



**PHILIPS**

Patient navigation

Clinic - 8:00 AM

Your appointment is today at 10:00AM. To confirm, reply Yes. To cancel, reply No.

Ben - 8:05 AM

Yes

Clinic - 8:06 AM

Thanks for letting us know. View your final prep instructions, here: [info.clinic/prep01](http://info.clinic/prep01)

# Simple, effective outreach. Designed for imaging

Patient Navigation Manager (PNM) serves as the communication hub for radiology clinics by delivering precisely timed and automated appointment reminders, instructions, and educational modules to patients across all diagnostic imaging modalities. PNM's flexible platform adapts to appointment and patient-specific attributes to deliver tailored content via text messages, emails, and voice calls that are designed to navigate each patient through their unique care journey.

# The future of patient-centered imaging

Today's patients are consumers that need choice and want to reduce cost and inconvenience. PNM puts the patient in charge of their care, from the moment of referral to completion.

## Easy scheduling

Completely automate the scheduling process to make it easy, quick, and convenient for patients. Patients can **schedule real-time appointments 24/7 at their own convenience**. Plus, you'll use less staff resources.

Clinic - 8:06 AM

Your doctor would like you to schedule your appointment as soon as possible, here: [info.clinic/schedule](http://info.clinic/schedule)



## A Philips and openDoctor partnership

Philips and openDoctor have partnered to deliver an integrated radiology patient engagement platform that leverages openDoctor's real-time online appointment scheduling services.

openDoctor's scheduling platform allows patients to select appointment slots that fit their busy schedules while optimizing staff and location availability. Patients can complete intake questionnaires in advance and take advantage of last-minute reminders and wayfinding, relieving hospital staff of burdensome manual outreach tasks, and giving radiology staff more time to personalize care to individual patients.

“With patients becoming more active in their healthcare than ever before, openDoctor has built an impressive suite of access-to-care applications for radiology departments and imaging centers to help further enhance our Patient Management Solution, enabling us to bring fully integrated solutions to our customers and patients alike.”

**Kees Wesdorp**

Chief Business Leader of Precision Diagnosis at Philips

# An end-to-end solution that prioritizes the patient experience

Alex is a 52-year-old man who is scheduled for a cardiac MRI exam with contrast. Alex had an allergic reaction to IV contrast in the past, so it's important that the radiology clinic knows about his allergy and provides tailored instructions. With PNM, Alex and the radiology clinic can feel at ease knowing that PNM has delivered personalized instructions to fit Alex's needs.

## What they see

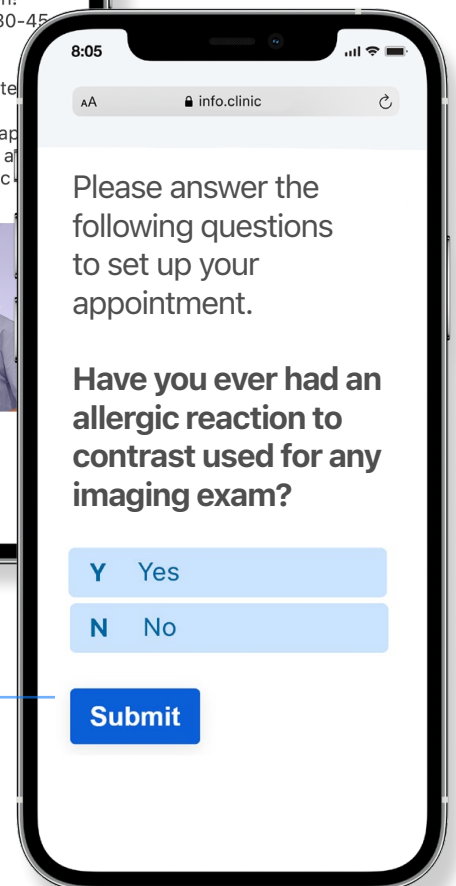
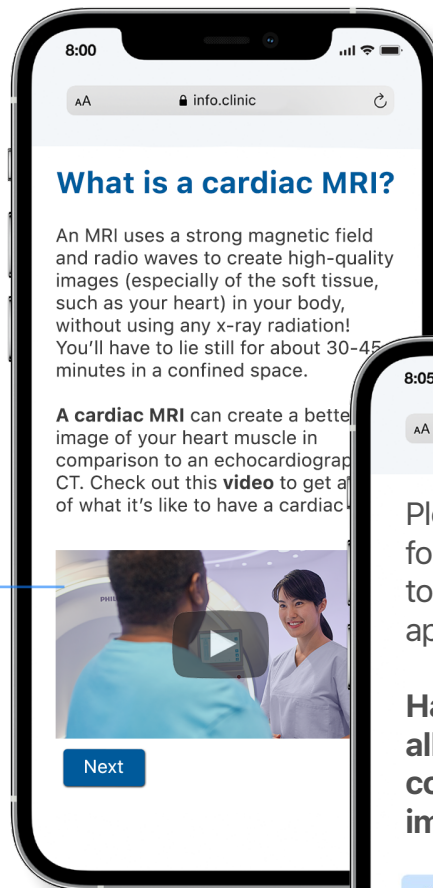
Clinic - 8:00 AM

