

Connect2health

Patient-centered online
care communities for
your hospital



- Grow your hospital's brand
- Deepen patient and family experience
- Retain patients and stay connected

YOUR HOSPITAL'S BRAND DEPENDS ON CONNECTING WITH EACH PATIENT

There is a difference between receiving care and being cared for. Your patients connect to your hospital's brand when you show deeper levels of involvement by connecting to each patient and family member, and extending care after they return home.



**PRIVATE SOCIAL
NETWORKS, INC**

The patient experience is in our DNA.™

CONNECT2HEALTH — GROWING A HEALTHCARE COMMUNITY

Connect2health builds and deepens your connection with patients. Connect2health expands healthcare relationship management by making each patient the center of consistent, long-term communications between patients, families, your staff and your community. With Connect2health, you build a lasting community around each patient.

Connect2health is an online social network, branded to your healthcare facility. Connect2health brings patients, care givers, loved ones and the larger community together online. Through Connect2health, your staff communicates in consistent ways with each patient while they are hospitalized and long after they are discharged.

Patients bring family and friends online to share in their treatment and recovery. Your marketing team actively promotes to patients and their families, and to donors. Connect2health makes you a larger part of the community and keeps you connected to patients for a lifetime.

Grow your hospital's brand as an involved care-giving institution

When patients know that you care as well as provide care, your brand grows in their minds and hearts. Connect2health grows your brand by creating long-term connections with patients and their families, during hospitalization, recovery, outpatient treatment and ongoing outreach. When you bring everyone to the patient, and keep your staff connected to the patient thereafter, they remain continually aware of your desire and ability to help them. This is the essence of a great healthcare brand.

Improve and deepen patient and family experience

Patients often feel abandoned in the healthcare process. By providing access to hospital and peer support, bringing family into the process, and keeping your healthcare staff



communicating, each patient's sense of trust climbs. Connect2health's mission is to keep your staff – doctors, nurses, marketing, development — connected to the people that matter most to your hospital.

Retain patients with consistent communications

Patients need clear and consistent communications, while hospitalized and after discharge. Connect2health centers the patient in your organization, and creates consistent and centralized staff communications. Not only does this improve their peace of mind during hospitalization, it also keeps them informed after they return home.

Improve your patient marketing through complete data ownership

With Connect2health, you obtain complete patient and family profiles, including patient diagnosis and treatment, and you know who in their families are most active in the patients' care. With this information secure and in your control, you can target marketing communications to them along with their ongoing care and health education.

A young patient received a new heart. It happened that the boy was a fan of a major league baseball team. Using Connect2health, the hospital's development staff notified cardiology donors with his story. One of the donors arranged a trip for the boy to see a game in the team's home town. In turn this generated calls to the club's front office. Touched by the boy's story, the team's management honored the child and had him throw out the first pitch at the game. Press coverage was outstanding and each of the hospital's donors was notified about the newspaper stories. This in turn generated very positive local press for the hospital that resulted in more donations and many employment queries from cardiologists and nurses.



Connect2health — online healthcare relationship management

Patient Driven Features

In Connect2health, patients create and manage their own profiles, pictures and privacy settings. Using Connect2health and the patient messaging system, they can invite their family and friends to join them online during their hospitalization and recovery.

Patient Content

Patients and their families have multiple ways of sharing their medical progress, from patient journals and blogs to online diet tracking systems (great for training diabetics on nutrition) and other healthcare applications. While keeping up with the patient, family and friends are encouraged to send electronic greeting cards through Connect2health.

Community Content

Connect2health creates communities and brings together people with similar needs and interests. Patient forums, mutual wall postings, an optional friend location finder (so hospitalized patients with similar concerns and interests can meet) and games help to increase shared information and create a sense of community within your facilities.

Healthcare Communications

Communications with and between your patients and their families is key to extending your services. Connect2health's event management and registration systems bring your events to interested patients and families, based on targeted promotions (for example, sending a notice about a breast cancer awareness seminar to women in a certain age group). You can also run analysis reports to determine who in your Connect2health system is active and would most benefit from extended services.

Volunteer Management

Volunteers are critical to your operation. So is managing them. Connect2health provides you numerous tools for tracking information on your volunteers (personal information, training records, skills, event participation, availability, performance assessments). Connect2health lets you work more closely with your volunteers and help them to help your patients.

Hospital Marketing Systems

Your Connect2health community provides a rich environment for marketing. With patients and family members online, both during hospitalization and afterwards, you have the ability to send emails and newsletters to promote hospital events and services. Online polls and surveys help you acquire input from the communities you serve. Connect2health's development tools let you motivate donors to be involved and to contribute more. These brand-building tools help feed Connect2health's recruiting modules that bring more and higher quality staff into your organization.

Oversight and Control

Patient privacy and your control over content and users is complete within Connect2health. All communications are encrypted, meeting rigorous HIPAA standards. You have direct control over all patient-generated content, as well as automated monitoring of their postings and messages.

Multiple Language Management

If you serve communities with people whose native languages are different, Connect2health's multi-lingual capabilities will not leave any patient or family member out of the care-giving loop.

Growing your brand is competitive and imperative

Healthcare facilities are facing new challenges, not the least of which is growing competition. For your organization to thrive, you must provide more than ever – more education, more events, more services, more technology and more caring.

To create a preferred brand, you must create patient loyalty. You create it in the patient, in their family, among your donors, and in the community at large. You cannot create a better hospital brand unless your patients experience better care. But care goes beyond medicines and surgeries. It requires being part of the patient's life and staying with them after they go home.

Connect2health builds better hospital brands by bringing you closer to your patients over a longer period of time than just their hospital stay. Growing deeper and longer connections with each patient make yours the preferred hospital brand in their minds.



Get the full Connect2health story

Getting started with Connect2health is fast, affordable and reaps benefits quickly. Let us come to your offices, explore how Connect2health grows your brand, and discuss how you can acquire Connect2health as a service or as a software package installed at your location.

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