

## The Leading eNewsletter Service for Healthcare

- Automated content
- Recurring delivery
- Automated list cleaning/management



FEATURE	WHAT / WHY?
Your Announcements and Features	Your e-newsletter comes with a section for your own announcements and features, so you can tell your patient community about: <ul style="list-style-type: none"> <li>• A new service you offer</li> <li>• Seasonal reminders</li> <li>• Stay-healthy tips</li> <li>• A new physician, equipment upgrades</li> <li>• An award or accreditation you received</li> <li>• Events</li> <li>• ANYTHING you want to tell your patient community</li> </ul> This type of patient communication is supportive of Meaningful Use and Patient-Centered Medical Home (PCMH) initiatives.
Links to your Patient Portal	Your Patient Portal is only effective if patients use it. Your Patient Portal + Your Patient Communicator eNewsletter = the Best Solution for Patient Portal Utilization.
The Latest Health News, Built-in	Fresh content is what keeps your patients engaged with your communications. Your e-newsletter comes with its own automated, award-winning news feed which populates your e-newsletter automatically, keeping it fresh and up-to-date at all times with the latest health news.
Pre-setup Templates	Your e-newsletter template is setup in advance for you. You won't need to worry about designing and coding your own e-newsletter template. If you have a design or look-and-feel, we will match it for you.
Click, usage tracking	You can view all of your e-newsletter usage any time in your online portal. All e-newsletter usage is tracked separately by individual issue.
Archives	Your past e-newsletter issues can be posted on your website. Archives are updated automatically with the most recent and past issues.
Work-flow Reminders	Healthcare organizations are busy places. The system reminds staff in advance that your e-newsletter is scheduled to go out so it will always stay fresh.
Automated content personalization	Your patients will be more engaged with your e-newsletter if the content is relevant to them. Our automated personalization system means that this is done for you automatically and will keep your subscribers interested.
Content Filtering by Specialty	Depending on your practice's specialty your e-newsletter will prioritize health information from those areas. We will also filter out content not needed.
Web Service	Some organizations want to seamlessly integrate their e-newsletter signup into existing registrations on their websites, or within their Practice Management Systems. Our proprietary Web Service allows e-newsletter signups to integrate seamlessly into any of your existing registration areas.
RSS Feeds	Every e-newsletter template is already setup to take in RSS feeds.
Network-Level Messaging / Advertising	Healthcare organizations can send their specialized messages and advertising across their entire e-newsletter population – or target specific segments.
Repeat Scheduling	Our scheduling system allows you to setup a schedule that works for you and your partners so your e-newsletter(s) will run without the need to schedule each issue.
Deliverability Management	Automated bounce processing, feedback loops, CAN-SPAM compliance, and ISP protocol maintenance keep your e-mails in patient inboxes.

