



Every patient is unique.
Know them all.



CipherHealth's powerful digital orchestration engine intelligently manages all patient, staff and caregiver communication — in-person, virtually or anywhere in between.



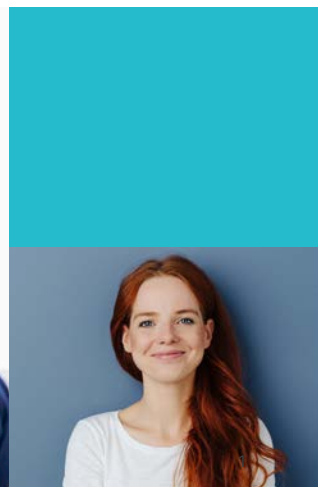
As the ability to access healthcare anywhere grows, health systems will focus on building connectivity with their patients at all times via digital channels.

The Future of Healthcare

The COVID-19 pandemic has changed healthcare indelibly, shining a light on existing problems that could no longer be ignored and introducing a whole host of others to be addressed. Healthcare challenges have further accelerated as health systems adjust to new patient demands for real-time, personalized care across many novel channels. Healthcare delivery is increasingly being pushed outside the walls of the hospital. Telehealth has helped fill gaps for many health systems, but it has also introduced more leakage due to increased competition. Healthcare will increasingly be delivered at the time, place and modality that an individual prefers, as patients demand more personalized experiences. And as the ability to access healthcare anywhere grows, health systems will focus on building connectivity with their patients at all times via digital channels.

The future success of healthcare hinges on the ability to understand and meaningfully connect with patients.

While health executives face increased pressure to address the growing influence of consumerization, they must also reduce the burden on their staff and consolidate technology solutions. Health systems must also focus on recouping lost revenue and minimizing leakage in their patient populations while aiming to reduce the burden on their staff and consolidate technology solutions. Further, IT and Operations executives are struggling to keep up with the patchwork of systems and point solutions needed to communicate and engage with patients across the care continuum. Patient engagement technology needs to be complementary to EHRs, and hospitals need a scalable solution that provides a single pane of glass into true engagement for all their patients. Most importantly, healthcare IT should reduce, not exacerbate, the burden placed on providers.



Industry Trends

Consumerism

Patients expect their providers to know them. They can shop for the best possible care anywhere, giving them more power than ever. Health systems must embrace a “patient-as-consumer” approach.

Personalization

Patients also expect more personalization, but what patients expect and providers can deliver are miles apart. Interactions must be more data-driven, intelligent and specific to the needs of each patient — all while human and conversational.

Consolidation

There is financial pressure to **consolidate technology and reduce vendors.** The EHR is considered the platform of record, but they have deficiencies communicating en masse. There is a need for more interoperability, flexibility and scale.

Care Gaps

Collecting, analyzing and acting on all patient interactions is essential to closing care loops throughout the entire care continuum. The intelligent application of patient engagement data ensures that the right message is delivered to the right person, at the right place and time — enabling more personalized and effective healthcare conversations.

“It’s pretty crazy when you consider that the barista at Starbucks knows more about you than your doctor does. But that’s the reality.”

- CipherHealth Customer





A healthcare system's future success hinges on its ability to better understand and meaningfully connect with its employees, patients and caregivers.

Changing the Way We Think

The emerging value-driven ecosystem relies on active patient involvement to succeed. Engaged, proactive, and empowered patients yield the best clinical and financial outcomes. Engaging with patients all along the care continuum is key — so, too, is delivering the right message to the right person, at the right time. Health systems must provide patients with a unified experience to communicate with nurses, doctors and specialists. Similarly, health systems must take care of their caregivers, monitoring and addressing staff satisfaction to retain and attract the best talent. Finally, collecting, analyzing and acting on all patient interactions at scale is essential to understanding the financial stability of the health system.

