

EMAIL CAMPAIGN PATIENT COMMUNICATION. AUTOMATED.

Extend your reach beyond the clinic walls with Keet's automated email campaigns. Triggered by workflows, these emails are found in your Keet account **Library > Emails**. They are default templates and not currently configurable. The email templates are:

WELCOME EMAIL

Tell patients all they need to know to prepare for their first visit. If an EMR integration exists with your vendor and Keet, it will also include the date and time of their appointment.

PATIENT REGISTRATION

Onboard patients to the Keet app before their first appointment.

NET PROMOTER SCORE (NPS)

Capture patient sentiment to prevent patient dropout, identify brand advocates, and hold therapists accountable to providing exceptional customer service.

SOCIAL REVIEW

Empower your patient advocates to promote your practice online.

REACTIVATION

Recruit former patients back to your clinic by staying top of mind post-discharge.

QUALIFICATION FORM

Exclusively designed for MIPS users, allow patients to self-classify their region of injury to auto-assign the appropriate patient reported outcome form(s).

PATIENT REPORTED OUTCOME (PRO) FORM

Exclusively designed for MIPS users, notify patients when they have a newly assigned patient reported outcome form(s).

REMINDER: PATIENT REPORTED OUTCOME (PRO) FORM

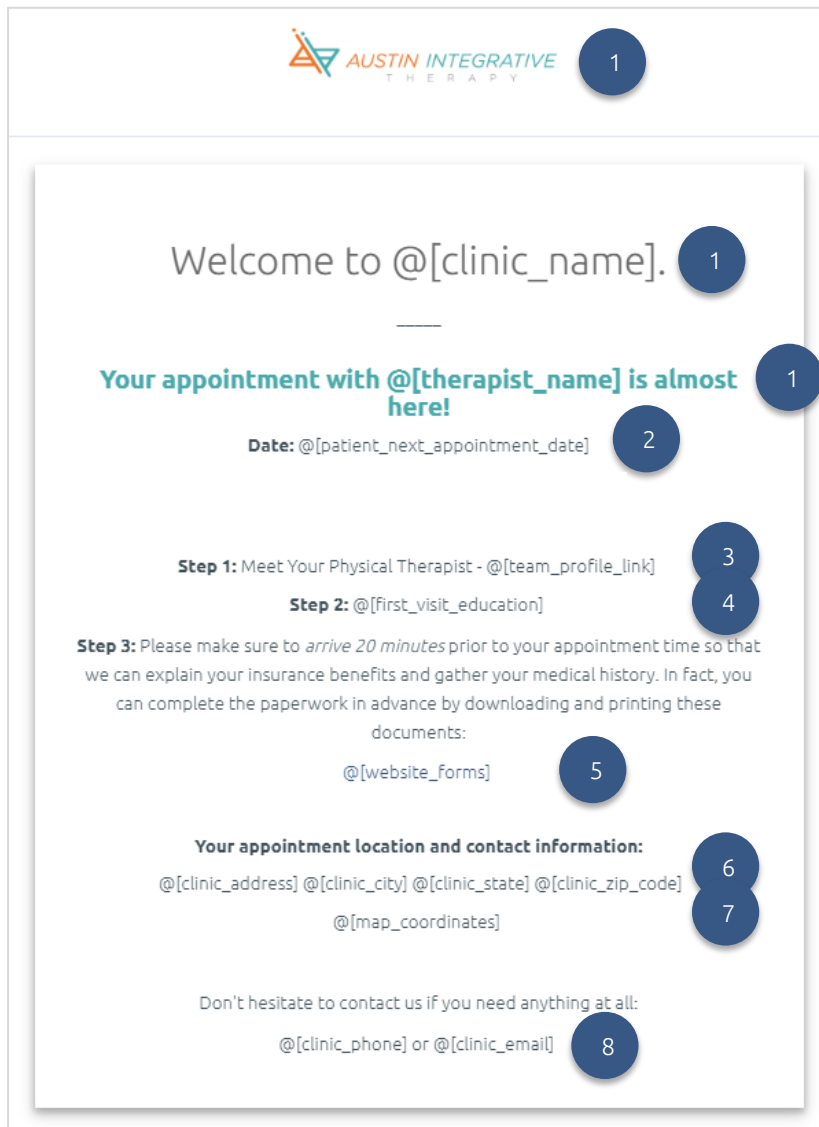
Exclusively designed for MIPS users, regularly remind patients to complete their assigned patient reported outcome form(s).

