

# Arcadia Engage: Results

## Engage patients, earn loyalty, and close risk gaps

The results are in — Engage, a dynamic tool offering customizable messaging for patient communication, helps Arcadia's partners turn outreach into outcomes. Messages alone don't mean anything if they're not the start of a conversation, and Arcadia's one-of-a-kind offering lets you zero in on interventions with impact, so patients get healthier and you meet your bottom line. With a continuously curated patient database, you can take action and start conversations where they're needed most.

### Customize outreach to suit unique populations and cases

- Outreach campaigns are configured around dynamic patient cohorts or measure compliance rules. That means the style and substance of the messaging is thoughtfully written for each demographic, whether it's a niche disease profile or anyone in your database in need of a flu shot
- AI-enabled audience segmentation helps scale care management, population health, and care gap closure programs

### Effectively target populations for maximal impact

- Target patients based on your use case, from the vaccine reticent to those who stand to benefit most from a particular screening
- Tap Arcadia's contextualized, streamlined database for in-depth insights, from one patient to a large group



### Case study: colorectal cancer screenings

An Arcadia partner in Texas ran a continual colorectal cancer screening campaign using Engage. To reach potentially impacted populations, they paired text messaging with FOBT screening kits. Between November 2020 and January 2021, 3,570 patients received this outreach.

**21.2%**

more of the targeted patients received the FOBT screening outreach

**12.3%**

higher rate of screenings among members who received this message

→ Learn more about Engage at [arcadia.io](https://arcadia.io)



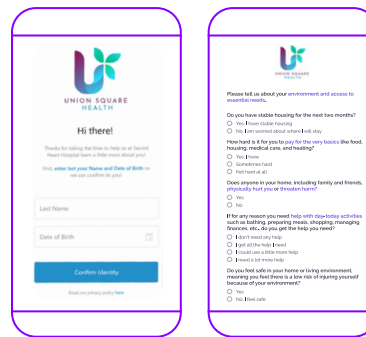
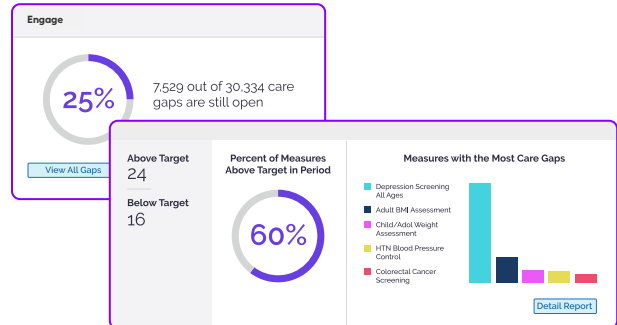
# Leverage Engage to level up your patient engagement

Closing risk gaps starts with meeting patients where they are, reaching out with messaging that inspires action and trust. Great communication is more than just a reminder — it’s the start of an ongoing relationship between a patient and their providers.

Engage is a proven way to build those relationships bit by bit, from a simple suggestion — “Isn’t it time for a screening?” — to an ongoing dialogue. With thoughtful language and data-driven insights into population demographics, you can auto-mate and bulk-schedule outreach and strengthen the patient relationship simultaneously.

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Name	Functional PCP	Last Visit Date	Last Provider Interaction	Number Of Gaps	Qualifying Measures
<input type="checkbox"/> Carter, Suzanne	Brossette, ...	12/11/2018	12/11/2018	12	14
<input type="checkbox"/> Jackson, Troy	Durney, Yu...	8/25/2018	8/25/2018	12	12
<input type="checkbox"/> Garcia, Josue	Hauschild, ...	10/2/2018	10/2/2018	12	12
<input type="checkbox"/> Kim, Tanya	Cobbley, D.	11/8/2017	4/14/2018	11	12
<input type="checkbox"/> Peterson, Margarite	Kuntzelm, ...	1/27/2020...	1/27/2020...	11	12
<input type="checkbox"/> Walker, Vicki	Ricciardo, ...	11/22/2019	1/18/2020	11	12
<input type="checkbox"/> Perez, Mario	Overdorf, ...	2/13/2020	2/13/2020	12	12
<input type="checkbox"/> Ravenclaw, Wisteria	Brossette, ...	1/18/2019	1/18/2019	12	12
<input type="checkbox"/> Nettiewater, Linguina	Durney, Yu...	5/7/2020	5/7/2020	13	11



## About Arcadia

Arcadia is dedicated to happier, healthier days for all. We transform diverse data into a unified fabric for health. Our platform delivers actionable insights for our customers to advance care and research, drive strategic growth, and achieve financial success. For more information, visit [arcadia.io](https://arcadia.io).

