

# MobileCare247 *Engage*



# Engage Populations. Drive Adoption.

MobileCare247™ Engage enables a health care organization, pharmaceutical company or a team of researchers to deliver customized, population-level interventions that engage patients in Health Programs, iForms and Telehealth Services that are easily accessible through the web and mobile devices. MobileCare247 Engage can help organizations drive adoption, monitor adherence and measure health outcomes by using powerful campaign management tools and advanced analytics.

1

## Initiate Your Campaign

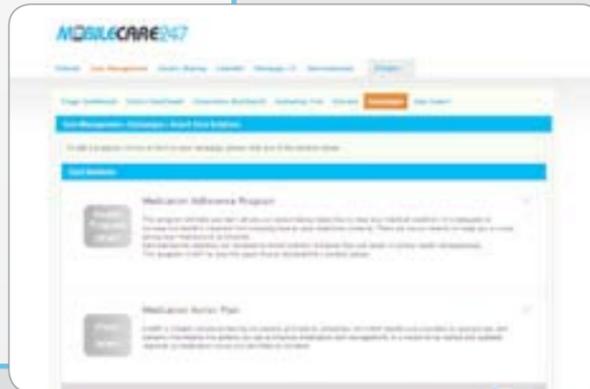
The powerful Campaign Dashboard is where the Health Campaign creation process begins. Not only can new Health Campaigns be created here, but existing Health Campaigns can be re-launched to save time or to maximize the value of a past Health Campaign.



2

## Customize with Care Solutions

Health Campaigns consist of customizable Care Solution Packages, including interactive Health Programs and iForms and Telehealth Services, that are authored by health care professionals. This superior level of customization helps ensure each Health Campaign will be effective and targeted.



3

## Simplify the Invitation Process

Both connected and disconnected patients can be reached via MobileCare247 Engage, allowing organizations to reach new patients. The invitation process is simplified one step further by providing the ability to send invitations directly to one patient at a time or upload a list of patients to utilize the group invitation capabilities of Engage.



4

## Enhance Patient Management

Organizations can target specific patient populations and assign the desired health care professionals to those patients. This optimization allows for exceptional Health Campaign customization and helps ensure optimal patient engagement.



5

## Leverage Social Media Outlets

MobileCare247 Engage will generate special links that allow professionals to embed the invitation into e-mail newsletters, website banners, social networks such as Facebook, LinkedIn and Twitter or other pieces of online marketing materials. Now, desired target populations can be effectively reached.



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## Review Aggregated Data

Once Health Campaigns have been sent and patients have enrolled in the Care Solutions, professionals can then monitor patients via the Triage Dashboard, in real-time, while also evaluating the performance of the Care Solutions Package.



MobileCare247 Engage drives adoption of your research study or health information exchange (HIE), as well as successful implementation of your connected health platform.

## Reach Your Patients Where They Connect With MobileCare247

Leverage the power of MobileCare247 *Engage* to drive patient adoption via popular social networks and various marketing channels. Either offer Care Solution Packages to existing patients via e-mail or reach new patients and consumers by targeting them *where* they are.



## Bring Patients to Your Platform to Participate in Your Care Solution Packages



## MobileCare247 *Engage* – A Powerful Health Campaign Toolset



Targeted. Personalized. Outcomes-Driven...The Patient Engagement System.