

7 steps to sensational:

multiple methods of resupply outreach

Your resupply program doesn't have to be a one-size-fits-all model. With multiple methods of outreach, you can tailor your program to your patients' unique needs, demographics and provider requirements.

Personalized communication channels that can be used independently or together empower your patients, increase retention and minimize lost revenue. In fact, **72% of Brightree Connect customers use multiple outreach types across their program.** By leveraging multiple modalities, they've found the flexibility to switch channels when one method runs cold or fails, helping to ensure contacts are not lost due to communication.



IVR

More than half of customers prefer this method of offering automated voice with advanced voice recognition for no-touch resupply orders. This generates on average **\$20-\$30 more** allowable per order and successfully connects with patients **97%**.



Scheduled order

For busy patients, the option to request and receive orders on a consistent cycle gives them the flexibility to set their supplies for regular delivery and stay compliant.



LiveCall

\$40-\$50 increase in allowable per order by offering the option of supplying everything the patient is eligible for. This call center option allows for inbound and outbound calling and produces a **98%** connection rates. US-based agents provide a personal touch to guide patients through equipment trouble shooting and therapy questions for improved retention.



Portal

Having an online portal encourages patients to stay fully compliant while giving them the flexibility they want. **80%** have a brandable, web-based patient portal to give their patients **24/7** access to supply ordering.



Email

If your patient base is made up of actively working parents or a patient's care is heavily managed by a caregiver, email prompts allow them to manage their resupply throughout the day. We see **15%** of orders sparked by email outreach.



Mobile application

Having a patient engagement app to simplify some of the patient-provider communication provides secure, integrated and anytime outreach. Connect customers see over **3000 tasks** a month generated through inbound interactions done electronically using Patient Hub by Brightree.



Guided call

40% prefer guided call for outreach, which is often a combo of live calling and IVR. The payer-compliant scripts are maximized to offer everything that the patient is eligible for but also gives them the freedom to order just what they want.

Overall, our providers see a **10% spike** in patient retention with Brightree ReSupply. Find out how more outreach options result in best-in-industry outcomes.

brightree.com/consult 1.833.916.1554