Each of the emails are detailed below. Here's how the outline is structured:

| | | | |
|---|--|---|---|
| AUDIENCE Who will receive the email | SCHEDULE When the email will be sent | CONTENT What the email will include | YOUR BRAND Elements white labeled to reflect your brand |
|---|--|---|---|

EMAIL CAMPAIGN WELCOME EMAIL

Tell patients all they need to know to prepare for their first visit. If an EMR integration exists with your vendor and Keet, it will also include the date and time of their appointment.



AUDIENCE:
All patients

SCHEDULE:
Clinic Integration:
Before initial evaluation appointment

BMS or Non-Integration:
After patient is added in Keet

CONTENT:
Information to prepare patients for their first visit

YOUR BRAND:

1. White labeled to reflect your brand
2. Appointment date*
3. Team profile
4. Patient education
5. Link to intake forms
6. Clinic address
7. Location map
8. Clinic contact information

* Requires EMR integration

EMAIL CAMPAIGN PATIENT REGISTRATION

Onboard patients to the Keet app before their first appointment.

The screenshot shows an email campaign for Austin Integrative Therapy. At the top left is the logo for Austin Integrative Therapy, which consists of a stylized 'A' made of three overlapping triangles in orange, green, and blue, followed by the text 'AUSTIN INTEGRATIVE THERAPY'. To the right of the logo is a dark blue circle with the number '1'. Below the logo is a large white box with a dark blue circle containing the number '1' in the top right corner. Inside this box, the text reads 'Sign up for Your account today!' followed by 'Our care doesn't stop after you leave the clinic.' Below this is a photograph of an elderly couple and a younger woman smiling. Underneath the photo is the heading 'Personalized for You!' and the text 'View your progress, conveniently message your therapist, and set personal reminders to keep you on track.' This is followed by another photograph of a man and a woman looking at a tablet together. Below that is the heading 'Keeping up with Tasks' and the text 'Your account will be used to deliver your daily tasks between visits, such as videos of your home exercise program and helpful tips to maximize your care along the way.' Next is a photograph of two children jumping on a beach. Below that is the heading 'Access Anytime' and the text 'Your account is available on all your devices. You can access anywhere and anytime.' At the bottom of the white box is a teal button that says 'Register Here' and a dark blue circle with the number '1' to its right.

AUDIENCE
All unregistered patients

SCHEDULE:
Clinic Integration:
2 days before initial evaluation

BMS Integration:
1 day before initial evaluation

Non-Integration:
After patient is added to Keet

CONTENT:
Overview and registration link to the Keet app

YOUR BRAND:
1. White labeled to reflect your brand

EMAIL CAMPAIGN NET PROMOTER SCORE FORM (NPS)

Capture patient sentiment to prevent patient dropout, identify brand advocates, and hold therapists accountable to providing exceptional customer service.

Austin Integrative Therapy logo

1

How likely is it that you would recommend @[clinic_name] to a friend or family member?

1

| | | | | | | | | | | |
|------------|---|---|---|---|-------------|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Not likely | | | | | Very likely | | | | | |

AUDIENCE
All patients

SCHEDULE:
Clinicent and BMS Integration:
7 & 28 days after initial evaluation

Non-Integration
7 & 28 days after patient is added

CONTENT:
NPS patient satisfaction form

YOUR BRAND:
1. White labeled to reflect your brand

EMAIL CAMPAIGN SOCIAL REVIEW

Empower your patient advocates to promote your practice online.



AUDIENCE

NPS promoters

SCHEDULE:

Clinicent or BMS Integration:

After a patient submits an NPS rating of ≥ 9

Non- Integration:

After a patient submits an NPS rating of ≥ 9

CONTENT:

