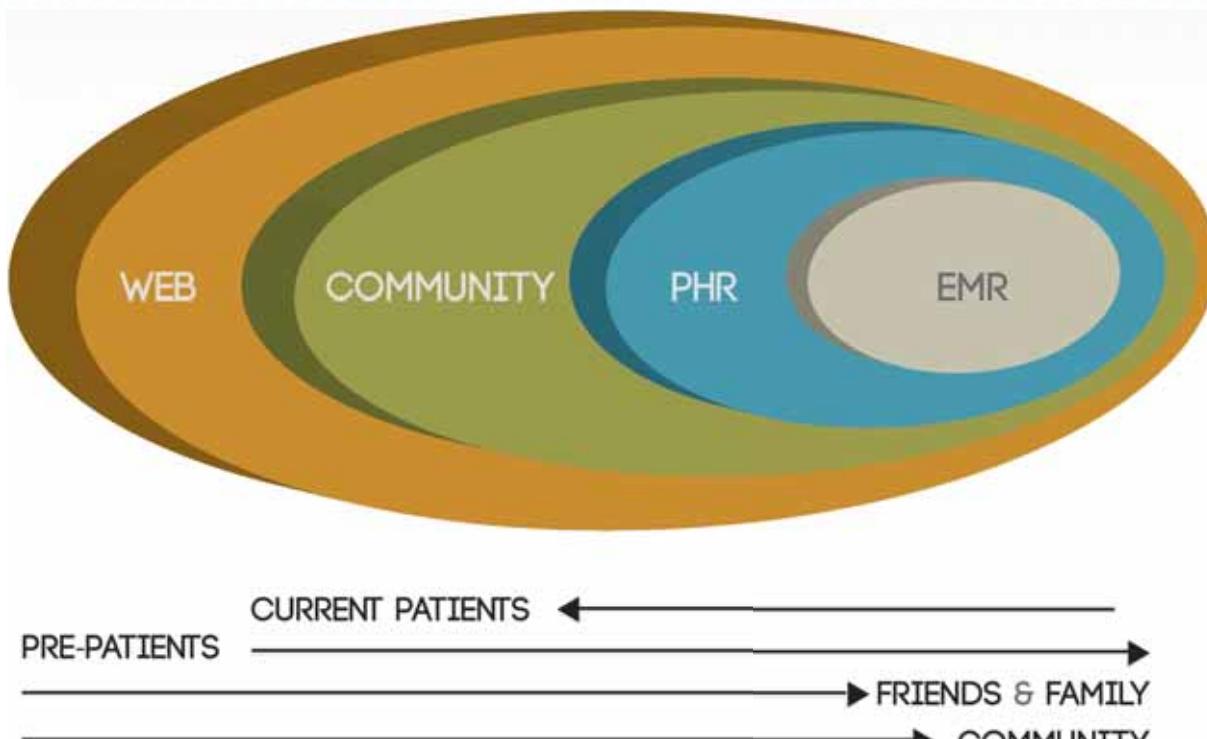




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THE NEXT GENERATION  
HEALTHCARE EXPERIENCE

# REDESIGNING YOUR CARE MODEL FROM THE OUTSIDE... IN.



## KEY ACCESS POINTS

### WEB

Everyone knows the consumer website is your virtual front door – where potential future patients often have their first experience with your organization. But how are you engaging them after they learn about their condition, find a physician and study your related services? How are you using your web resources to create a more comprehensive cycle-of-care relationship with your patients?

