

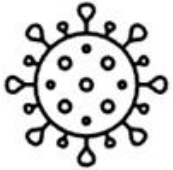
A photograph of two women sitting at a table in a bright, modern setting. The woman on the left is younger, with dark hair tied back, wearing a light-colored top. The woman on the right is older, with short grey hair and glasses, wearing a light blue sweater. They are both smiling and looking at each other. There are two white coffee cups on the table. The background shows a window with a view of trees and some indoor plants on a shelf.

CONTROLLING YOUR
COMMUNICATION DATA



Over the last year **Automated Care Messaging** helped more than **1600 Senior Care facilities** engage with residents, their families and staff more than **6 million times** resulting in over **1 million hours** returned to care.

COVID-19
Updates



Testing & Vaccination
Updates



Routine
Updates



Reopening
News



Visitation
Guidelines

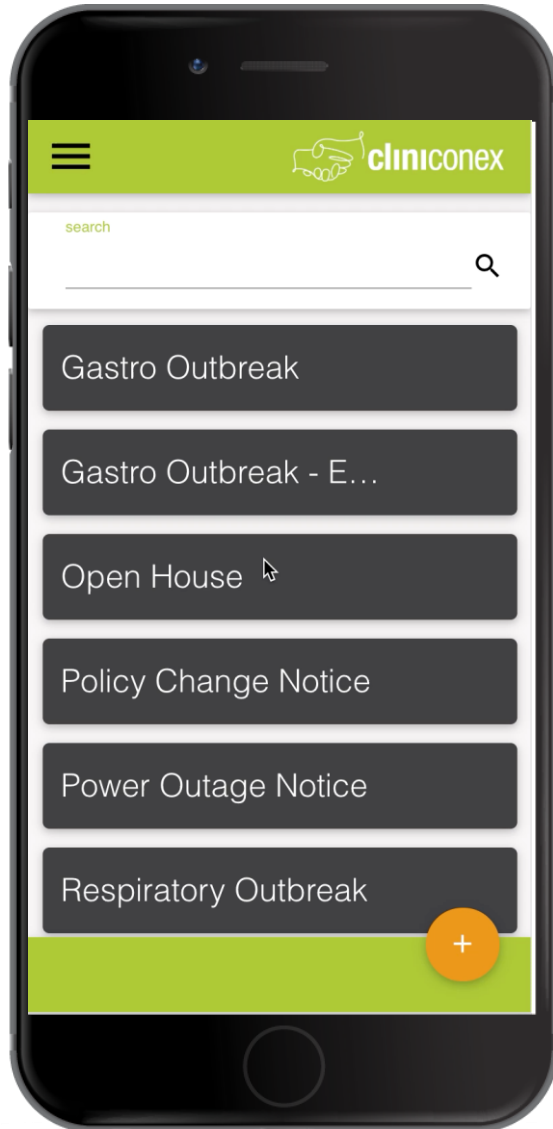


Policy
Updates



Over 75 eight-hour shifts returned to care for our average customer facility.

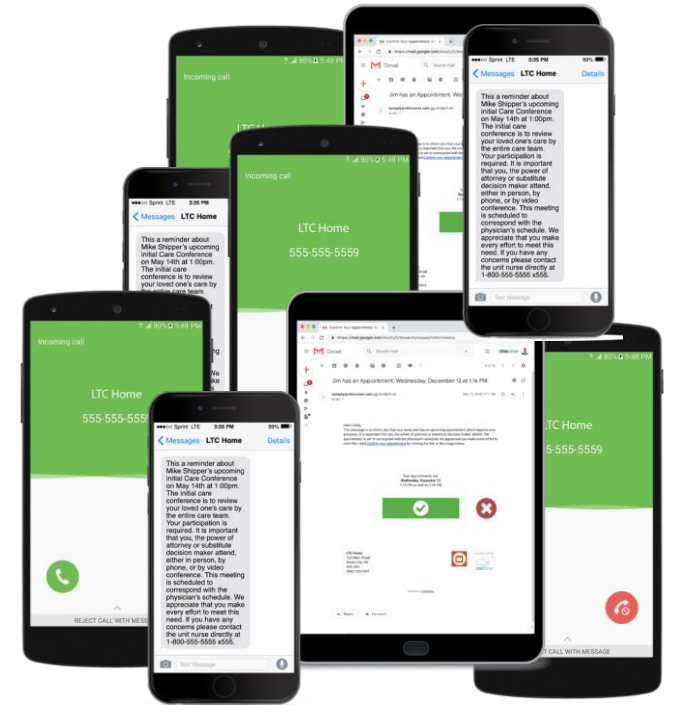
AUTOMATED CARE MESSAGING WEB-APP



Direct Upload
OR
Flex Data Adaptor Integration
OR
EHR/Care Management
Integration



