synzi

Timely Communications
Allows users to distribute time-sensitive messages to a targeted list of contacts
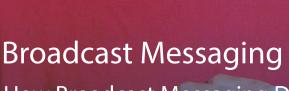
Better Use of Resources
Provides a cost-effective method of sending bulk text messages to multiple contacts

Stronger Awareness
Reaches more people, faster – helping everyone stay connected

Flexible Application
Applies to everyday as well as urgent usage to ensure patients and staff see the time-sensitive info.

Broadcast Messaging

How Broadcast Messaging Drives Efficient Patient & Staff Engagement

Situation

Organizations typically have to call each patient in their census and/or staff member when needing to share information on time-sensitive topics. Labor hours are also used to field in-bound calls or respond to patient/caregiver concerns about these topics.

Solution

Synzi's virtual care technology helps organizations quickly push mass ("one-to-many") messages externally (to patients and family caregivers) and internally (to staff and referral partners). This automation saves valuable staff time (and related labor costs) which would otherwise detract from the ongoing delivery of care.

Synzi's broadcast message functionality helps organizations quickly communicate with their patients and staff, driving more immediate awareness and more effective engagement.

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Examples of Patient Broadcast Messaging

Emergency Preparedness Communications: Home health agencies know that healthcare preparedness communications are essential to helping their patients get ready for potential natural disasters. Broadcast messaging enables agencies to easily create and automatically send out a text or email to all patients to ensure they are prepared for a potential emergency such as a forecasted hurricane, winter storm, wildfire, etc. The platform also helps agencies report back to the state that patients were contacted and received the emergency-related communication.

Evening Care and Tuck-in Services: Automated tuck-in services helps reduce the risk of readmissions with high risk patients. Home health agencies use broadcast messaging to program and automatically launch a daily/nightly messages with medication and care availability reminders. The delivery of critical evening and pre-weekend patient communications also supports agencies' teletriage offerings and helps proactively minimize avoidable in-person visits, ER visits and rehospitalizations afterhours.

Immunization Reminders: Home health agencies support their referral partners by encouraging patients to obtain needed immunizations. Home health agencies use broadcast messaging to quickly share a consistent and timely message to patients about the importance of timely vaccines. For example, agency administrators can schedule a flu shot related message before and during the flu season for applicable patients. Time-sensitive communications about needed immunizations will help patients address potentially avoidable health issues complications such as the flu.

COVID-19 Information: During the pandemic, agencies appreciate being able to easily broadcast valuable education and timely updates about COVID-19 and related vaccinations to their census.

Examples of Internal Broadcast Messaging

Agency Updates: Communications regarding new or expanded referral relationships helps staff members stay on top of the latest agency updates while they are in the field and providing patient care.

Policy Updates: Breaking news regarding a change in healthcare policies and practices, clinical pathways, and billing is easily shared with staff via broadcast messaging.

DME Device or Medication Recalls: When critical recalls are announced, broadcasts ensure that multiple and relevant staff members see the message immediately.

Department-specific Correspondence: Messages intended for specified providers (such as therapy staff) are also helpful so administrators can identify the specific department(s) who needs to see the communication vs. others who do not need to receive the broadcast message.

Better technology. Better care. Better outcomes.
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