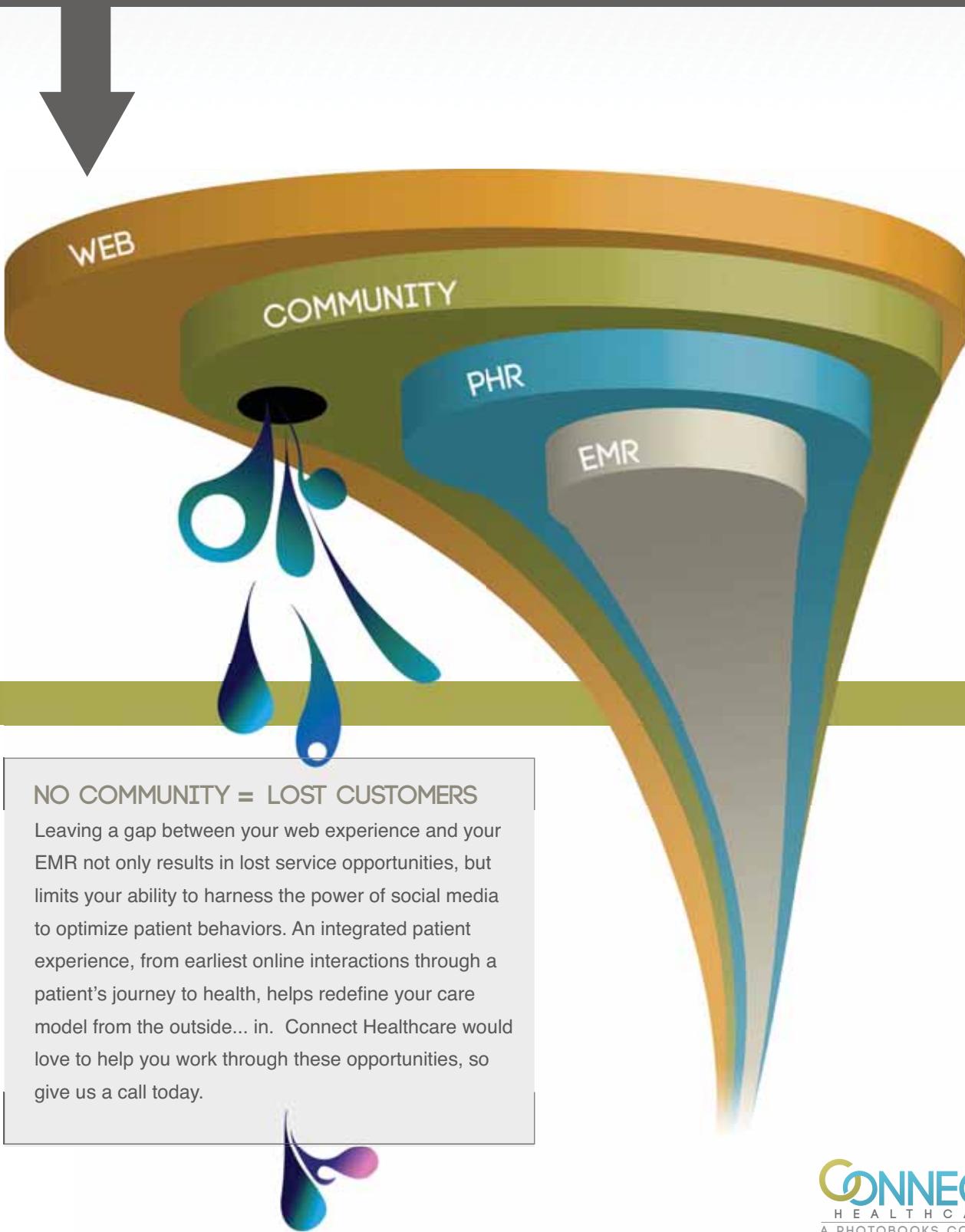
### COMMUNITY

How can you harness the power of social media to change behaviors – resulting in committed, healthier, satisfied patients, generating fewer re-admissions and more revenue? How does your virtual experience tie into the most powerful force in health care – a patients' need for ongoing support, understanding and direction in their journey back to health? How will you "activate" patients to be committed to self care as an integral part of recovery? How will you leverage Personal Health Record capabilities to support self-management efforts? And where will these capabilities reside?

### EMR

The Electronic Medical Record (EMR) is a core component of your clinical care management efforts. But if self-care is a basic requirement for the new model of care and the support of like-minded community members is required to help "activate" most patients, how will this community operate within a highly secure, patient-specific environment required by your EMR? In the foreseeable future, it won't.

**How are you converting online activity into meaningful relationships? Are those relationships redefining your patient care model for enhanced patient satisfaction and quality? Are they reducing cost and generating new revenue? Can you document these benefits to your leadership in credible economic terms? If your answer to any of these questions is “no,” it is time to re-think your relationship management approach “from the outside... in.”**





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