## Supporting Value-Based Care Through Targeted Patient Communications

Minimize patient leakage, reduce no-shows, and recover lost revenue

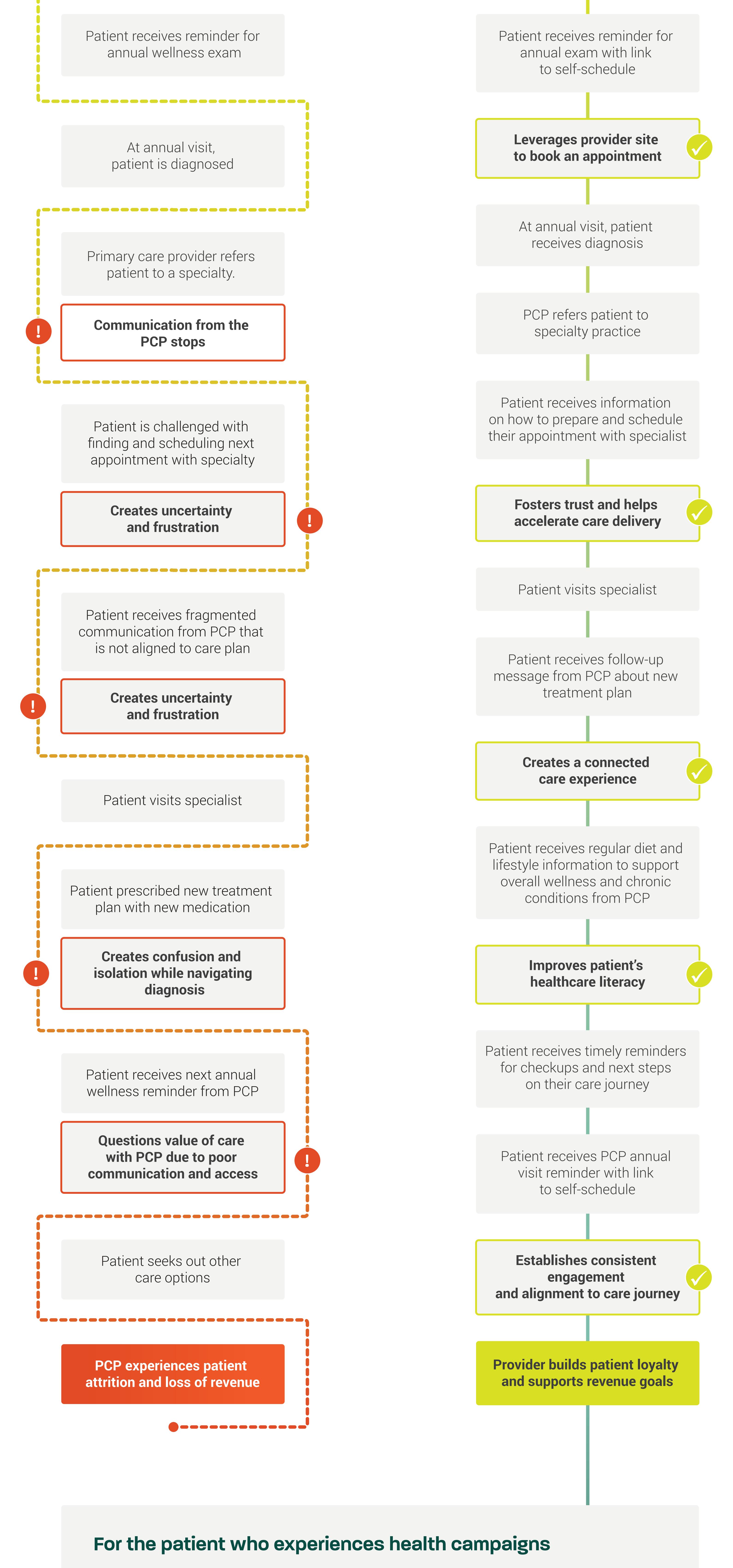
**94% of health systems say reducing patient leakage is a priority in 2022 and that leakage blocks them from reaching their financial goals**. To address these challenges, get more people through the door, and recover lost appointments and revenue, health systems should focus on better engagement opportunities by leveraging health campaigns and patient self-scheduling. By combining a sequence of targeted messages that support a patient's care journey with information and reminders that connect them to online self-scheduling when care is needed, healthcare providers can activate specific patient populations to support better health outcomes and wellness.

With patients feeling more and more responsible for managing their own care, let's compare different journeys to see how providers can leverage a health campaign to target and activate patients versus solely relying on traditional communication methods.

## The Patient Journey

Without a Health Campaign

Supported by a Health Campaign



- Reduce confusion about their care or treatment plan
- Reduce the likelihood of re-admission for the same illness
- Enhance support for chronic disease management
- Support earlier diagnosis of their chronic disease
- Lower healthcare costs

Create a sense of community and loyalty to the healthcare provider

## For the physician who delivers health campaigns

- Highlight care for the patient
- Target and activate patient populations
- Build loyalty with the patient
- Reduce patient leakage and risk
- Increase patient satisfaction
- Support preventative care



## Next steps

Each touchpoint in a health campaign provides value for both the provider and patient and promotes better access and outcomes for our society. To learn what a targeted health campaign could look like and how to leverage self-scheduling to help accelerate care, visit **www.heydash.com**.

