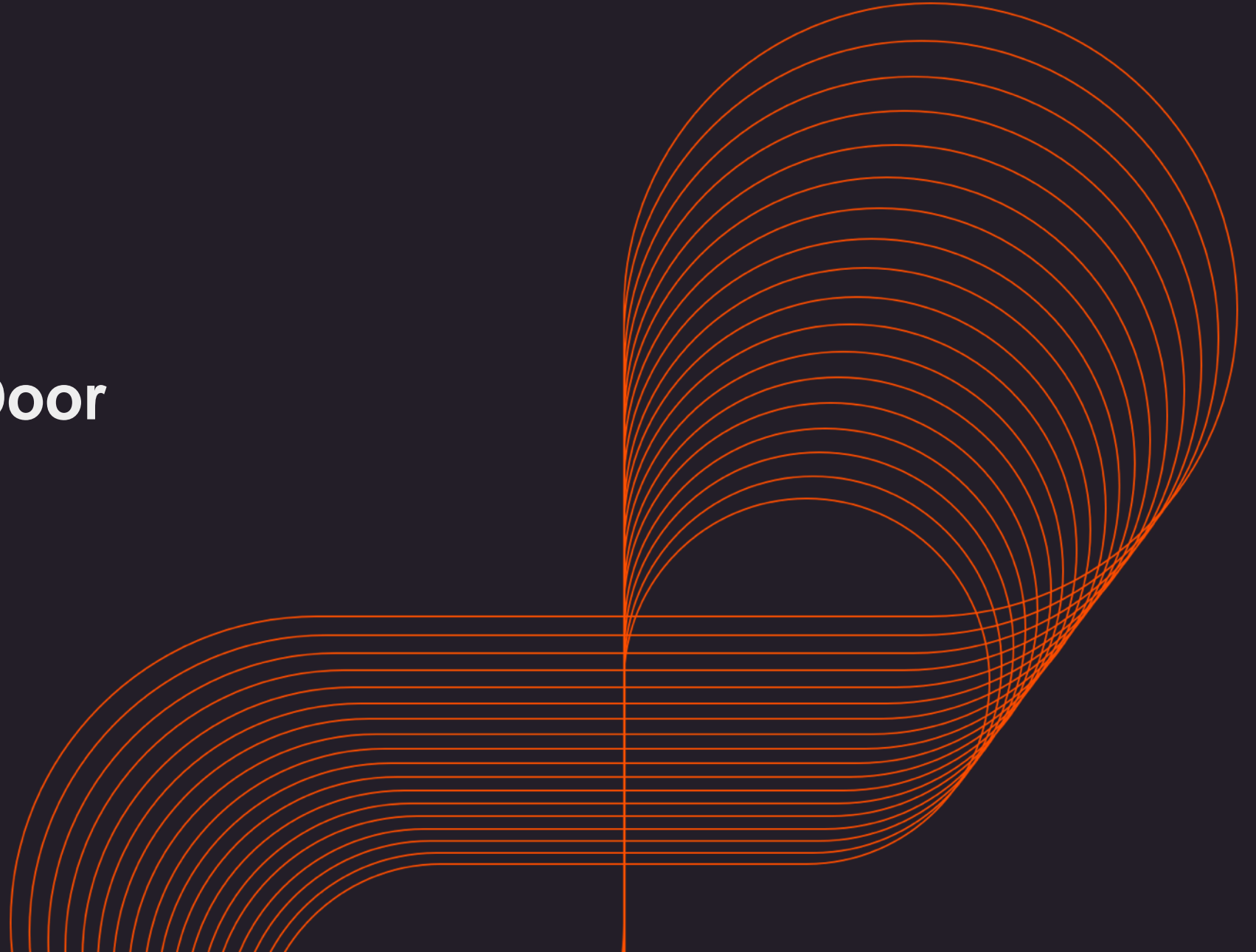




Persistent

Digital Front Door



Agenda

- 1. About Persistent**
- 2. Digital Front Door Overview**
- 3. Components of DFD**

Why Digital Front Door?