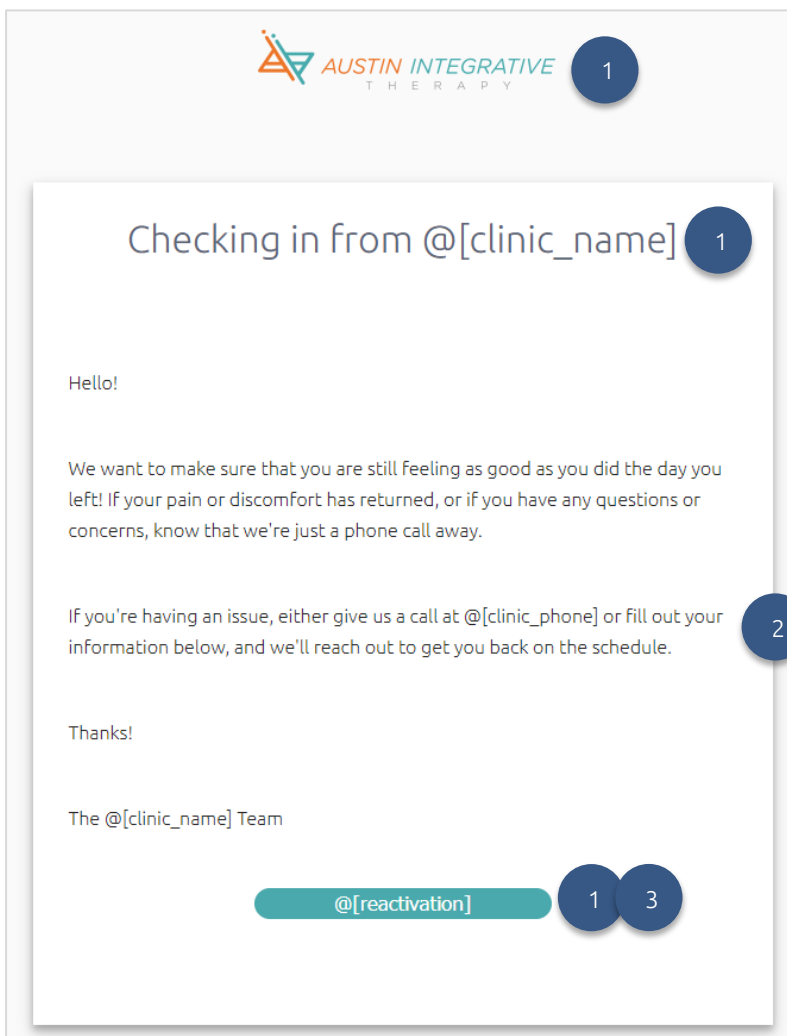
Social review request

YOUR BRAND:

1. White labeled to reflect your brand
2. Social review link

EMAIL CAMPAIGN REACTIVATION

Recruit former patients back to your clinic by staying top of mind post-discharge.



AUDIENCE
All patients

SCHEDULE:
Clinic or BMS Integration:
6 & 12 months after initial evaluation

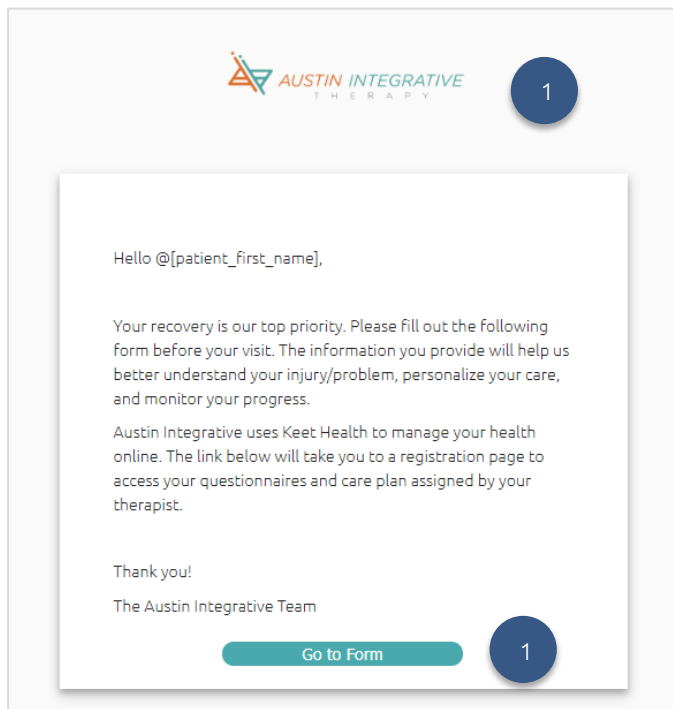
Non-Integration:
6 & 12 months after patient is added in Keet

CONTENT:
Reminder email

YOUR BRAND:
1. White labeled to reflect your brand
2. Clinic phone number
3. Reactivation link

EMAIL CAMPAIGN QUALIFICATION FORM

Exclusively designed for MIPS users, allow patients to self-classify their region of injury to auto-assign the appropriate patient reported outcome form(s).



