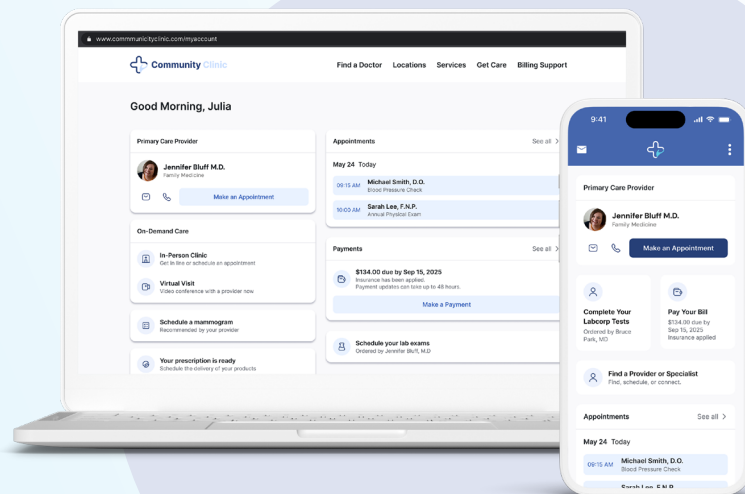# praia health

One login. One journey. Every patient.

Praia Health is the patient experience orchestration platform for health systems. We help health systems attract, engage, and retain patients by supercharging their portals and digital tools with seamless, personalized journeys in one platform.

ENGAGEMENT + RETENTION

One Login, Unified Access: Give patients a single digital entry point for all patient-facing solutions to reduce friction, boost adoption, and keep them loyal.

REVENUE GROWTH

Personalized Journeys: Enable dynamic nudges and recommendations that guide patients to take action, driving higher conversions and long-term value.

OPERATIONAL EFFICIENCY

Digital Ecosystem + Ancillary Services Integration: Connect your EHR and third-party solutions without costly custom builds, reducing IT burden and accelerating deployment.

SYSTEM ROI

Your Brand, Not Your EHR's: Transform your generic portal into a differentiated, branded experience that delivers measurable ROI. Praia enhances and extends the patient portal—it doesn't replace it.

Praia Health powers millions of patient accounts, delivering measurable ROI at scale:

1.8M+
monthly active users

106%
lift in EMR patient portal adoption

67%
monthly retention rate

3–5x
increase in conversion over SMS or email

52%
increase in same-day bill payments

$87M
enterprise value created

89%
of patients say ease of navigation is the top reason they switch providers

40%
of downstream care "leaks" outside the system, often to retail competitors

Losing an average commercial patient can cost up to

$3,000
annually

Fragmented digital front doors and portals, duplicative apps, and outdated communications aren't just frustrating for patients—**they're expensive for health systems.**

WITH PRAIA	WITHOUT PRAIA
✔ One login, unified ecosystem	✖ Multiple logins, poor adoption
✔ Personalized nudges and engagement	✖ Generic, duplicative outreach
✔ Lower costs, faster deployments	✖ High costs, growing tech debt
✔ More digitally engaged, loyal patients	✖ Patient leakage to competitors
✔ ROI realized in weeks	

WHY PRAIA HEALTH

Every digital interaction compounds into **loyalty, efficiency, and growth**.

- Built inside a health system, not bolted on
- Backed by multiple patents in identity, orchestration, and digital engagement
- Flexible pricing models that scale with your growth

"
Praia Health empowers health systems to deliver consumer-grade digital experiences that reduce leakage, increase loyalty, and create measurable ROI—all without adding extra work for teams."

Sara Vaezy
Chief Transformation Officer, Providence

Turn every digital interaction into brand loyalty.

Visit **PraiaHealth.com** or scan the QR code to connect with us.

praia health