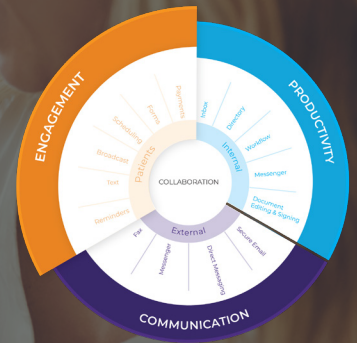




# Lincoln Pediatric Group

Creatively engaging with patients outside the clinic



## Challenge

There can be a fine line between engaging patients and “annoying” patients. As a pediatrician in a 12-provider practice in Lincoln, Neb., Phil Boucher, MD, looked for a solution that would **strategically engage his patients** without crossing that line. With an appointment reminders vendor already in place, they wanted a partner who could provide messaging capabilities outside of simple appointment reminders to replace the time staff was still spending playing phone tag and bring in more revenue.

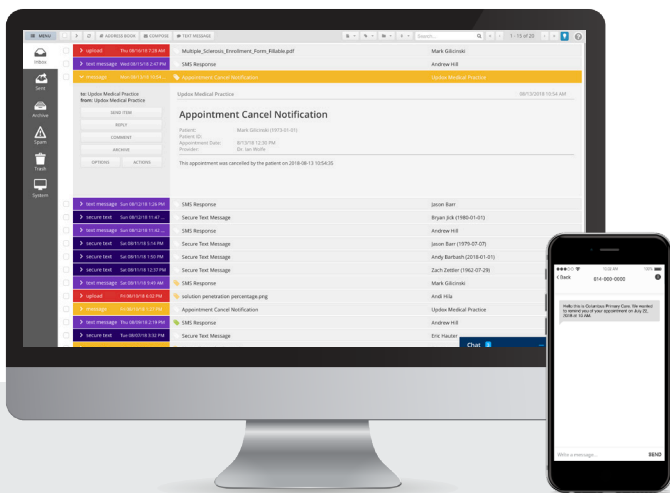
**“The immediacy of text is a great feature. We can let patients know about appointment options, availability of flu vaccines or new services. We’re able to get that information in front of them with a degree of certainty that they received it. You can’t get that from voice mail or email.”**

## Solution

Transitioned from former appointment reminders vendor to Updox within hours, without disrupting staff or patient expectations

Targeted patient groups with messaging around asthma to encourage adherence

Leveraged targeted messaging to drive patients to the practice for physicals in slower summer months to balance the busy fall schedule



## What’s unique about us?

Updox Engagement connects providers to patients from the same application where they’re already connecting easily to other providers. By consolidating provider and patient workflows into a single Customer Relationship Management (CRM) platform, we give you one place to manage all external communications and patient engagement. Integrated with 100+ electronic health records (EHRs), Updox serves 300,000+ users and 80 million patients. Our approach helps healthcare providers lower costs, improve staff productivity, strengthen patient relationships, and simplify referral processes through a secure, easy-to-use platform that can grow with your practice.