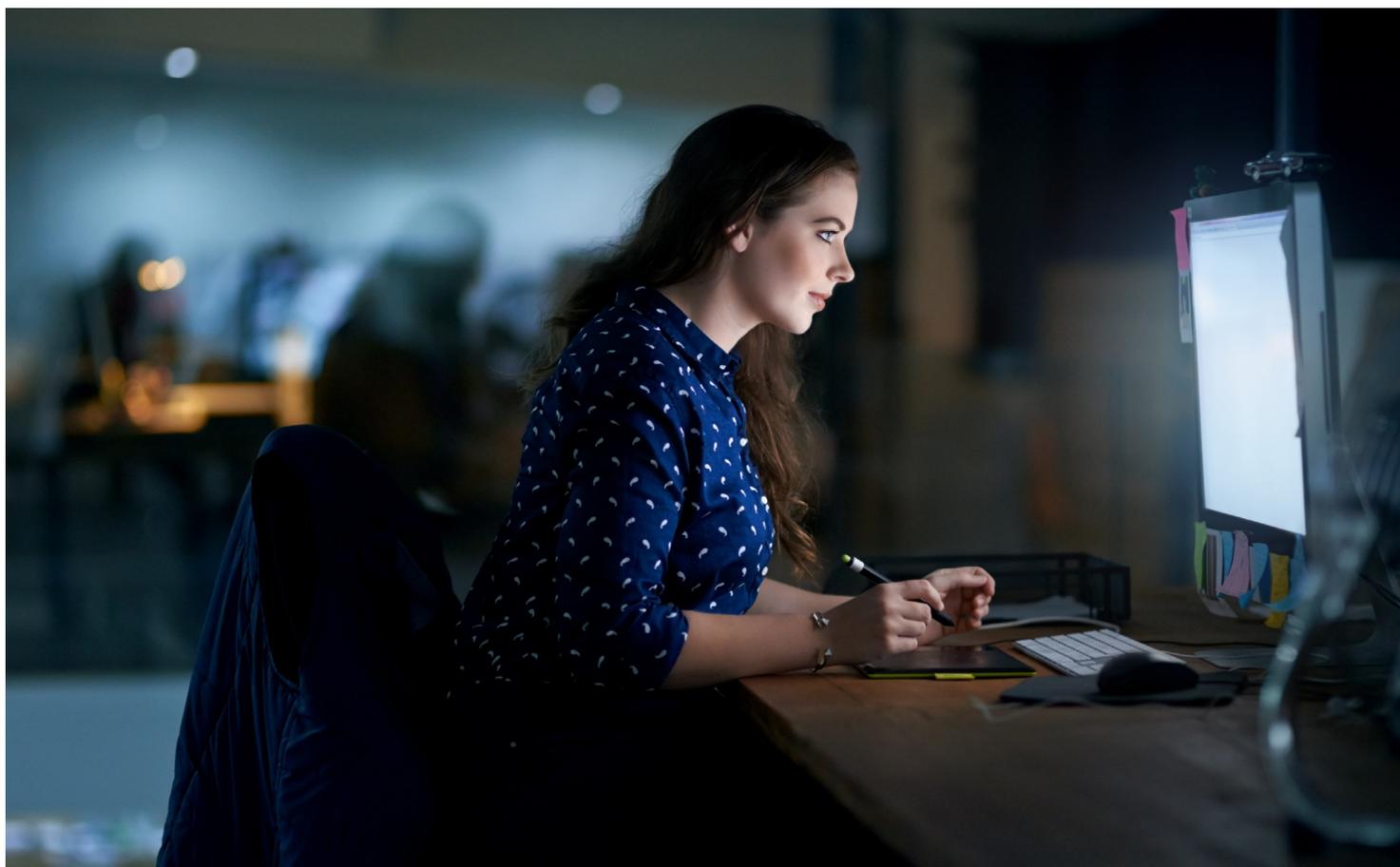


Patient PULSE

to engage and educate the patient population

Patient PULSE enabled IntegraMed Fertility® to attain their patient engagement vision



Need for an on-the-go patient portal solution

IntegraMed wanted to ensure patients have the best possible experience as they undergo the complex treatment required to achieve a successful pregnancy. Patient engagement technologies were an important component of IntegraMed's strategy to enhance the patient experience by providing optimal support to ease anxiety and maximize the patient's comfort level.

The client was facing complexities of integrating two different software systems, ARTWorks® electronic health records (EHR) and Vision practice management, into the portal solution.

Atos 360-degree approach to patient engagement

The Atos Patient PULSE is a dynamic, consumer engagement software platform offering a 360-degree approach to patient engagement with unprecedented ease of use, optimizing engagement across the entire care continuum. Patient PULSE empowers patients to manage their own care through continuous engagement at the point of service, at home and on-the-go, leading to improved outcomes and better communication with the care team.

The HIPAA-compliant PULSE offers a customizable EHR agnostic integrated portal with best-in-class return on investment. It provides a secure vehicle for patients to access health records and lab reports in real-time, as well as interact with their care team anywhere, anytime. It also seamlessly integrates in real-time with any backend system, producing a single version of the patient's information across multiple channels, an important feature for the IntegraMed project.

Delivering the patient engagement vision

Patient PULSE was successfully deployed in two IntegraMed pilot practices, and then expanded to two more by the end of the year. Further installations are progressing across the network, and IntegraMed is excited about this innovative tool that has taken their patient engagement activities to a whole new level. Upon deployment of the PULSE portal, enrolled patients were able to:

- Securely communicate with their care team and other clinic staff anytime anywhere
- Quickly and easily view lab reports
- Schedule or change upcoming appointments

IntegraMed practices also gained many advantages from the deployment of the portal, such as:

- Cost savings from reduced staff time spent handling phone calls and other activities that can be done online
- Reductions in lost revenue caused by missed appointments, as reminders were sent through the portal
- Greater patient satisfaction and loyalty, leading to increased referrals
- Improved employee satisfaction, as staff took pride in offering innovative resources to support their patients
- A differentiating strategy for marketing, giving practices a strong competitive advantage

The feedback from the patients and clinicians was extremely positive. Enrollment and usage in all deployed practices increased quickly. Almost 5,000 patients were enrolled within the first six months of go-live and almost 38,000 secure messages were exchanged in the same period.

Why IntegraMed chose Atos?

While IntegraMed's goals sounded fairly simple from an operational perspective, the integration required was very complex technically. Two previous vendors struggled in their efforts to develop the portal before we became involved. During preliminary discussions, IntegraMed was impressed with our patient portal solution and the breadth of our healthcare IT knowledge.

About IntegraMed Fertility®

IntegraMed Fertility® is the nation's largest fertility center network and has been in the fertility business for over 25 years helping its clinics and physicians establish market and clinical leadership in this specialized healthcare sector. Through proprietary programs, tools and expertise, IntegraMed drives new patient growth, supports clinical and market leadership, and helps providers focus on providing best-in-class patient experiences.



A leader in the field of fertility solutions, IntegraMed's consumer brand, Attain® Fertility, provides fertility patients information and support through its website and social media communities. The Attain IVF Programs are offered exclusively at practices that are members of IntegraMed's Attain Fertility Network, comprised of 39 centers at 153 locations across 32 states and the District of Columbia.

“The PULSE Patient Portal generated excitement within the network that opened the door to many requests to implement this tool. Patients were very receptive and began using the portal immediately because of the user-friendly interface and the ability to communicate with their clinical staff.”

Beverly Dallas
Program Manager