

EnlivenHealth™

Is your pharmacy using the right communications tools and channels to keep your patients healthy, happy and safe?



YOUR PHARMACY SOLUTION

## EnlivenHealth™ Personalized Communications

Advanced digital communications technologies have fundamentally changed virtually every industry, enhancing personal connectivity, simplifying travel and banking, and making shopping easy and fun. The digital revolution is having the same effect on healthcare, and the COVID-19 pandemic greatly accelerated this trend. Digitization has had a major impact both on how healthcare is delivered and how patients interact and communicate with their providers, including their neighborhood pharmacy. Patients increasingly want to communicate with their pharmacists through the convenient devices and channels that they use in other areas of their life. Efficient, personalized patient communications have become a critical must-have for pharmacies.

### Introducing Personalized Communications from EnlivenHealth™, the most comprehensive and personalized patient communications solution

Personalized Communications from EnlivenHealth™ is a breakthrough digital communications solution that enables pharmacies to provide a truly personalized patient experience. This omnichannel communications solution leverages cutting-edge data science and artificial intelligence to learn and anticipate patients' communications preferences. With Personalized Communications, pharmacies can seamlessly interact with their patients, keeping them adherent and healthy while also differentiating their pharmacy brand and offering.

Equally important, Personalized Communications from EnlivenHealth™ helps to streamline the pharmacy workflow by reducing the amount of time a pharmacist spends on the phone handling medication refills and answering basic questions like hours of operation and driving directions. This frees up pharmacists' time so that they can provide truly personalized patient care and deliver high-value clinical services, such as vaccinations and point-of-care testing. Crucially, Personalized Communications enables pharmacists to practice at the top of their license, which is a strong benefit for pharmacists and their patients, too.

### How Personalized Communications measurably improves patient engagement and health outcomes while driving pharmacy business results

Personalized Communications from EnlivenHealth™ starts with sophisticated data science and then applies machine learning/AI to enable systems to continuously learn based on patient behaviors. These insights allow the solution to choose the best method and timing to increase the likelihood of a positive response to an intervention. The result is measurably improved medication adherence and health outcomes, and increased patient retention.

Personalized Communications from EnlivenHealth™ integrates all channels into one automated, omnichannel communications system, including:

- Conversational Interactive Voice Response (Inbound and Outbound)
- SMS Texting
- Chatbots
- Email

This breakthrough patient engagement solution is ushering in a new era of digitized medication and clinical care management. In the process, Personalized Communications delivers significant improvements in patient satisfaction and retention, pharmacy efficiency and health outcomes.

### Powerful Benefits of Personalized Communications from EnlivenHealth™

- **Enhanced Patient Care** – Frees up pharmacists' time to focus on providing truly personalized patient care and delivering high-value clinical services
- **Better Patient Communications** – Strengthens engagement by communicating with each patient in a highly personalized way, through their preferred channel, at the right time
- **Seamless medication management** – Provides a hands-free, frictionless method of refilling prescriptions
- **Automates Pharmacy Workflow** – Efficiently handles calls and requests, allowing the pharmacy staff to maintain their daily workflow and focus on providing value-added, script generating services

For more information on Personalized Communications from EnlivenHealth™ and to arrange a demo, call 877-776-2832, or visit [EnlivenHealth.co](http://EnlivenHealth.co).

### About EnlivenHealth™

EnlivenHealth™ provides the most proven and advanced technology solutions for intelligent patient engagement and communications. Trusted by a national network of leading pharmacies, the EnlivenHealth™ Patient Engagement Platform empowers pharmacies and health plans to significantly improve medication management, adherence and safety for their patient populations. Our mission is to help you ensure lifelong optimal Health for your patients and members, measurably improve quality scores, and strengthen business results. EnlivenHealth™ is a division of Omnicell, Inc. (NASDAQ: OMCL), a leading provider of medication management solutions and adherence tools for healthcare systems and pharmacies.

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