Hello! Your doctor has ordered a cardiac MRI for you. Please schedule here: [info.clinic/schedule](https://info.clinic/schedule)

Your doctor would like you to view important prep instructions for your upcoming cardiac MRI here: [info.clinic/cmriprep1](https://info.clinic/cmriprep1)

Clinic - 8:05 AM

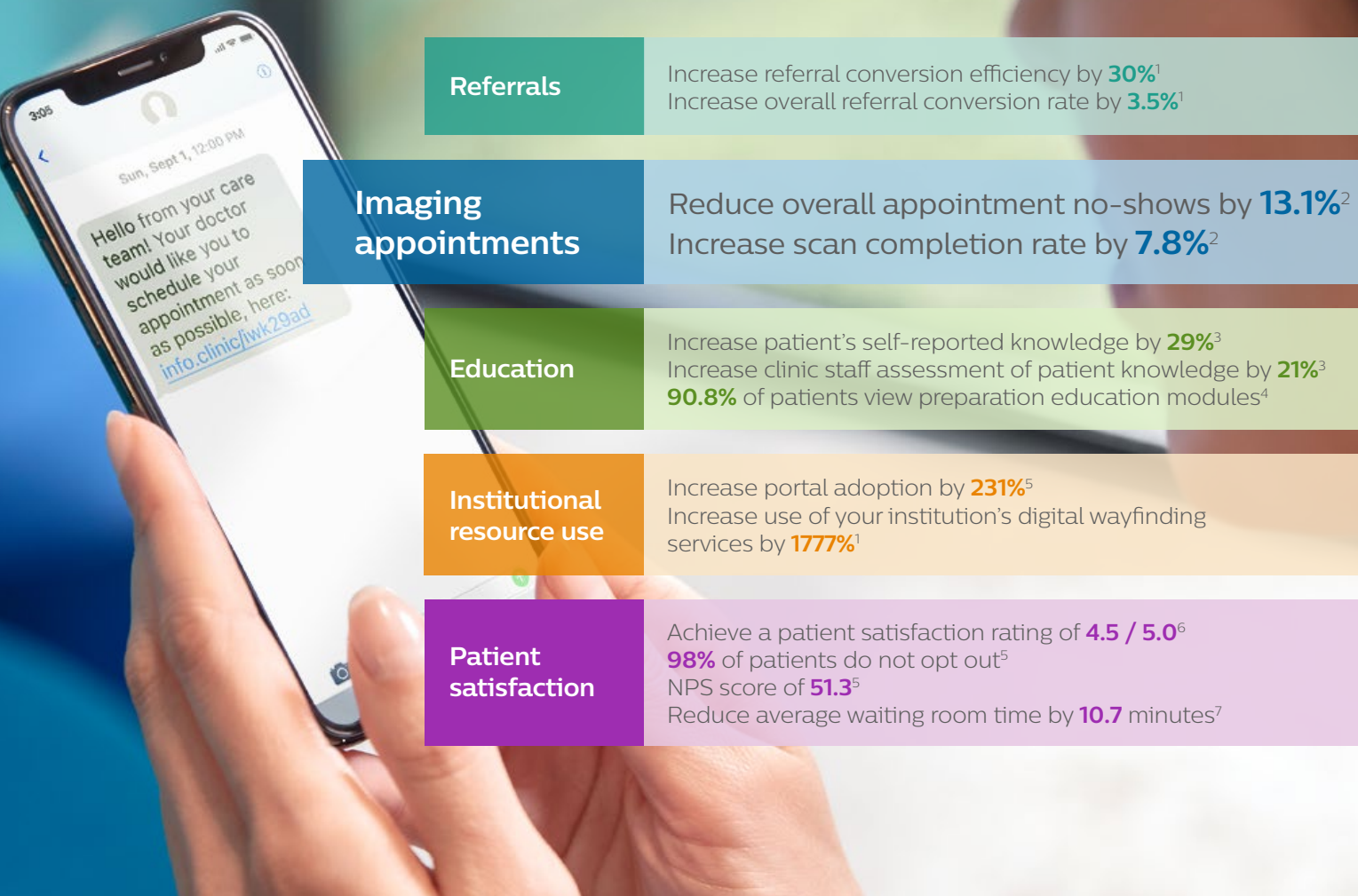
Your care team would like you to answer a few questions to help us prepare for your upcoming cardiac MRI: [info.clinic/cmrisurvey](https://info.clinic/cmrisurvey)