Our Healthcare and Life Sciences Solutions

Digital Front Door

- \ Patient Acquisition
- \ Patient Access Center
- \ Patient Mobile Experience

Care when and where the patient needs it without a hospital visit

Digital Clinical Care

- \ Digital Care Pathways
- \ Drug Adherence
- \ Specialty Pharma

Improve outcomes and reduce cost of care for complex patients

Life Sciences Innovation & Engineering

- \ Digital Lab of Future
- \ Digital Devices & Diagnostics
- \ Research Collaboration

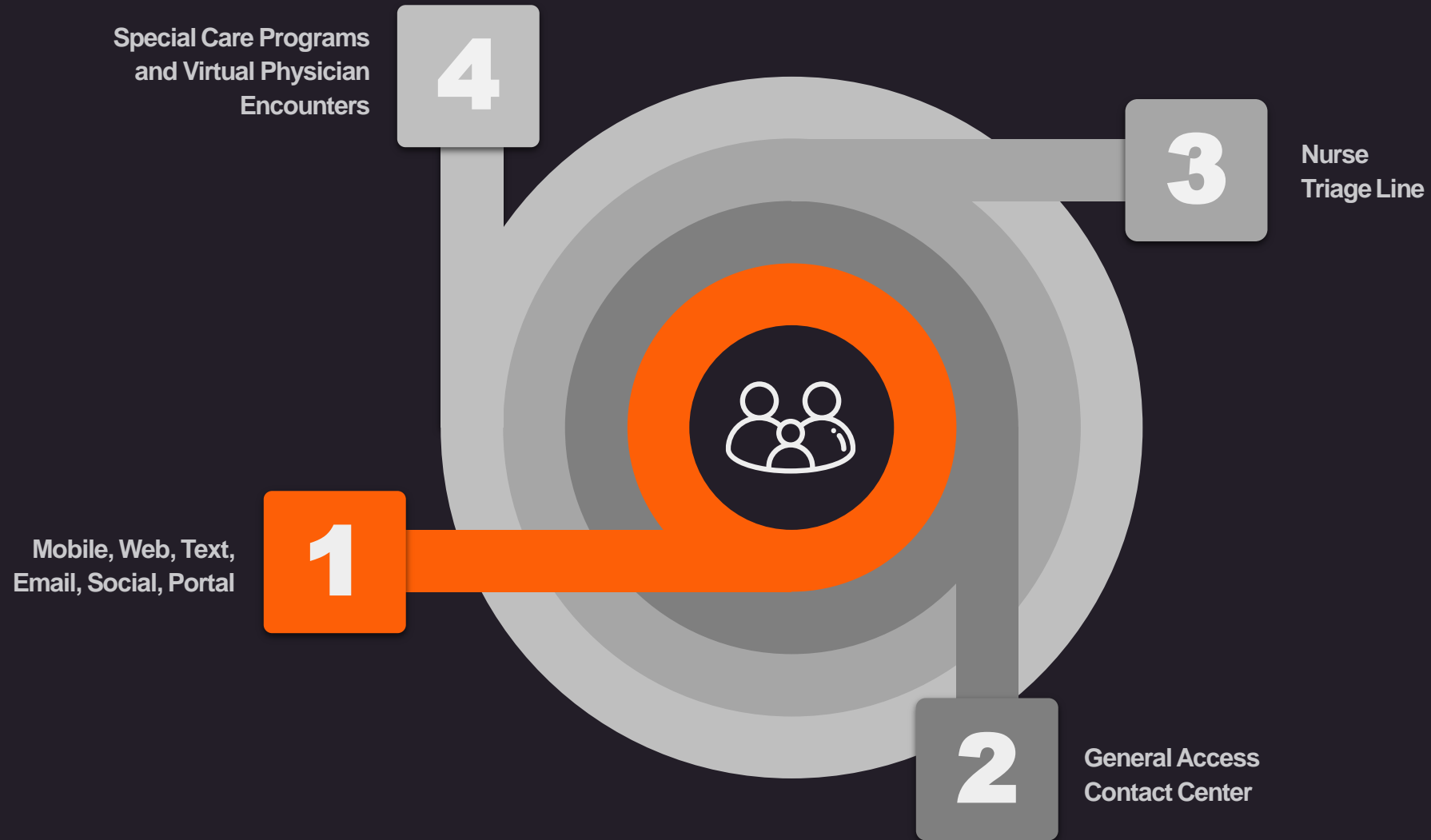
Deliver innovative devices and treatments faster and at lower cost

