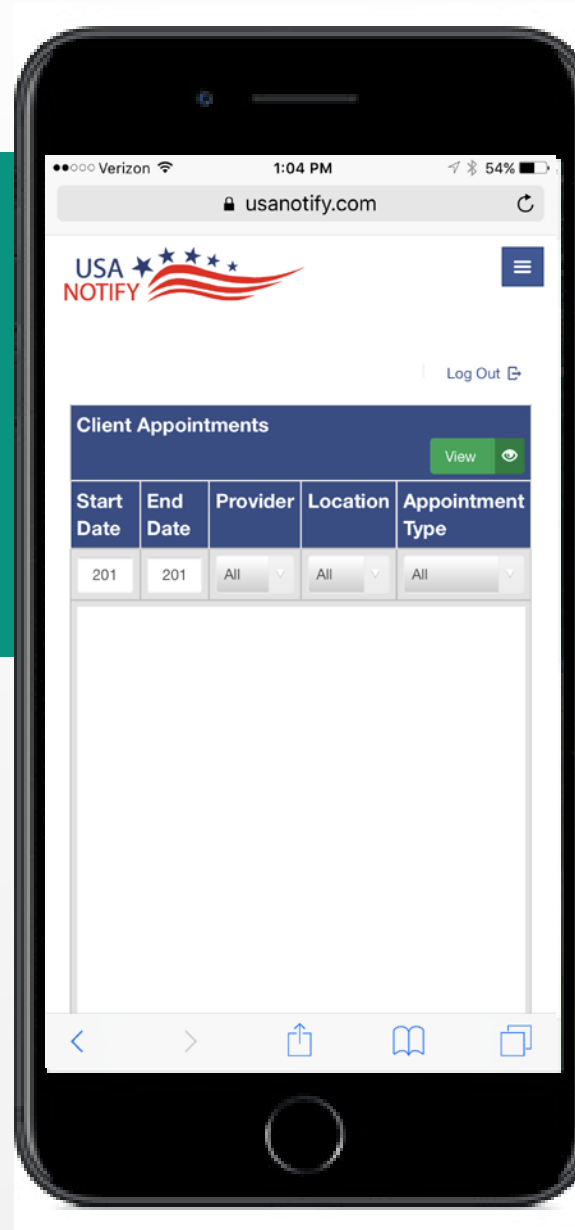Create a brand image for the practice

07 **Promotional Broadcasts**

Generate revenue through targeted marketing

Technology: Physical Location

Physical Location

Technology: GUI

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

Technology: API Integration
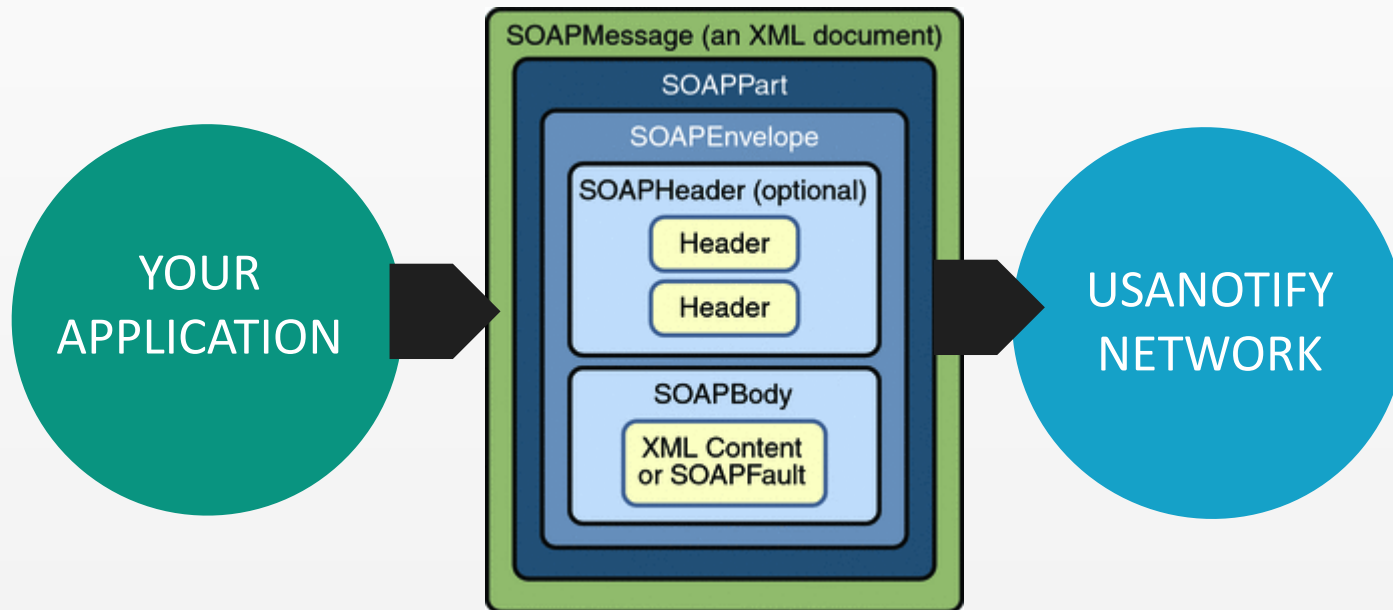
Integrate with USANotify via XML (SOAP) API

- 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

01 *15+ years of experience*

02 *Has worked with thousands of practices / offices*

03 *Understands healthcare industry requirements*

04 *Quick & accurate turn-around times*

Why choose USANotify?

