

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



## EnlivenHealth® Personalized Communications

As the pharmacy's role in healthcare grows, so does the need for effective, patient-friendly communications. How you communicate with patients, and through which channels, has a significant impact on workflow, adherence, patient health outcomes, and script growth. The continuing effects of the COVID-19 pandemic have only heightened the need for pharmacy-to-patient communications efforts that are convenient, intelligent and safe.

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

EnlivenHealth® is a digitized, omnichannel communications solution that enables pharmacies to develop a truly personalized experience for patients. EnlivenHealth® Personalized Communications leverages our deep clinical intelligence and pharmacy data to tailor communications to patients' personal needs and preferences. The result: personalized, accurate and timely messaging that transforms patient engagement into a compelling and convenient experience that leads to healthier, happier patients.

EnlivenHealth® Personalized Communications enables pharmacies to execute highly personalized communications to patients, providing very relevant, accurate and timely messaging that transforms patient engagement into a compelling and convenient experience.

### How EnlivenHealth® Personalized Communications improves patient engagement to improve health outcomes while driving business results substantially

The EnlivenHealth® Personalized Communications solution starts with sophisticated data science and then applies machine learning/AI to provide systems the ability to improve automatically from iterative experiences of patient behaviors. This insight allows us to know the best method and timing to increase the likelihood of positive response to an intervention that ultimately leads to measurably improved adherence and quality scores, and consistently better health outcomes.

● **EnlivenHealth® Personalized Communications integrates all methods onto a single communications system to harness the power of all channels, including:**

- Interactive inbound outbound messaging via phone
- SMS texting
- Email
- Virtual face-to-face
- Frictionless voice technology services

EnlivenHealth® Personalized Communications is a breakthrough solution that ushers in a new era of digitized medication and care management. In the process, it delivers significant, measurable improvements in patient satisfaction and retention, pharmacy efficiency, medication adherence, and health outcomes.

## Powerful Benefits of EnlivenHealth® Personalized Communications

- **Simplify Workflow** – User-friendly interface enables quick and easy appointment scheduling, clinical interventions and follow-up communications
- **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 and setting medication dose reminders
- **Reach and Retain Patients** – Delivers effective campaigns that increase patient adherence, satisfaction and pharmacy revenue

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



### About EnlivenHealth®

EnlivenHealth builds advanced patient engagement, financial management and population health technology solutions that enable retail pharmacies and health plans to measurably improve the health of their patients and members, while ensuring the long-term health of their business. With the recent acquisition of FDS Amplicare and MarkeTouch Media, EnlivenHealth now offers the industry's most comprehensive suite of SaaS technology solutions that help retail pharmacies and health plans to transform and thrive in this new era of digital-driven healthcare. Currently, more than 50,000 retail pharmacies nationwide deploy EnlivenHealth/FDS Amplicare/MarkeTouch Media technology solutions. EnlivenHealth is a division of Omnicell, Inc. (Nasdaq: OMCL), a leading provider of medication management solutions and adherence tools for healthcare systems and pharmacies. To learn more, visit [EnlivenHealth.co](http://EnlivenHealth.co).