

CAMPAIGN USE CASES

Interested in how your Artera peers use Campaigns for large-scale outreach? Review our common use cases below and connect with your Customer Success Representative for more information.

Back to School Physicals

Goal: Reach out to the parents/guardians of pediatric patients to schedule them for their back to school physicals

Benefits: Improve patient satisfaction, close gaps in care, enhance staff efficiency

Text Sample

Hello {clientFirstNameProperCase}, help keep your child healthy before going back to school this Fall. Contact us at {wellPhone} to schedule a back-to-school physical!

Blood Donation Drives

Goal: Inform patients of an upcoming blood donation drive taking place at your organization

Benefits: Highlight community service, enhance staff efficiency

Text Sample

Hello {clientFirstNameProperCase}, you don't have to be a doctor to save lives! Donate blood at {enterpriseName} Blood Drive! Visit LINK for a full list of sites, addresses, and times.

Heart Health

Goal: Educate patients on key methods to care for their heart and stay healthy

Benefits: Improve patient satisfaction, improve patient engagement, enhance patient education

Text Sample

Hello {clientFirstNameProperCase}, learn how to reduce your risk of developing heart disease by reviewing these tips (insert LINK). Contact your PCP for more information!

Self-Care at Home

Goal: Encourage patients to practice self-care activities to improve wellness at home

Benefits: Increase patient engagement, close gaps in care, improve patient education

Text Sample

Hello {clientFirstNameProperCase}, practicing wellness while at home can be a challenge. {practiceName} has suggestions to assist you in getting started. Visit this LINK for information.

Sun Safety

Goal: Send patients tips on how to stay safe in the summer sun

Benefits: Increase patient engagement, improve patient education

Text Sample

Hello {clientFirstNameProperCase}, it doesn't take much to work up a sweat in the summer! Heat and humidity can draw it out of you in no time. Make sure to stay hydrated by drinking water and taking breaks in the shade.

