

# Arcadia Engage Plus

## Make the most of your Arcadia AI-powered analytics with Artera campaigns.

Arcadia and Artera have partnered to offer Arcadia Engage Plus, a solution that allows Arcadia customers to load AI-enabled patient cohorts into the Artera campaigns tool. Engage Plus is the product of two 2022 Best in KLAS winners with healthier lives at the heart of their missions, and the result is data-informed outreach with effective, engaging messaging. Engage Plus goes beyond bulk outreach to help craft scalable, agile campaigns to reach targeted populations.

By communicating to patients through Artera, you can increase patient engagement through two-way text, as well as build your own one-to-many outreach campaigns with just a few clicks.

Engage Plus utilizes AI-enabled audience segmentation algorithms and insights from Arcadia's comprehensive, longitudinal patient dataset to efficiently target and automate patient communication. Engage Plus enables efficient targeting and automated patient communications, so organizations can more effectively engage patients in their health.

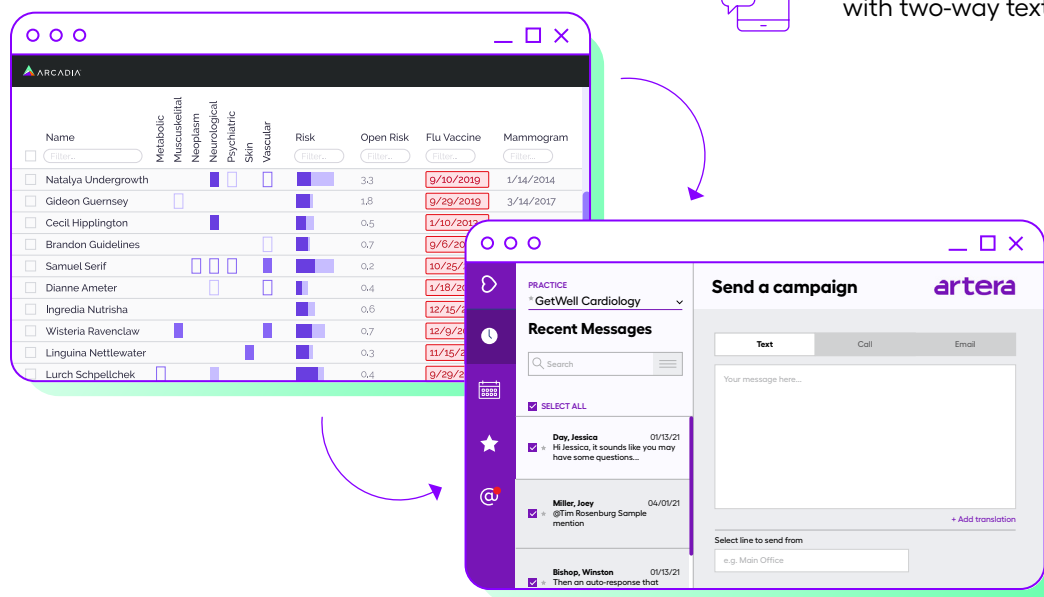
Arcadia unearths the most pertinent patient insights, and Artera offers multilingual, tailored messaging that lands.



Scale patient outreach with self-service tools



Enhance patient engagement with two-way text



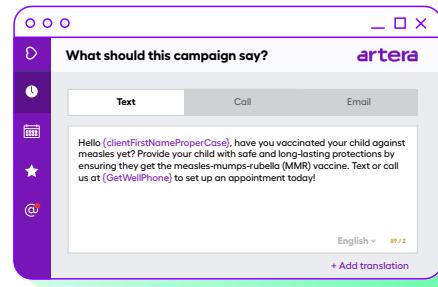
The screenshot displays the Arcadia Engage Plus interface. On the left, a table lists patient cohorts with columns for Name, Metabolic, Musculoskeletal, Neoplasms, Neurological, Psychiatric, Skin, Vascular, Risk, Open Risk, Flu Vaccine, and Mammogram. The table includes rows for patients like Natalya Undergrowth, Gideon Guernsey, Cecil Hipplington, Brandon Guidelines, Samuel Serif, Dianne Ameter, Ingredia Nutrishia, Wisteria Ravenclaw, Linguina Nettewater, and Lurch Schpellcheck. On the right, the Artera interface is shown, featuring a 'Send a campaign' section with options for Text, Call, and Email, and a 'Recent Messages' section with a list of messages from patients like Day, Jessica, Miller, Joey, and Bishop, Winston.

Artera powers automated bidirectional text

## Arcadia Engage Plus

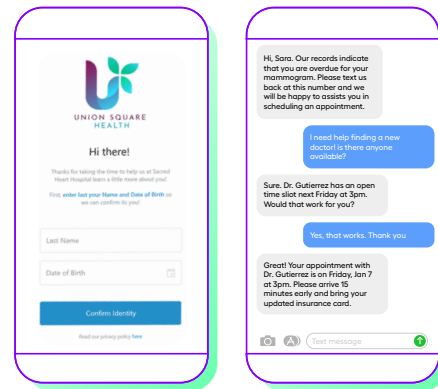
Scale patient outreach with self-service tools.

- Identify any cohort of patients with AI and automated processes
- Equip members of your team to set up and manage targeted campaigns within minutes



Enhance patient engagement with two-way text.

- For patients, it's as easy as responding to a text from a friend
- Increase satisfaction with quick, conversational interactions
- Use automation and quick responses to instantly respond to patients and reduce time spent on the phone



## The Arcadia and Artera Partnership

Artera is 100% focused on patient communications and was designated Best in KLAS for patient outreach in 2021 and 2022. Highlighted features such as two-way text, smartphrases, and inbound automations help drive an uplift in engagement rates by enabling personalized patient communication at scale. By integrating Arcadia's high-quality, comprehensive, and up-to-date patient cohorts into Artera, care managers have the tools to reach out with the right message at the right time. In doing so, our customers can continue to succeed in value-based care contracts and drive better patient outcomes.

→ [Learn more at arcadia.io](https://arcadia.io) — or contact us for a consultation at [hello@arcadia.io](mailto:hello@arcadia.io)

## 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).