AUDIENCE
All patients

SCHEDULE:
Clinicient
Integration:
3 days before the
initial evaluation

BMS or Non-
Integration:
After the patient is
added in Keet

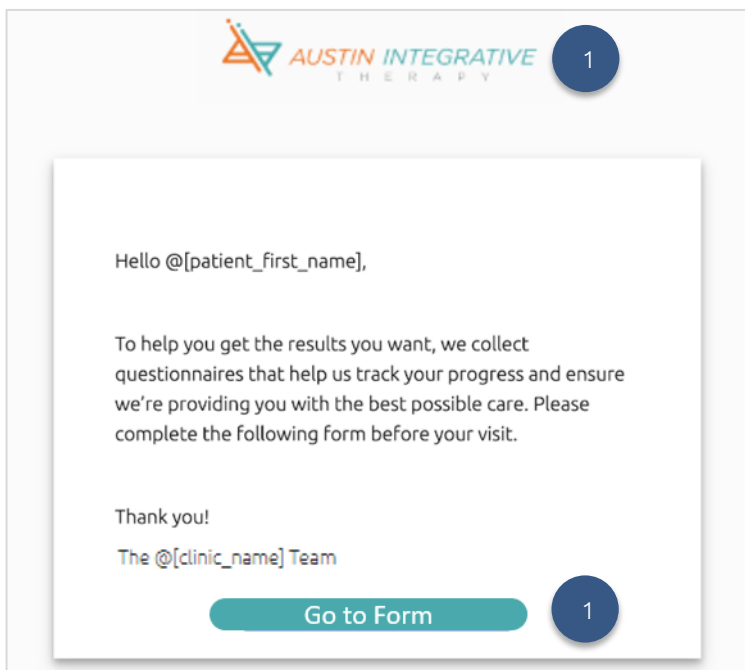
CONTENT:
Invitation to complete
the MIPS Qualification
form

YOUR BRAND:
1. White labeled to
reflect your brand

EMAIL CAMPAIGN

PRO (PATIENT REPORTED OUTCOME) FORM

Exclusively designed for MIPS users, notify patients when they have a newly assigned patient reported outcome form(s).



AUDIENCE

Patients assigned a relevant patient reported outcome measure

SCHEDULE:

Clinicient

Integration:

3 days before the initial evaluation

BMS or Non-

Integration:

After patient is added to a relevant Patient Group

CONTENT:

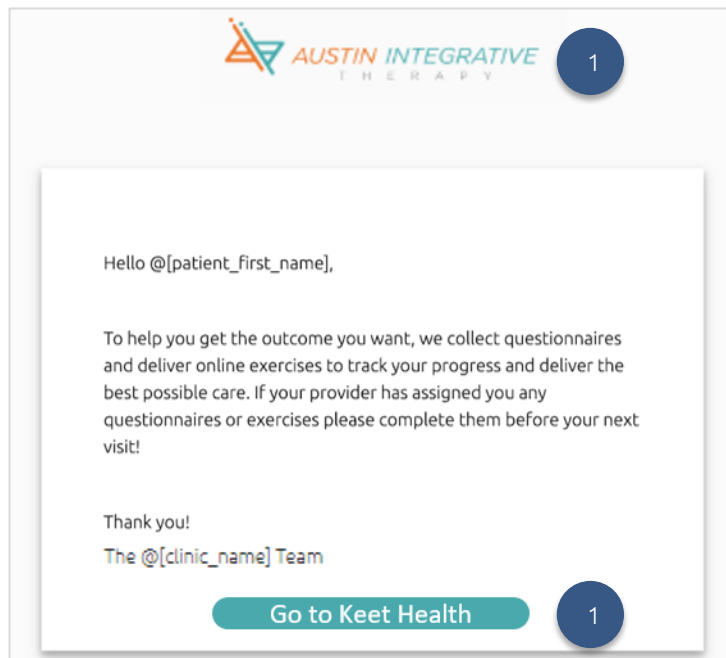
Link to complete assigned patient reported outcome form

YOUR BRAND:

1. White labeled to reflect your brand

EMAIL CAMPAIGN PRO FORM REMINDER

Exclusively designed for MIPS users, regularly remind patients to complete their assigned patient reported outcome form(s).



AUDIENCE
All patients

SCHEDULE:
14, 28, 42, and 56 days
after the initial
evaluation

CONTENT:
Reminder to complete
all assigned PRO forms

YOUR BRAND:
1. White labeled to
reflect your brand