Managed and powered by industry leaders

Powered by PEC Telecom messaging engine

01 — *32+ years in development, thousands of deployments*

02 — *Used by US Army, US Air Force, New Jersey Natural Gas, San Diego Natural Gas, AAA*

03 — *Handles millions of messages per day*

04 — *Secure, reliable, dynamic and scalable*

Why choose USANotify?

Other factors to consider

01

The Time Factor

- 24 x 7 Availability
- Quick Response Time
- Quick Resolution Time
- Stay up to date with new technology
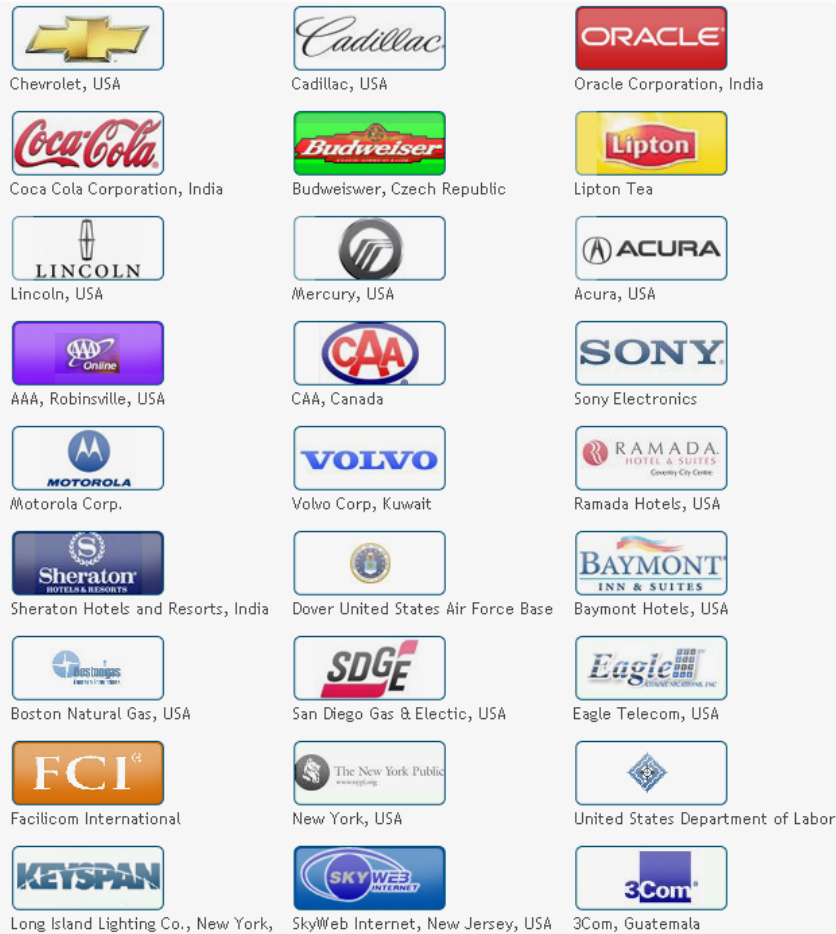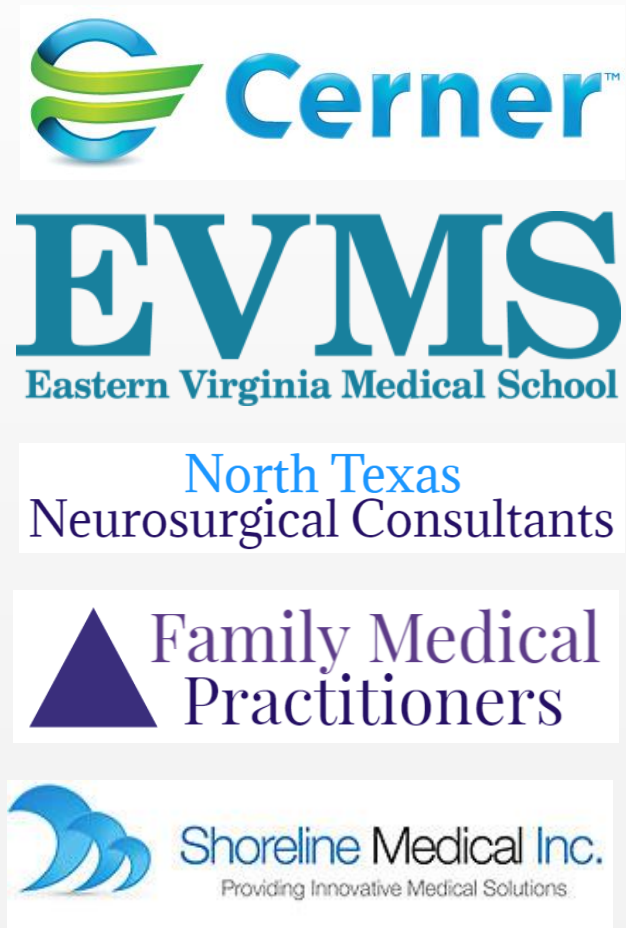
02

The Accuracy Factor

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

03

The Reliability Factor

- 365x24x7
- Never go down
- Never lose data
- Never skip a beat

Our Clients

Cerner

EVMS
Eastern Virginia Medical School

North Texas
Neurosurgical Consultants

Family Medical
Practitioners

Shoreline Medical Inc.
Providing Innovative Medical Solutions

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

CBS RADIO

BPL

Goldman Sachs

Airtel

RELIANCE

MOTHER DAIRY

Our Business Philosophies

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