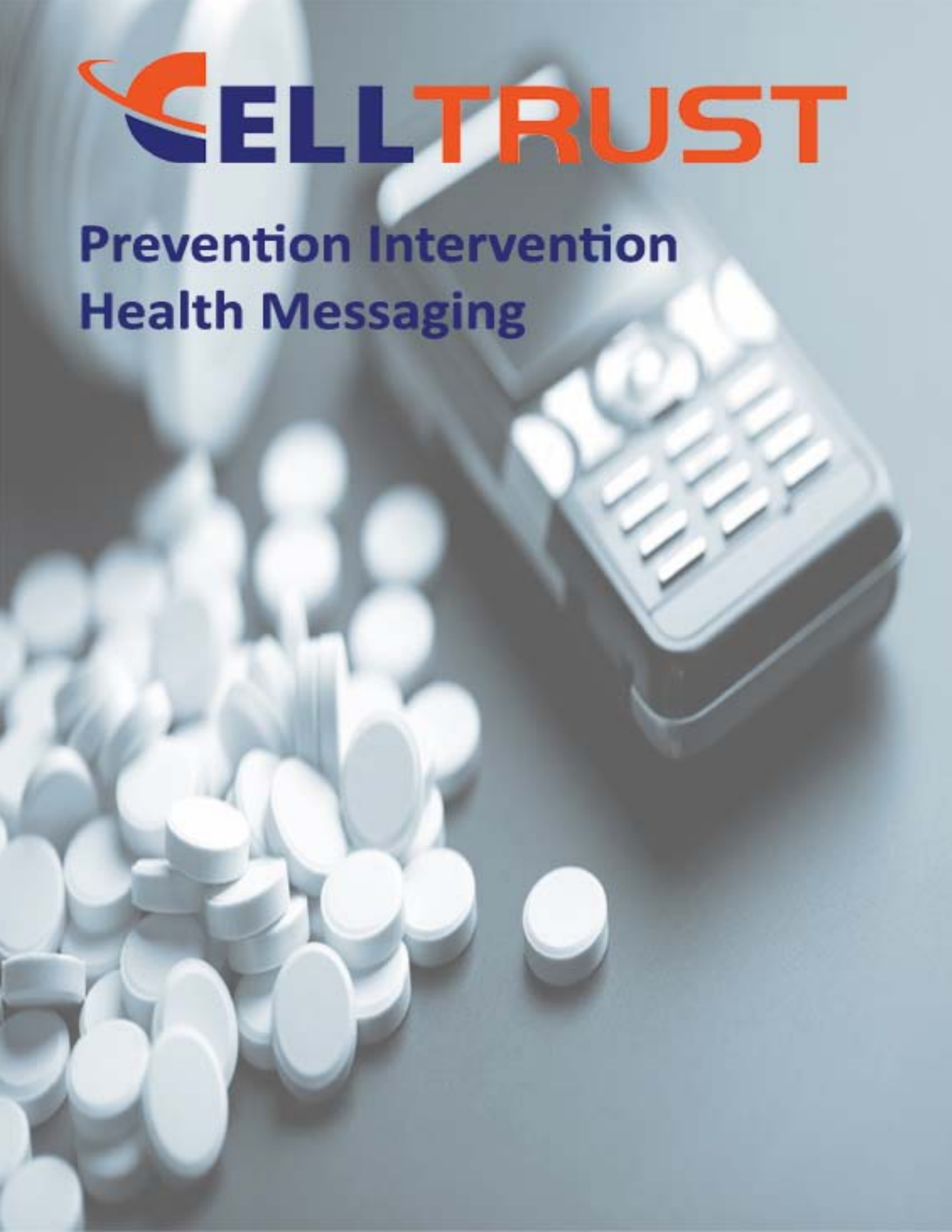




**Prevention Intervention  
Health Messaging**



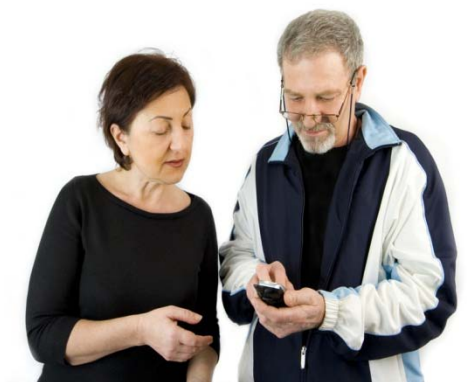


## Prevention and Intervention Applications

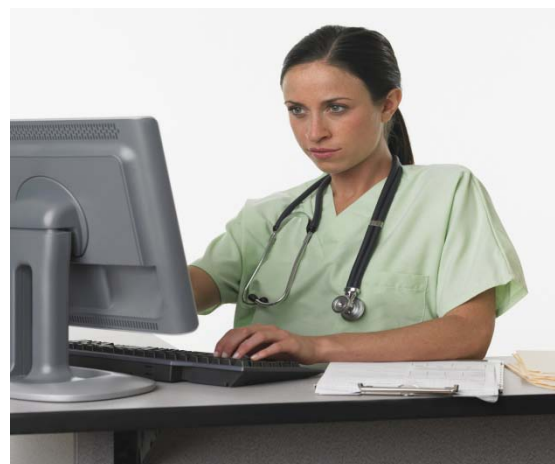
The first key to reducing healthcare cost is ongoing patient education, prevention, medication management and regular doctor visits. Insuring that patients receive education about appropriate treatment and prevention will minimize the potential for more costly complications. The City of Asheville study shows that chronic disease management and patient education can lower healthcare cost by 34% per patient. Pharmacy coaching and daily medication reminders can also have profound positive effect on healthcare cost reduction. Additionally, regular and on time doctor visits for patients with chronic diseases can improve the health of the patient while reducing the total cost of healthcare delivery.

### Preventative Health Messaging

Insuring that patients receive education about appropriate treatment and prevention will minimize the potential for more costly implications and greatly reduces cost of healthcare delivery. Preventative Health Messaging application enables payers and providers to deliver information on disease management and prevention directly to



patients' mobile phones. The application enables payers and providers to create custom patient whitelists and deliver specialized content to large groups of patients simultaneously in a matter of minutes with complete confidence of a HIPAA and PHI compliant pathway. The application generates reports which enable payers and providers to monitor the level of patient participation in viewing the delivered information and it can establish a secure two-way communication between patients and payers/providers.



**HIPAA compliant, PHI secure text messaging, anytime, anyplace, to any mobile phone**

### Medication Management Messaging

Pharmacy coaching and daily medication reminders can have a profound positive effect on the cost of healthcare delivery. Patients who are well-informed and take their medications on time will less likely develop life threatening