# Performance measurement

PNM was started with a vision to create an end-to-end patient communication solution that prioritizes the patient experience in a way that reduces systematic inefficiencies.



## Return on investment

PNM has demonstrated its ability to generate a direct ROI easily quantifiable through the operational efficiencies gained post-intervention.

These efficiencies are realized through a measurable reduction to case cancellations as a result of no-shows or inadequate patient adherence and a reduction to staff time spent manually reaching out to patients or seeing low-risk patients in-clinic rather than screening automatically through PNM questionnaires or over the phone by staff.

PNM's clients have consistently benefited from returns **as high as 16x**<sup>5</sup> depending on the severity of the pre-intervention environment. Contact us at [support@medumo.com](mailto:support@medumo.com) to learn more.

Learn more about Patient Navigation Manager at [philips.com/pem](https://philips.com/pem).  
Questions? Contact us at [support@medumo.com](mailto:support@medumo.com).



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1. Feng A, Elias J, Hart K, Roberts P, Laskowski K. Automated Patient Navigation Platform Increases Referral Conversion for Surgical Consultations. Paper presented at: Connected Health Conference 2018; Boston, MA.
2. An analysis was performed on radiological appointments (CT, PET, nuclear medicine) at Yale New Haven Hospital from 11/1/19-12/31/19. Data for appointments where patients received notifications from Patient Navigation Manager (post-intervention data) was compared to data obtained from appointments from 11/1/18-12/31/18 (pre-intervention).
3. Ma Y, Zeiger J, McKee S, et al. Double-blinded randomized controlled trial to evaluate a multimedia surgical care tour in improving patient satisfaction and knowledge after functional endoscopic sinus surgery. International forum of allergy & rhinology. 2019;9(3):286-291.
4. Feng A, Laskowski K, Hepner D, Bader A. Improved Preoperative Triage and Patient Preparation Using an Automated Technology Platform Results in Fewer Day of Surgery Cancellations. Paper presented at: Perioperative Medicine Summit 2019; Orlando, Florida.
5. Based on internal data.
6. Balakrishnan AS, Nguyen HG, Shinohara K, Au Yeung R, Carroll PR, Odisho AY. A Mobile Health Intervention for Prostate Biopsy Patients Reduces Appointment Cancellations: Cohort Study. Journal of medical Internet research. 2019;21(6):e14094.12
7. Results from case studies are not predictive of results in other cases. Results in other cases may vary. An analysis was performed across the Yale Ambulatory, Yale Radiology and BMC virtual waiting room programs from 8/13/20-11/5/20.