

Patient-centered care that continues beyond care settings

Strengthening patient relationships post-discharge with personalized check-ins



 Despite providers' best efforts, patients leave understanding less than

50%
of the information shared.¹



Enhance your
Krames solution with
Continued Care for
FREE



97%
of Americans use text
messaging.⁴

Patients who don't understand your care instructions aren't likely to follow them—which can lead to increased readmission rates. In addition, patients who don't feel well-informed tend to go elsewhere for care.

Patients have come to expect consumer-friendly digital experiences in every area of their lives - including health care.

Health care organizations must keep pace with other industries in delivering a personalized patient experience that coordinates digital and physical touchpoints—keeping patients engaged with their care plan and your practice, beyond their visit.

Continued Care keeps the patient conversation going

Leveraging vetted consumer engagement practices and trusted, personalized clinical content, Krames Continued Care keeps your patients engaged outside of the exam room—communicating with them conveniently—to boost adherence to care plans.

Continued Care extends your Krames On FHIR®, Krames On-Demand®, and Consumer Health Library experience at no additional cost, using content you're already licensing. There's no change to the provider workflow and the one-time HL7 feed implementation is quick and easy.

Increase medication and care adherence

Continue the dialogue about care recommendations post-discharge with automated patient education text messages to promote adherence to medications and instructions to reduce risk of readmissions. Patients are directed back to you or care managers when facing challenges regarding care instructions or medications. Patients who qualify for savings on their medication copays will be notified by text and can enroll easily on their phone.

Increase use of patient portal

Continued Care drives patients to the portal for more information about their health. There's no need for you or your IT team to manage a new technology or additional workflow changes.

Build loyalty and trust by reminding patients you care

Improve patient understanding of care plans by continuing to communicate clearly and effectively—to reduce risk while improving patient satisfaction, trust, and loyalty.

Krames 
Activating health



From discovery to recovery, Krames is here to activate health with empowering content, engaging education and marketing, and intelligent, integrated clinical workflow solutions. Visit krames.com to learn more.

Reference

¹ Medical noncompliance: the most ignored national epidemic. *The Journal of the American Osteopathic Association*. 2016;(116);554-555.

² How to keep your patients from switching physicians. Medical Economics Blog. <https://www.medicaleconomics.com/view/how-keep-your-patients-switching-physicians>. Published June 26, 2017. Accessed September 9, 2020.

³ The digital patient experience: an investment health systems must make. Becker's Health IT Web site. <https://www.beckershospitalreview.com/healthcare-information-technology/the-digital-patient-experience-an-investment-health-systems-must-make.html>. May 16, 2019. Accessed September 9, 2020.

⁴ Heath S. Using automated patient outreach to improve patient communications. Patient Engagement HIT. August 6, 2018. <https://patientengagementhit.com/news/using-automated-patient-outreach-to-improve-patient-communications>. Accessed June 17, 2020.