Digital Revenue Cycle Optimization

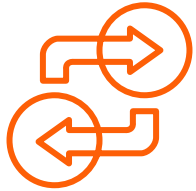
- \ Prior Authorization
- \ Denials Management

Improve margins by reduced revenue leakage and improved compliance

Multi-Level, Cross-Channel Connected Touchpoints for Patients and their Families



Offerings and Solutions



Acquisition

Targeted Outreach

- \ Clinical grade cohorts
- \ Automated and interactive communications
- \ Personalized content



Access

Multichannel Touchpoints

- \ Web, Mobile
- \ SMS, Email, Voice
- \ Conversational UI
- \ Intelligent routing
- \ Nurse triage line



Retention

Consumer Grade Experiences

- \ Self-scheduling
- \ Click to Speak/Chat on any channel
- \ High throughput staff UX
- \ Connected journeys`



Outcomes

Adherence Focus

- \ Predictive actions
- \ Patient 360 data access
- \ Shared plans and tasks
- \ Self care tools
- \ Navigator support

DFD enables fulfillment of KPIs

Personas



Chief Innovation Officer
(CINO)



Chief Marketing Officer
(CMO)



Chief Operations Officer
(COO)



Contact Centre Head

Goals/Pain Points

- \ Innovation process owner
- \ New, sustainable tech hunter

- \ Growth driver
- \ Customer champion

- \ Improve care delivery quality
- \ Balance patient demands and budget constraints

- \ Improve ops

DFD Delivers

- \ Mobile experience: Scheduling, Chatbot, way finder
- \ Predictive analytics

- \ Patient outreach
- \ Multichannel touchpoints

- \ Patient access center
- \ TeleVisit

- \ Nurse line triage: Powered by STCC
- \ Self triage

Patient Journey — New Patient Acquisition



Beth
(Suffers from hypertension)



Views a FB page referring to a hypertension program



Shows interest in the program presented by the Program counsellor



Is texted a link for registration



Downloads app and receives push notifications 2 days before appointment with details