Mission, Vision and Values

CipherHealth powers the healthcare delivery system of the future by connecting providers, patients and caregivers through scalable, automated and multi-modal communications solutions that are highly customizable, providing both contextualized and actionable insights for care teams and providers through an interoperable communications engine.

Our cloud-based, digital engagement engine orchestrates personalized, patient-centered interactions that span across all care settings — and empowers purposeful conversations between care teams and patients, which inform smarter and more decisive actions necessary to drive faster, positive outcomes for all.



Our Principles

Personal

Engage patients on their own terms.

CipherHealth believes that sending the right message to the right person via the right modality and at the right time — regardless of their stage in the care journey or care setting — is critical to driving appropriate action. If patients text in their day-to-day life, they expect a text message; if they make voice calls, they expect the phone to ring. Personalized communications lead to greater activation, and surfacing highly contextualized patient information throughout the care continuum ensures the best possible response from patients, providers, and caregivers. By engaging patients on their own terms, health systems can make them more likely to respond, engage and stay loyal.

Flexible

Power digital engagement with an agile communications engine.

Patient engagement solutions need to be flexible for agile care delivery, as well as different care situations and settings. We orchestrate all the multidimensional and asynchronous aspects of patient engagement with our nimble, interoperable and scalable platform that works with health systems. Staff members can focus on care delivery while CipherHealth handles complex configurations and orchestrates patient-centered communication. CipherHealth's support and implementation teams are rooted in years of experience, and implementations are highly adaptable to help providers stay agile in the face of changing market conditions.

Actionable

Transform patient insights into meaningful business outcomes.

Actionable insights means greater efficiency and more impactful care — and the insights that matter most drive better efficiency, higher productivity and improved loyalty. We recognize that health systems need an intelligent system that is data-driven, personalized and agile to capture patient information and make it clearly actionable in a seamless, logical way. CipherHealth also layers additional engagement data onto a patient's medical record — enabling more personalized and effective healthcare conversations across the care continuum.





10M+

patients engaged

350+

health systems served

100M

calls, texts and rounds

What We Do


CipherHealth's Patient Engagement Platform helps healthcare systems better understand each and every patient, ensuring all communications can be personal, relevant, informed and actionable. By designing a process that is less transactional and more focused on outcomes, CipherHealth's approach to patient engagement empowers providers to connect to the widest swath of patients with the right message at the right time via the right modality.

At the heart of the platform is a powerful digital orchestration engine that serves as an intelligent hub to manage all patient, staff and caregiver communication that delivers workflow efficiencies and cost savings.

Most importantly, this engine functions across CipherHealth's entire suite of in-care rounding solutions and pre- and post-care outreach solutions, allowing for a single, unified system that closes critical care and communication gaps that lead to poor outcomes.

Unlike other patient engagement vendors that focus on specific stages of care or monolithic EHR systems that rely on web portals, CipherHealth offers:

- *The widest portfolio of proven solutions that can be applied at all stages of the care continuum*
- *An omni-channel communications engine that ensures the best optionality for reaching the most patients*
- *Engagement with patients, staff, families and communities to enable even better care outcomes by connecting the care group*



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Benefits

CipherHealth's Patient Engagement Platform has successfully improved a variety of outcomes spanning from **driving preventative care, enhancing longitudinal monitoring, closing gaps in care, reducing readmissions, lowering staff turnover and improving patient experiences**. Regardless of where and how patients access their care — in person or virtually — or how leaders engage their teams, CipherHealth can power their communication efforts to capture feedback, provide employee recognition and ensure that patients and staff feel heard and supported.

CipherHealth **allows health systems to be in constant communication with their patients, all while reducing the administrative burden of hospital staff by streamlining workflows, improving staff efficiency, consolidating solutions for team members, increasing security and providing real-time data**. CipherHealth also encourages patients to communicate with providers by leveraging educational information and pre-arrival surveys, facilitating holistic patient information for timely and proper interventions. Actionable insights from data reports provide the greater efficiency that care teams so desperately need — like managing call volume and triaging the patients that need it most.

