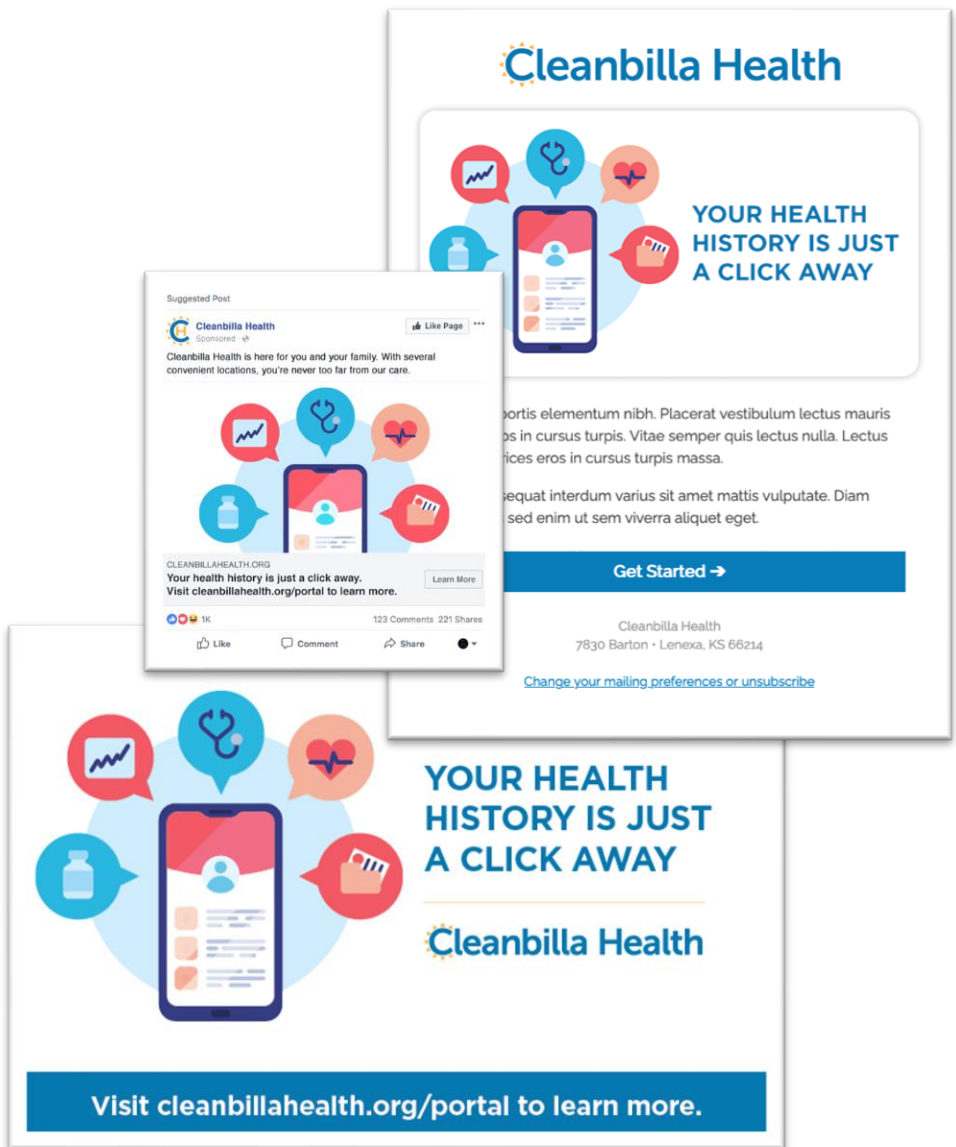
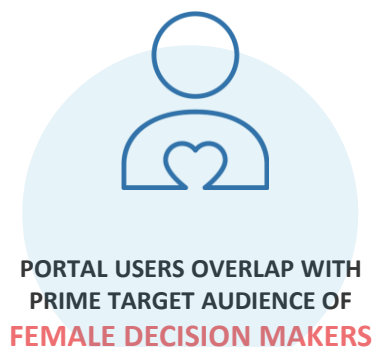
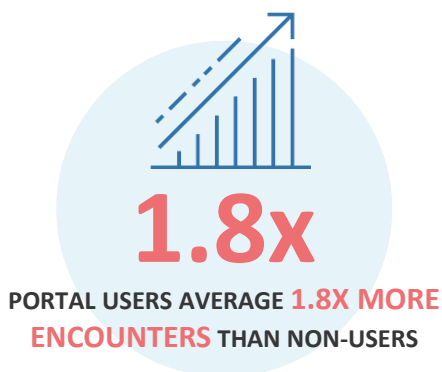


Increase Portal Activations

As healthcare professionals, we know that patient portals bring value to both the consumer and their health system. Portals aid in ease of communications, provide fast solutions and can help create more efficient chronic disease management. Despite this, many healthcare providers struggle with portal adoption by their patients. This may be due to many reasons such as a patient wishing to contact a physician's office directly, or they may not see a need to use a digital tool to help manage their health. Or, even worse, many either are not offered access, or do not recall being offered access to their health system's patient portal. Insert marketing automation as a solution to both inform patients about their portal options, as well as remind them of access information they may have received during a recent visit.



The image displays three overlapping promotional materials for Cleanbilla Health. The top right material is a flyer with the Cleanbilla Health logo, a central graphic of a smartphone surrounded by medical icons (stethoscope, heart, pill, etc.), and the text "YOUR HEALTH HISTORY IS JUST A CLICK AWAY". Below this is a "Get Started →" button and contact information: "Cleanbilla Health, 7830 Barton • Lenexa, KS 66214", with a link to "Change your mailing preferences or unsubscribe". The bottom right material is another flyer with the same central graphic and text, but with a "Visit cleanbillahealth.org/portal to learn more." button at the bottom. The left material is a screenshot of a Facebook post from Cleanbilla Health, showing the same central graphic and text, with engagement metrics (123 Comments, 221 Shares) and a "Like" button.

Patient Portal Campaign

Strategy: Patient Portal Activations

A LionShare study has found that once a patient receives their portal activation information from their provider, most patients who are going to sign up will do so within the first week of receipt. By setting up an automated data integration with your portal provider data, we have the ability to efficiently reach out to those who have not yet activated their portal with a series of communications designed to remind them to activate their account. This series can be a combination of both email and direct mail (for those whose email is unknown), and can be personalized with a portion of the patient's activation information, or even screen shots of the activation page and steps required to make the sign up process a bit more user-friendly for the patient.

Reporting included*:

- Monthly email results
- Monthly portal activations (if available)
- Quarterly downstream encounter reporting

*Custom reporting available but not include in base package

