

## Outreach made easy

Let's face it, patient outreach is a whole new ballgame since the world encountered a pandemic and outdated methods are no longer sufficient: they're expensive, complicated, and no longer meet patient expectations.

And those expectations are big. 95% of home-based patients are craving an experience with you that includes instant communication. These patients also want communication in their preferred channels, which increasingly is text message. In fact, studies show only 25% of emails from businesses to consumers are ever read while 82% of texts are read within 5 minutes.

If meeting these must-haves in today's marketplace sounds daunting, it's actually a boon for HME providers like you – if you're equipped with the right tools to deliver. And we make sure you are with **Brightree Digital Experience (Brightree DX)** – our digital communications platform that keeps patients informed every step of their healthcare journey by automating patient outreach and collecting electronic forms and digital signatures, all without needing to download a mobile app and with all data seamlessly integrated into Brightree.



**It's simple.**

**Give your patients the experience they're seeking with the device they're most comfortable with, all without having to download an app**



**It's seamless.**

**Collect documents, form fills and digital requests for signatures without requiring your patients to log in or download an app or requiring staff to spend time making phone calls**



**It's automated.**

**Always keep your patients informed with text messages automatically triggered throughout your workflow**

**“ Making phone calls to patients was very labor intensive and we still had issues with no-shows. With Brightree DX, no-shows have dropped off which saves us time and money, and we've also received very positive feedback from patients. We're looking to grow our business and we need good people but also efficient processes. Brightree DX was a no-brainer for us. ”**

**Zach Taylor**

Purchasing Manager, Total Respiratory & Rehab

# Brightree Digital Experience

## Texting orchestrator



WIP updates  
**(BMS)**



Welcome messages  
**(ePrescribe)**



Intake status messages  
**(BMS)**



Document request  
**(eForms)**



Appointment reminders  
**(BMS)**



Tracking numbers  
**(BMS)**



Know your driver  
**(Mobile Delivery)**



Insurance card request  
**(BDM)**



Payment reminders  
**(Patient Collections)**



Resupply eligibility  
**(Connect)**

Text messaging is not only the preferred channel for many patients – and this increasingly includes the elderly – but also the one that they respond to the most quickly. Brightree DX takes advantage of this preferred channel of communication with Texting Orchestrator, which keeps patients constantly informed of their status and responsibilities through automated text messages for the best therapy adherence. And the tool is seamlessly integrated into the Brightree workflow so your staff can use their time more efficiently than making phone calls throughout the day.



## Boost your business

By moving to Brightree DX, your business runs more efficiently, and you deliver on patient expectations by enabling them to stay connected to you.

## eForms

Using Texting Orchestrator, you can send eForms to patients, which allows you to collect completed forms with electronic signatures without the patient needing to download an app or create an account. As a result, you get the information you need when you need it to help ensure compliance, accelerate care and product delivery and improve care.

**Ready to go from basic outreach to better health outcomes for your patients and better performance for your business? Get the experience at [www.brightree.com/DX](http://www.brightree.com/DX)**

- Improve patient satisfaction and loyalty by greatly improving the patient experience
- Increase referrals by improving outcomes, reducing the cost of care
- Increase productivity and help more patients without adding resources