



**smart**  
SOLUTIONS

## ***SmartCall Outbound Calling***

**Smart HIPAA Compliant Outbound Calling** – SmartCall Outbound Calling works in conjunction with SmartCall Patient Messaging and provides the ability for pharmacies to place automated outbound telephone calls to patients to deliver HIPAA compliant messages that enhance patient convenience, patient compliance and pharmacy profitability. Smart Outbound Calling is provided through Smart’s Service Bureau located in Salt Lake City, UT and therefore doesn’t require special hardware at the pharmacy location.

**Smart Outbound Calling Enhances Pharmacy Efficiency** - Smart Outbound Calling is used in conjunction with SmartCall Patient Messaging and provides new efficiency and professionalism to pharmacies and enhances customer loyalty by reminding customers to pick-up their prescriptions, whether refills or new; by saving staff time in restocking prescriptions and reducing staff intensive tasks (at least one of them).

**Smart Outbound Calling Enhances Patient Loyalty** - Smart Outbound Calling will remind patients to pick-up their prescriptions in a timely manner and will also aid in distributing important information to patients such as drug recall alerts and special pharmacy services such as flu shot availability and cholesterol clinics, etc. Smart Outbound Calling can assist patients by reminding them to check with their doctor for blood tests and physical check-ups or detail other precautions and can even be used to inform patients and customers of special sales or promotions.

**Smart Outbound Calling is Easy to Implement** – Smart Outbound Calling is easy to implement; all that is needed is a data file provided by the pharmacy management system identifying the patient information, the fill date, and the prescription pick-up status. If the practice management system does not have the ability to provide the data file, Smart Solutions can provide hardware and software solutions that facilitate the gathering of the data.

**Smart Outbound Calling Improves Pharmacy Profitability** – Smart improves profitability by keeping patients more current on their medications. By prompting a patient to pick-up their requested prescription on-time, the pharmacy maximizes the annual number of prescription sales and as a bonus improves patient compliance.

For more information visit our website at [smartRPH.com](http://smartRPH.com) or contact Smart Solutions at [sales @ smartcos.com](mailto:sales@smartcos.com) or Travis Smith at (801) 485-5956 Ext. 418



## ***SmartCall Patient Messaging***

**SmartCall HIPAA Compliant Patient Messaging** - Smart Solutions provides the ability for a pharmacy to provide special scripted messaging through SmartCall or SmartCheck applications for compliance, informational, advertising or promotional purposes.

**SmartCall Patient Messaging Provides Superior Patient Service** - SmartCall Patient Messaging used in conjunction with Smart Outbound Calling is a great tool for providing superior service to your existing customers (patients) and a powerful aid in drawing new customers to your full-service pharmacy. With SmartCall, several messages can be delivered to remind patients to pick-up their prescription, including a final message indicating the prescription will be returned to stock if not picked up by a specific time.

### **Benefits:**

- Customers are reminded to pick-up their prescriptions
- Improves patient compliance
- Reduces restocking
- Reduces re-adjudication
- Improves pharmacy profitability

**Patient Refill Program** - With an active prescription automated refill program, patient prescriptions can be automatically prompted to be filled by the pharmacy management system and the patient can then be called and informed that their prescription is ready for pick-up.

### **Benefits:**

- Provides convenient patient prescription ordering
- Patients can request automatic refills
- Reminds patients their scheduled prescription is ready for pick-up
- Improves compliance by keeping prescriptions on track and just-in-time
- Increases patient loyalty
- Improves pharmacy profitability – patient prescriptions are not allowed to lag

**Customized Messages** - Customized messages such as weekly specials or special clinics (flu shots, cholesterol screening, etc.) can also be recorded by store personnel for patient information and announced when the customer calls the pharmacy.

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