Beth's Journey Continues



Calls them and is routed to the Program



Is informed that she needs to be seen by their physician before enrollment

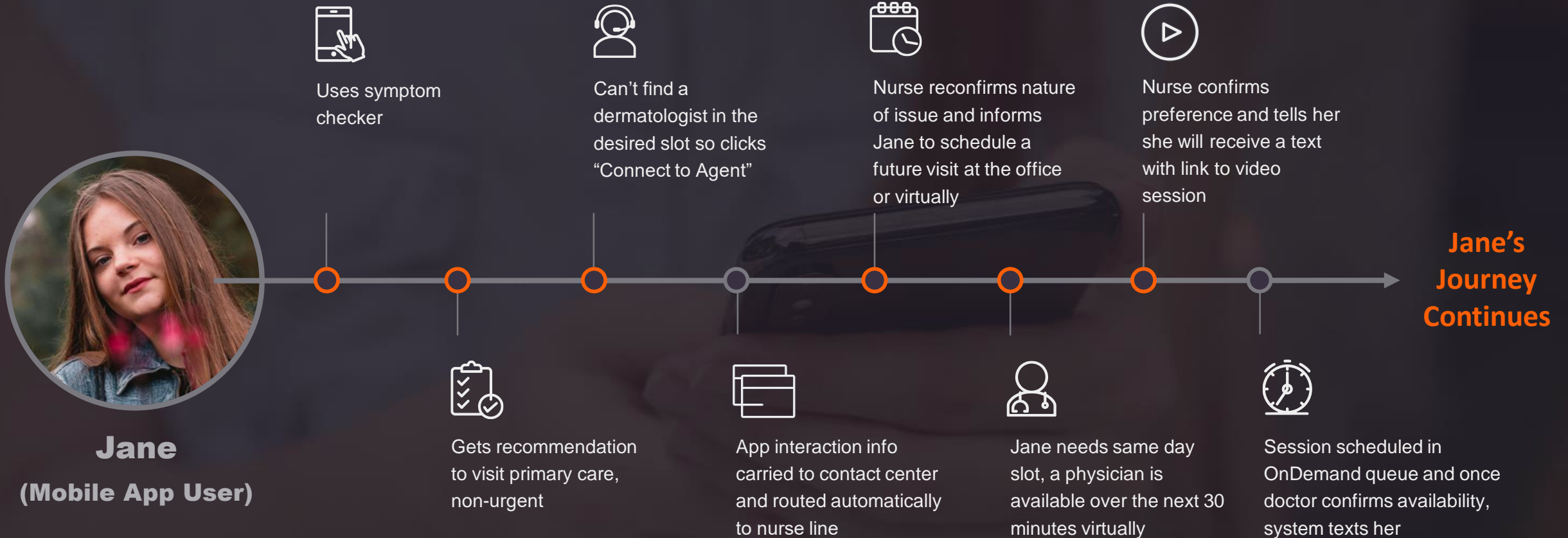


Logs in and schedules a visit with a suitable physician



Gets notification with directions and parking instructions on day of appointment

Patient Journey — Returning Patient: Mobile Experience to Schedule Same Day TeleVisit



Patient Access Centre: Patient 360

The screenshot displays the Dynamics 365 Omnichannel for Customer Service interface for Van Arsdel Health. The main view is the Customer Summary for Cheryl Bryan, showing a 'New Conversation' with a 'Case Process' timeline. The timeline includes steps like 'Identify (1 min)' and 'Evaluate'. A 'Chat request from Cheryl Bryan' pop-up is visible, showing a bot conversation with options to 'Accept' or 'Reject'. The interface also features a left-hand navigation pane with options like 'Home', 'Cheryl Bryan', 'Quick Replies', 'Transfer', 'View Customer summary', and 'Notes'. The main content area is divided into sections for 'GENERAL INFORMATION', 'CASE INFORMATION', 'AGENT SCRIPT', 'TIMELINE', and 'CONVERSATION SUMMARY'.

