

# PERSONALIZED OUTREACH

Better patient engagement through automated technology

## Solution description

NextGen® Population Health empowers care teams to reach patients who need additional interaction to achieve desired outcomes. Identify individual patients or populations requiring follow-up communications, reminders, interventions, or alerts—then deliver your information via automated processes. Our outreach solutions include:

- NextGen® Population Health Informed Analytics
- NextGen Care® Outreach
- Microsoft SQL Stored Procedure
- NextGen Care® Population Management Hub
- NextGen® EHR Memorized Report HQM External Date File (NextGen & Non-NextGen Patients)
- NextGen® Appointment Reminders

## What this solution enables

- Integrates to help providers and care teams better manage the health of the patients who need it most
- Allows providers to reach their entire population and motivates patients to participate in their own care
- Automates outreach campaigns to targeted groups of patients

## Solution snapshot



Cost  
Optimization



Revenue  
Maximization



Quality  
Improvement



Adoption  
Effort

Medium



Impact



## What does this mean for your practice?

Extend the reach of care team staff through efficient application of automated tools, freeing them up for critical tasks while still providing all patients the personalized touch they deserve.

“Our patient communication has changed dramatically. With the click of a button, I can send a letter to my patient with all the chart information incorporated while they’re still in the chair.”

Dr. Lauren Gormley, Doctor of Optometry  
Katzen Eye Group

## Better starts here.

Contact us at 855-510-6398 or [results@nextgen.com](mailto:results@nextgen.com).



## NextGen Prioritization Matrix

Use this matrix to help you prioritize solutions that support your practice success.

	Capability	Cost	Revenue	Quality	Effort	Impact	Priority
Clinical Care	Adaptive Workflows & Specialty Content	★★★	★★★★★	★★★★	High	★★★★★	
	Mobile Dictation & Virtual Scribe	★★	★★★★★	★★★★	Low	★★★★★	
	Compliance	★★	★★★	★★★★★	Medium	★★	
	Care Team Collaboration	★★★★	★★★	★★★★★	Low	★★	
Financial Management	Eligibility & Pre-Service Financial Clearance	★★	★★★★★	★★★★	Medium	★★★★★	
	Rules-Based Charge Creation	★★★★	★★★★★	★★★★	Medium	★★★★★	
	Clean Claims & AR Management	★★★★	★★★	★★	Medium	★★★★★	
	Contract Audit & Recovery	★★	★★★★★	★★	Low	★★★★★	
Patient Engagement	Patient Portal with Online Scheduling	★★★★	★★★	★★★★	Medium	★★★★★	
	Virtual Visits	★★★★	★★	★★	Low	★★★	
	Secure Messaging	★★	★★	★★	Low	★★	
	Personalized Outreach	★★	★★★	★★★★★	Medium	★★★★★	
Population Health	Population Health Analytics	★★★★	★★★★★	★★★★★	Medium	★★★★★	
	Risk Stratification & Gaps in Care	★★★★	★★★★★	★★★★★	Medium	★★★★★	
	Care Coordination	★★★★	★★★★★	★★★★★	Medium	★★★	
	Resource Utilization	★★★★	★★★★★	★★★★★	Medium	★★★★★	
Connected Health	Transactional Data Exchange	★	★★	★★★★★	Low	★★★★★	
	Plug-and-Play APIs	★	★★	★★★★★	Low	★★★★★	
	Data Aggregation	★★★★	★★★	★★★★★	High	★★	
	National Interoperability Framework	★	★★	★★★★★	Low	★★★★★	