



## **PRIVATE SOCIAL NETWORKS, INC**

*The Patient Experience is in our DNA™*

Connecting with patients, their family and friends improves their care and grows your brand. Your private, healthcare-specific social network drives this trust and deepens these connections.

Our flagship product **Conect2health™** creates trusted communities around your healthcare organization. It unites staff, patients, families and support groups together under your brand for a better patient experience.

Your goal is to make each patient the center of your care giving facility. **Conect2health™** makes this possible by creating a communications hub around the patient, letting the patient, their family and your staff participate.

When patients join your branded **Conect2health™** online network, they receive consistent communications from your staff, commune with family and other patients, and learn about events and other services offered by your facility. By creating a holistic and communicative ring of support, your patients and their loved ones connect more deeply to your hospital, which grows trust in your brand.

Patients need support from your staff, from their families, and from other patients with similar needs. This is the first ring of support **Conect2health™** provides. In a central location, the patient becomes the focus of three very personal groups of support - hospital staff, family and the community.

Your care-giving staff communicates to each patient and to their families in a controlled and consistent manner. By having these communications online, there is less repetition and less confusion from spoken communications done in a hurry. The patients and their families are better informed and more confident about the care they receive.

Patients are further connected more deeply to your organization through extended communications. Your event coordinators and marketing department interact via **Conect2health™** to promote events and handle patient and family concerns. Patients can locate and communicate with other patients under your care, bringing friends and family in on discussion when it benefits the patient.

**Conect2health™** is branded to your organization. When patients, friends and families participate, they are influenced not by **Conect2health™**, but by your brand. **Conect2health™** becomes your face to patients and their circles of care. This drives a deeper and more enduring brand connection, which in turn creates patient retention.

**Conect2health™** centers each patient as the hub for your care givers, but keeps you in control of privacy, security, content and your hospital's brand.

## **Patient Management**

Patients, their families and friends have a secure registration and login system. Not only does this protect your online community from malicious hacking, but it guards your patient's privacy. You maintain absolute control and have the ability to approve or block any **Conect2health™** participant.

## **Content Oversight and Control**

Content in **Conect2health™** is completely under your control – even content created by your patients. You have the ability to edit or remove content at will, and to automatically monitor patient and family generated content. If you serve a multi-lingual community, you can also support alternate languages.

## **Patient-Driven Features**

Since patients are your central focus, most **Conect2health™** features involve the patient. Patients manage their own profiles and profile privacy. To help create familiarity and a greater sense of community, patients can attach photos to their profiles. Patients can invite friends and family members to join your branded online **Conect2health™** community, and use connect2health's messaging system to keep everyone apprised of their health and care status.

## **Patient Content**

Once connected to your online community, patients can create and publish their own content, sharing it with their loved ones or the hospital's wider community. Patients can append their personal journal and add entries to their patient's blog. They can also interact with online applications, such as the Patient Point System application to log their daily diets (great for helping educate diabetics and others on nutrition).

## **Hospital Community Content**

Patients in your branded **Conect2health™** system can commune with the online community using patient forums, where those under your care can launch or join conversations. They can also write onto one another's "walls", common communications points that can be shared or viewed at leisure. Patients and friends can also locate one another on a hospital map, if you enable the feature. Online games, also optionally enabled, are available to help provide entertainment and help pass time during treatment and recovery.

## **Healthcare Communications**

Hospital sponsored events are important to patients, their families and the general community. Connect2health's event management system empowers you to create, manage and promote events at your facilities, from support groups to educational series. Patients and others can self-register for your events and you can control attendance. Connect2health's analysis reporting tools further help communicate with your patients by monitoring when they login and their preferences. PSN can customize these monitoring reports to suit the specific needs of your facilities.

## Hospital Marketing Systems

Marketing is essential in modern medical facilities - and the scope of services and competitive pressures have grown so large that you need to actively promote. There is no better audience than your patients and their families.

**Conect2health™** makes direct marketing efficient. Integrated email and newsletter systems allow you to direct specific messages and promotions to members of your online community. Online polls and surveys help you learn directly from your patients, improving and expanding your services based on their input. User Points, a connect2health loyalty marketing system, let patients earn points for rewards and privileges you define.

Other marketing systems in **Conect2health™** help you in fundraising, managing events and conducting online fundraising. Connect2health's promotional systems include facilities for recruiting doctors, nurses and other care staff. Banner advertisements help extend promotions further by placing eye-catching messages and images in the "eye scan path" of **Conect2health™** users. Below is an outline of these services:

- Patient Management
  - Secure Patient Registration
  - Patient Approval and Blocking
  - Secure Patient Login
- Content oversight and control
  - Web Content Management
  - Patient Content Monitoring
  - Multiple Language Management
- Patient-driven features
  - Patient Profile Management
  - Patient Picture Upload and Display
  - Patient Privacy Settings
  - Patient Invites Friends
  - Patient Invite Parents / Siblings
  - Patient Messaging System
- Patient Content
  - Patient Journal
  - Patient Blog
  - Patient Point System – Online application for logging diet (mainly for Diabetics and others)
- Community Content
  - Online Patient Forum
  - Patient Wall Posting
  - Friends Location Mapping (if approved by you)
  - Online Games (if approved by you)
- Healthcare Communications
  - Hospital Event Management
  - Patients Event Registration System

- Patient Analysis Reporting
- Volunteer Management
  - Volunteer Registration
  - Volunteer Training Management
  - Volunteer Participation Tracking
  - Volunteer Skills Tracking
- Hospital Marketing Systems
  - Email Marketing System
  - Online newsletters
  - Online Polls
  - Online Surveys
  - User Points –awards user points for online and offline activity (points can be used for a variety of awards and privileges)
  - Recruiting – functionality to manage doctor and nurse recruitment
  - Fundraising – functionality to manage fundraising events and do online fundraising
  - Banner Ads

### **Launching Your Patient Community Quickly And Correctly**

Your goal is to build your patient community rapidly, to begin growing patient retention and driving a strong brand. **Conect2health™** can be implemented rapidly, and PSN offers assistance at every turn.

### **Software as a Service or Installed at Your Facility**

**Conect2health™** can be acquired either as a service (SaaS), using PSN servers at our locations, or it can be installed on your computers at your facility. Either approach provides the same software and the same solid security and patient privacy. There are advantages to either approach:

**As a service:** Connect2health as a service is your fastest path to implementation. PSN can have your online community ready in as little as 30 days/hours. As a service, you can easily budget for monthly usage and manage costs. You also have no IT staff or equipment overhead.

**Installed at your facility:** If you have an established IT staff, installing and managing connect2health at your facilities allows you to leverage your investment in servers, networking equipment and technical employees.

### **Quick-Start Services from PSN**

PSN can help speed creation of your online patient community. Many details in setting up a community – such as branding the site for your facility and initially configuring patient capabilities – are items PSN can instantly handle. With PSN’s professional services, your online patient community is ready for patients and their families more quickly, and begins building patient loyalty and retention sooner.

### **Connect2health Customization Services**

Occasionally a hospital has special patient information management and marketing needs. Working with you, PSN can extend **Conect2health™** capabilities to create new and site-specific capabilities to enhance your patient's healthcare experience. Due to connect2health's well thought-out architecture, PSN customization services are affordable and new capabilities are delivered quickly.

### **Contact Private Social Networks to Launch Your Branded, Patient-Focused Social Network**

**Private Social Networks**  
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