



BPMS / Population Health Management

BROADCAST



The need is the beginning of the story

Health care practices need a secure way to efficiently communicate with their patients using convenient pieces of technology while still remaining in compliance with industry standards and regulations. The global pandemic has forced many businesses to restructure their processes to cull the spread of the virus. One of the key defences against spreading the disease is alerting people who may have been exposed. There has been a huge increase in organizations looking to deliver notifications via text messages to employees and customers when another individual's lab results has tested positive for COVID-19. SMS is a great way to communicate to customers and staff for appointment reminders, marketing campaigns, notifications and alerts. Text messaging is a fast, easy and reliable tool to add to your communication mix. In a healthcare scenario, SMS is one of the effective communication channels to send patients appointment notifications, test and prescription reminders, tests results and health education campaigns.

About the Module

Broadcast module serves as a primary notification engine for patients' appointment, referrals, reports and alerts. The module is designed with a user-friendly interface that is easy to use and that is customized in a manner where users can send bulk SMS messages in an simplified way. The module can be integrated with different SMS gateways available in the region.

This communication tool allows the facility to reach out to the patients while they are at home to notify and alert them with any news, campaigns and programs that the facility is running. It is tightly embedded within the Derwaza platform and serves as the main communication channel between Derwaza

users and the healthcare facility. It is now a popular communication channel that has remarkable read and click-through rates.

The module is designed to increase the patient engagement allowing stakeholders to immediately read, track and monitor the facility's initiatives. The module is integrated with SMS channel that allow users to send SMS to either individual or groups by only filling the mobile number information. It provides flexibility and customization of text messages which meet the needs hospitals marketing and advertising plan.

Module Highlights

- 01 Timely alerts and notifications
- 02 Integration with EMR
- 03 Integration via APIs
- 04 Supports local SMS gateways
- 05 Send customized alerts and notification
- 06 Include Hyperlinks
- 07 Bulk SMS for Marketing



Key Features

- Patient can receive timely alerts and notifications to promote accurate and reliable communication and interaction between patients and doctors.
- Supports the integration with different Electronic Medical Records (EMRs)
- Supports the integration via the standard protocols such as APIs
- Supports the integration with different SMS gateways available in the region
- Controlling and defining message templates
- Ability to send customized alerts and notification for low SMS limit
- Can include a hyperlink to a unique URL for the patient.
- Ability to control the access rights to the module through a control panel page
- Customized alerts and notification for API call failure
- Send mass text messages anytime you need to effectively communicate and reach your customers, staff or patients
- Use bulk SMS to send special offers, in-stock updates, new product launches and more to grow your revenue.
- Engage with customers, staff and community members with SMS updates, notifications, alerts and confirmations.
- Quickly and easily automate the sending of invitations, confirmations and reminders to avoid no-shows
- Ability to integrate with communication systems for Code Blue and emergency situations



Benefits

Communicate efficiently with customers - With 8x more response rate than e-mail, bulk SMS allows large groups to get your customized message in real-time.

Get your patients through the door on time and decrease no shows with appointment reminders.

Streamline staff communications with time-sensitive open shift alerts and other emergency notifications.

SMS serves as cost reduction channel that allows the facility to share messages with the public in easy, secure and less costly channel.

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