ENVERA HEALTH | Engagement Center Platform

About

Envera Health's CRM-enabled engagement center platform was developed around one goal: creating a better experience for patients. We built our technology platform to support the entire patient journey, regardless of how, why, or when a consumer connects with a health system.

Through this platform, our team has visibility to a complete 360° patient profile, including demographics, communication preferences, dependent information, upcoming appointments, and important clinical or marketing reminders specific to each patient. When answering a phone call, text, email, or click-to-chat message, our team leverages the platform to provide nurse advice, scheduling, appointment reminders, education, provider referrals, price estimation, and transitions of care services.

Our proprietary engagement center platform integrates:

- Clinical, consumer, referral, scheduling, events, and activities data along with household-level data
- Telephony, IVR and data warehouse
- Custom scheduling guidelines, geographic information, and workflows unique to each physician and practice

This allows for:

- A seamless, multi-channel experience with customers
- Fewer transfers and fractured interactions
- Ability to support multiple providers and workflows while maintaining the delivery of a personalized experience
- Both inbound and outbound communications can be managed with a variety of options to ensure efficiency and consistency
- Use by both clinical and non-clinical staff supporting the wide variety of needs consumers may have

ENGAGEMENT CENTER PLATFORM | Characteristics

The Promise

Integrated

Fully-Integrated
Technology Agnostic
Unified

Customized

Custom tailored hands-on solutions

The Transformation

Insightful

CRM-Enabled
Data-Driven
360° View of Consumer

Compassionate

Differentiated "Service First" Culture
Consumer-oriented

What makes it Unique?

Human

"One-Touch" Experience
Personalized
Informed

Evolutionary

Committed to making healthcare better

FLORENCE NIGHTINGALE May 1820 – August 1910

Florence Nightingale was a **trailblazing figure** in nursing who greatly affected 19th and 20th-century policies around proper care. Born in Italy, Florence was active in philanthropy from a young age, ministering to the ill and the poor. By the time she was 16 it was clear to Florence that nursing was her calling. But when she told her parents about her ambitions, they forbade her to pursue nursing. Despite their objections, Florence enrolled as a nursing student.

During the Crimean War, 18,000 soldiers had been admitted into military hospitals. Florence rose to her calling and organized a team of 34 nurses to sail to Crimea. She spent every waking minute tending to the sick and fallen soldiers. Fiercely determined, compassionate and dedicated to alleviating patients' suffering, Florence Nightingale vastly contributed to improving the sanitary conditions and reducing the hospital's death rate by two-thirds.

Florence kept meticulous records of the large number of deaths due to poor sanitary conditions compared to the number of deaths due to fighting during the Crimean War. She produced powerful graphs, known as '**rose diagrams**,' to represent the data showing that more soldiers were dying from infectious diseases like typhoid and cholera than from injuries incurred in battle.

Based on her observations, Nightingale wrote "Notes on Matters Affecting the Health, Efficiency and Hospital Administration of the British Army," an 830-page report analyzing her experience and proposing reforms for other military hospitals operating under poor conditions. Her writings **sparked worldwide health care reform.**
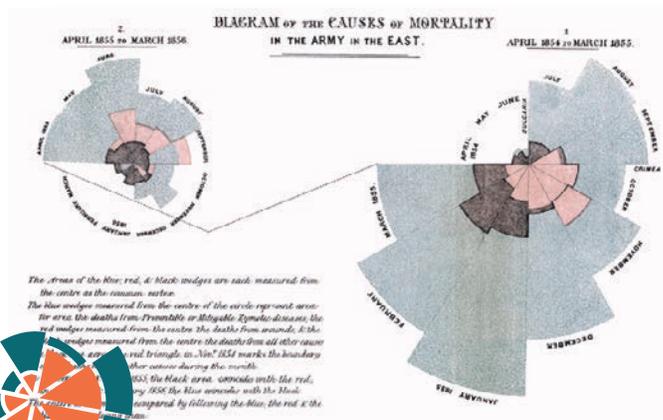
ROSE | The Rose Diagram

Coxcomb or Rose Diagrams

Nightingale's writings and the creation of coxcomb pie charts, or **Rose Diagrams**, on patient mortality sparked worldwide healthcare reform on patient mortality. Created in 1858 to show the poor sanitary conditions of hospitals under which the British army was exposed to, Nightingale believed that diagrams could be more effective ways of communicating than only written words.

The original Rose Diagram shows the three most common reasons for mortality in hospitals:

1. Preventable Disease
2. Wounds
3. Other Causes

The Original 'Rose Diagram'

rose

envera rose

INTRODUCING ROSE

rose

Introduction

Inspired by the story of Florence Nightingale and her fearless determination to change the state of health care.

Typography

Rose is an extension of the Envera brand therefore the "e" in "rose" mirrors the Envera "e". The Envera "e" is also mimicked in the shape of the 'rose diagram' icon.

PERSONALITY | Relationship Optimization Seamless Experience

Warm

Rose is familiar and welcoming. She makes everyone feel comfortable and at home.

Wise

Rose has an air of wisdom about her. Her intelligence and leadership make her both trustworthy and friendly.

Graceful

Rose navigates the world with a sense of grace and purpose. In the face of change and challenges she remains poised.

ROSE | Meaning & Symbolism

Balance

In the Tarot the rose is considered a symbol of **balance**. It expresses promise, new beginnings, and hope.

Similarly, the "horizon line" throughout the Envera logotype reflects the concept of balance, it is bold, confident and integrates elegantly into our brand.

Immortal Love

In mythology, the rose is associated with Aphrodite the goddess of love. The most common interpretation is that the rose symbolizes an **immortal love** or **a union that will never fade**.

This reminds us of the stories shared by Envera Health's agents as part of our 2018 Truth Lab event, which revealed a need for closeness and love in healthcare. Healthcare workers want to deliver closeness and love, but feel blocked by the rigid stability and structure.

Carrier of Secrets

"Sub Rosa" means **under the rose**, it comes from the Romans hanging roses above meeting tables. It was understood that anything said beneath the roses was forbidden to be repeated.

Once again, the symbolism of the rose connects to our mission at Envera Health. We take the privacy and security of patient information seriously, ensuring HIPAA compliance in everything that we do.

TALKING ABOUT ROSE

Oh my gosh, the appointment remind que in Rose is blowing up!

Did you get all the demographics in Rose?

I am going to need access to this week's report in Rose.

Can you clone that event in Rose?

That event is not available in Rose.

Give me one second, I just need to open up Rose.

Florence Nightingale