Improve patient satisfaction

Increase customer loyalty

Support your team

Improve clinical outcomes

Meet financial goals

Optimize data and analytics



Improve the health of provider staff, patients and health system



Improve outcomes, whether financial, clinical or operational - with measurable ROI



Increase connectedness between health systems, patients, staff and communities



Coordinate between acute, ambulatory and post-acute providers



Improve the patient experience in real time, when it matters most



Eliminate the costs and labor associated with engaging patients at scale

Solutions Spotlight

CipherHealth's solutions are powered by a secure, scalable, and reliable digital engagement engine that integrates and activates patient data from leading EHR platforms. With the industry's most complete portfolio of over 50 pre-packaged solutions that digitally engage patients, staff, and caregivers across myriad care settings, CipherHealth's offerings are rooted in years of experience, have been built alongside and with clinicians, and are highly adaptable to help providers stay agile in the face of changing market conditions.

CipherOutreach leverages automated outreach tools to activate and follow up with patients in the way that makes sense for them. Outreach offers reminders and real-time help for patients to ensure they are adhering to care plans, as well as reduce preventable readmissions; scripts can be customized for conditions and individuals. Patients can be reached via SMS or voice call, ensuring the right message is delivered to the right person and in the preferred manner to ensure the highest likelihood of response and action.



“Competition is dramatically ramping up. It’s no longer just the hospital down the street. Patients have more choices and we need to adapt.”

- CipherHealth Customer

Designed with clinical best practices in mind, our solutions are prescriptive yet flexible and can easily be adapted to meet varying and changing customer needs, with some programs implemented in a matter of days.





The combined strength of CipherOutreach and CipherRounds provides an all-around view of patients across their healthcare journey both inside and outside hospital walls.

CipherRounds employs digital purposeful rounding — using electronic means to solicit feedback and collect information from patients and their surroundings — to ensure better patient outcomes, operational efficiencies and improved staff well-being. By taking the pen-and-paper out of rounding, CipherRounds frees up staff members from manual tasks and significantly increases HCAHPS likelihood-to-recommend scores.

Our always-on communication engine provides you with meaningful insights through a comprehensive view of both engagement and clinical data. Understanding the full spectrum of patient data provides a compounding effect that you can utilize to make more informed decisions about your patients, than an EHR alone can.

CipherKiosk is a patient experience survey application that captures real-time information in clinics, physician practices and emergency rooms. Housed on digital devices, such as iPads, CipherKiosk can be used as a stand-alone or handheld technology for healthcare providers to administer clinical assessments and patient satisfaction surveys. If a patient indicates an issue or concern, real-time alerts are sent to designated staff members, allowing for the issue to be addressed then, while in-depth and actionable reports drive continuous improvements.



The **EHR Activation Gateway** closes key patient communication and data gaps by improving message deliverability rates, driving patient portal activations, reducing appointment no-shows, improving workflows and allowing for vendor consolidation. Through a direct integration with Epic, the solution allows healthcare organizations to send messages originating in the EHR directly to patients without the need for extensive multi-vendor IT infrastructure.

Enhanced Appointment Reminders provides a streamlined way for patients to automatically reschedule appointments via text message. Through direct integration with Epic App Orchard, CipherHealth customers can enable self-service appointment rescheduling to keep provider schedules full, reduce staffing needs for call centers, increase revenue and improve patient experience.

Caregiver Engagement is a family and caregiver engagement solution designed to keep loved ones informed and patients safe and healthy before, during and after medical interactions. It will also integrate directly with EHR systems and significantly reduce the burden placed on burned out nurses and call center staff.



As part of the next-generation platform launch, CipherHealth is unveiling three solutions designed to deliver more personalized, intelligent, and actionable information to patients and their diverse set of caregivers at every stage of the care continuum.





Become a CipherHealth Customer Today

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