Functions

Respond quickly and with personalized content

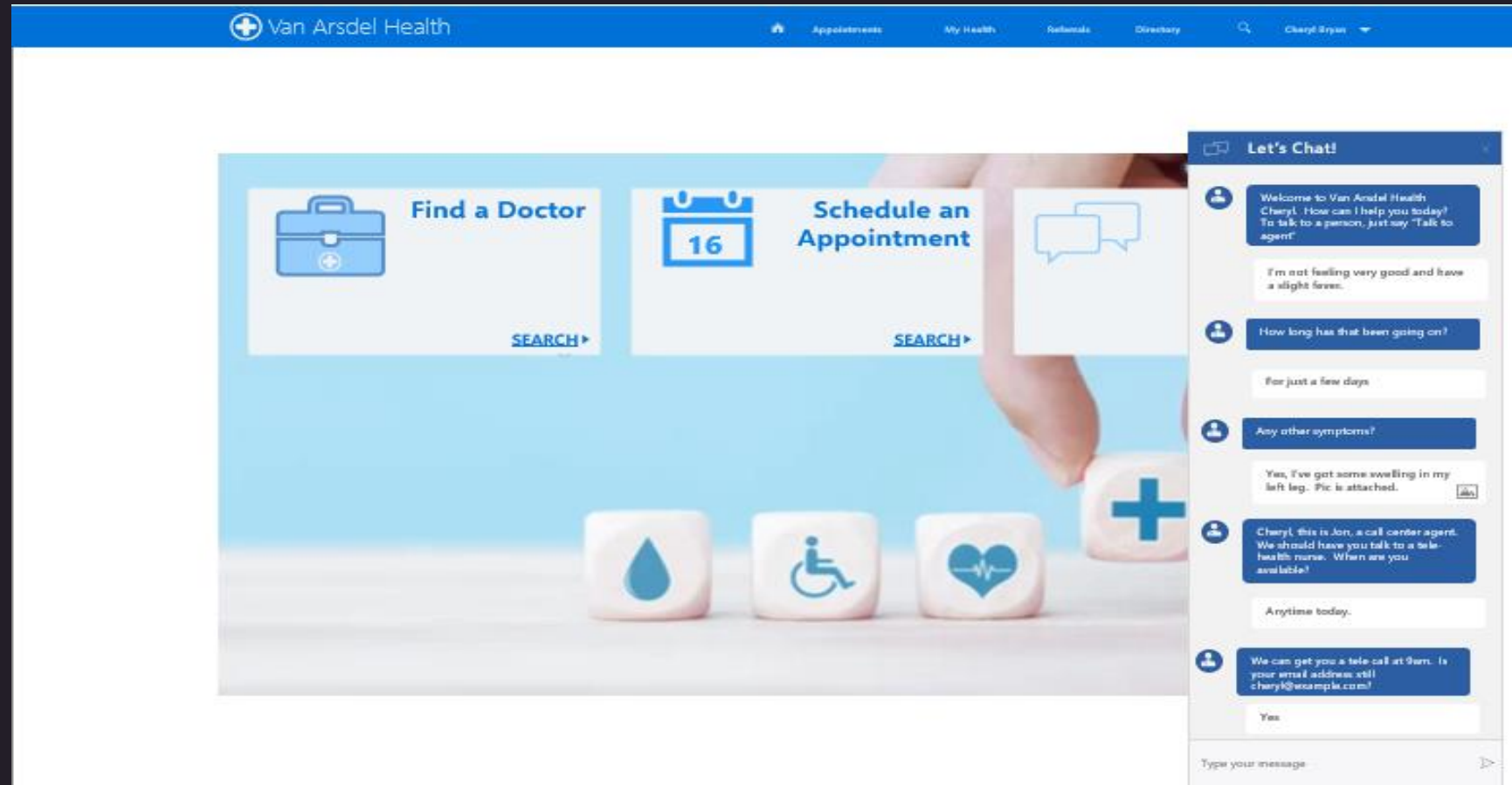
Enable accurate routing of calls

Customize workflows

Identify care gaps and reach out proactively

Enable collaboration tools like asynchronous messaging

Patient Portal



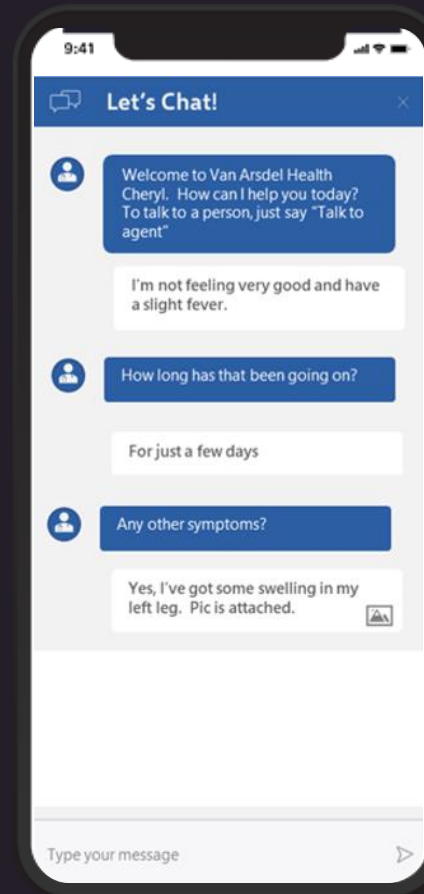
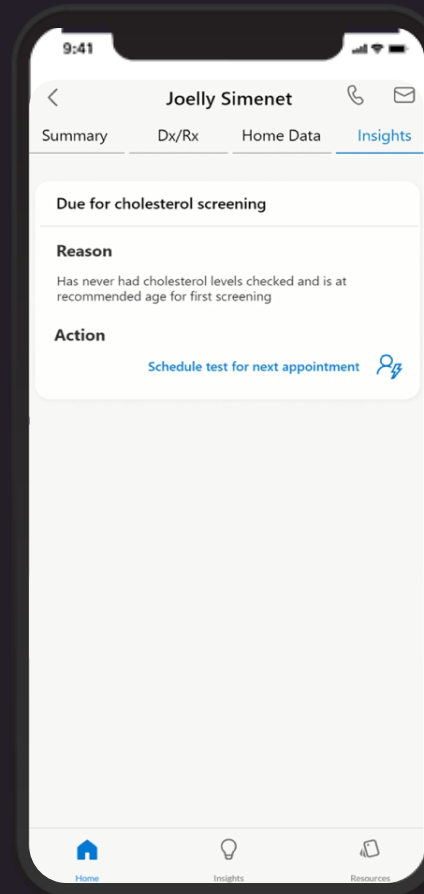
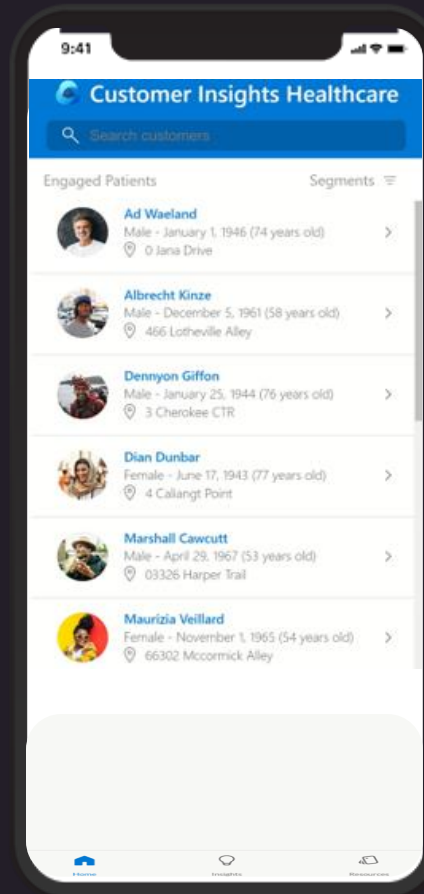
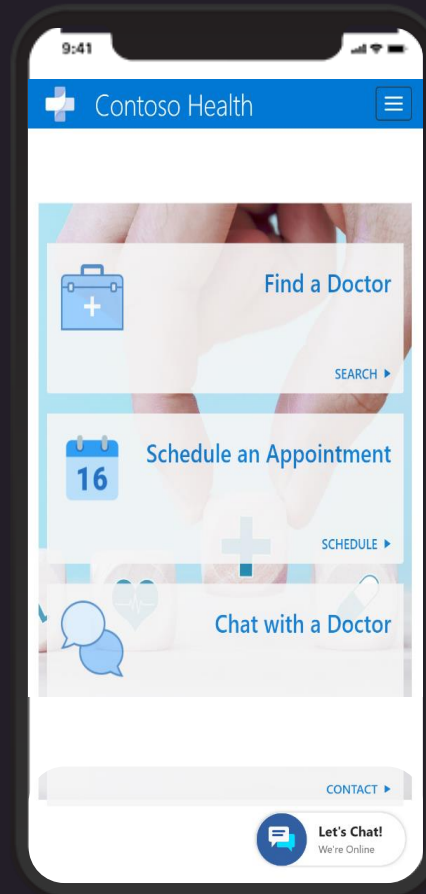
Functions

Provide easy-to-use intuitive conversational interactions

Ensure appropriate triaging

Collate required patient information at every channel

Patient Mobile Experience



Functions

Provide easy to use intuitive conversational interactions

Ensure appropriate triaging

Collate at every channel the required patient information

Digital Front Door: Engaging Patients Quickly and Delivering Care Anywhere

Digital Front Door — Provider & Pharma

Provider, Payer & Pharma

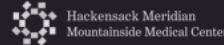
Patient Access Center	Patient Portal	Patient/Member 360-degree
Nurse Triage	User Journeys	Digital Health
Marketing Automation, Social	Telehealth	Chronic Care Management
Payor Digital Programs	Patient Mobile App	
Existing Systems, Devices & Instruments		

Enable an omnichannel experience for patients, care providers and agents delivering a digital platform for all phases of patient interaction and care delivery.

Outcomes & Benefits:

- \ Consistent patient experience, anytime
- \ Enhanced patient analytics
- \ Remote triage and diagnosis
- \ Protect patient from other infections
- \ Protect doctors & nurses from infections

Select Clients:



Persistent Key Differentiators



Customized as well as **comprehensive solution**



Evolving into **Care Delivery channel**



Early start & portfolio of **success stories**



Process **ownership**



Integration technology play:
EMR, Apigee



Existing patient mobile apps are static & will need radical transformation for **contextual & personalized features**



Deep understanding of **patient journeys**



Persistent

Thank you!