symptoms that require costly treatments. Medication Management Messaging enables providers, payers and pharmacies to send automated HIPAA compliant medication reminders and education to patients' mobile phones with updated information on medication administration, dosage, label warnings, etc. The application generates reports which enable payers and providers to monitor patient participation by receiving receipts and confirmation replies from patients and it can establish a secure two-way communication between patients and providers if questions arise regarding to the medication.

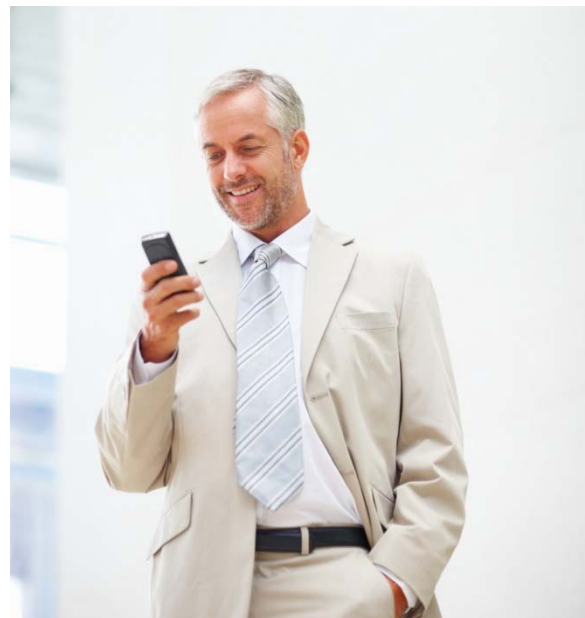
### **Appointment Reminder Messaging**

A large number of patients miss appointments because they simply forget. Reminding patients of their appointments is costly and time

## **Turn patient mobile phone into a prevention and intervention device**



consuming. Outpatient clinics and large private practices with a large flux of patients can spend hours placing appointment reminder phone calls. Appointment Reminder Messaging can interface to your existing appointment management system and automatically deliver appointment reminders to patients' mobile phones via text messaging. Appointment Reminder Messaging portal can notify the staff if the message is not viewed by the recipient



prior to the appointment date and time. If the patient needs to cancel or reschedule an appointment, a simple reply to the appointment reminder text message can notify the staff of appointment changes.

Secure Health Messaging two-factor authentication solution uses state-of-the-art military strength AES encryption featuring received and read receipts, password protection, and remote device data wipe. Secure Health Messaging is built on CellTrust Secure Gateway, a messaging platform connecting more than 190 countries and over 700 mobile phone carriers.

To learn more about CellTrust healthcare products, contact us at [healthcare@celltrust.com](mailto:healthcare@celltrust.com) or visit [www.celltrust.com](http://www.celltrust.com)

