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The Personalized Patient Portal

Patients, parents, and care givers are looking for a consolidated view of their health care records, direct communications with health care professionals, and the personal touch of curated resources based on their specific conditions. By providing a personalized patient portal, patients get the personalized care they demand while the organization benefits from a 360 degree view of their patients interactions, realize increased adoption rates, and see improvements to overall patient care and satisfaction.

A true patient portal should be able to provide a wide range of services, personalized content, and search tools to find the best options. Element Blue specializes in integrating popular EMR's such as Epic and Cerner with existing Content Management Systems, CRM's and other software investments. The following services are possible:

Highlights:

- ❖ Improve overall patient care through better user experience
- ❖ Increase user adoption rates
- ❖ Improve mobile access
- ❖ Provide a consolidated view of medical records and personalized content

Integrated Services:

- ❖ Find a Doc
- ❖ Appointment Scheduling
- ❖ Virtual Care
- ❖ On-line Forms
- ❖ Bill Pay
- ❖ Health summaries, medication details, diagnostic imaging
- ❖ Manage, download and send medical records

CMS Integration:

Personalized content alongside medical records

- ❖ Personalized content based on conditions and/or treatment
- ❖ Seasonal news, events, announcements and other patient related content
- ❖ Organizational content — health plans, policies, and procedures
- ❖ Unstructured Content — scanned paper documents, images, photos, faxes

Patient Dashboards:

- ❖ 2 way messaging
- ❖ News, events, and announcements
- ❖ Appointment reminders
- ❖ Bills and balances
- ❖ Recent test results
- ❖ Organize physicians and locations

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☎ 832.532.4056 ✉ sales@elementblue.com 🐦 [@elementblue1](https://twitter.com/elementblue1)

Messaging and Communications:

- ❖ Chat bots and automated communications
- ❖ User notifications
- ❖ User Support

Profile Management:

- ❖ Update personal information
- ❖ Manage health care plans
- ❖ Manage account preferences
- ❖ Update and manage security preferences

Testing, Optimization, and Analytics:

- ❖ A/B testing of new components and content
- ❖ User analytics by geographic location, user persona, module and/or feature