Contact information and
preferences



RECEIVED, ACKNOWLEDGED
AND LOGGED

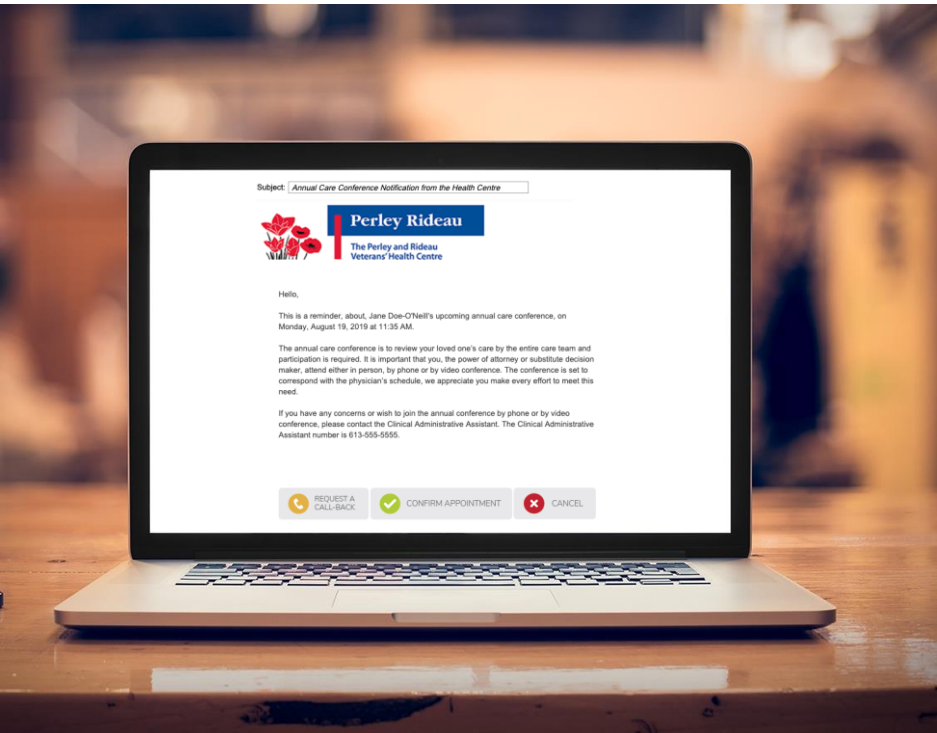
All communications
logged, ready for audit



FULLY CUSTOMIZABLE

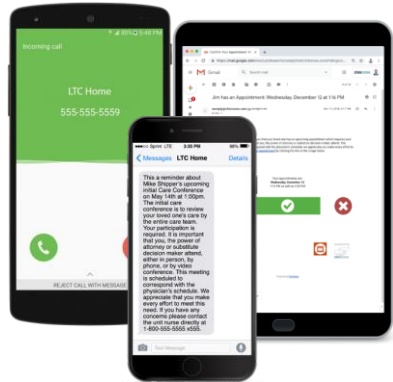
BRANDING

CUSTOM MESSAGING & CALLS TO ACTION



VOICE
TEXT
EMAIL

FACILITATING HUMAN PROCESSES



RECEIVE &
ACKNOWLEDGE
Resident Family, POA

“Press 1 to confirm or 2 to
receive a call-back “



CONFIRM



REQUEST A
CALL-BACK



Email triggered
notifying
organisation of
the request



INTEGRATION

Logged for
reference and
audit purposes

OR



EMAIL REPORTING

Logged and
compiled, ready to
be sent by email for
audit purposes

DETAILED REPORTING

Instantly Access Reports for All Communications Sent

TEMPLATE	FACILITY	MSG	REPORT	USERNAME	SENT	JOB STATE	COUNT
Positive or Suspected Case of COVID-19	Valleyfield Continued Care::44			chrisadmin	2020-07-08 10:21	new	240

MAIN
FRENCH

Recipients
 Facilities: Valleyfield Continued Care::44
 Units: North Unit::91073, South Unit::91083, East Unit::91093, West Unit::91084

Message Content
 Note: Variables, such as FACILITYNAME, are replaced with the actual name before being sent to message recipients.

Subject
 Update on Positive or Suspected Case of COVID-19 at FACILITYNAME

Message Body
 July 6th, 2020

To our Residents and Family Members,

CLOSE

Result	Email/Phone	Message Id	Resident Name	Unit	Room	Message Type	Attempts
pickedup-noanswer	(6#3)5##-5##1	pt:TWfYeVBpY2tldHQ=:TWlJaGFibFBpY2tldHQ=:bsj-7db6637b-c4c5-4f68-a2c5-de2aa1bd9aaf-BULKSENDJOB	P#####, M##y	Ottawa	4343	voice	PU
confirmed	(6#3)4##-2##6	pt:TWfYaWFNYXJ0aW4=:U2VhblBoaWxpcA=:bsj-7db6637b-c4c5-4f68-a2c5-de2aa1bd9aaf-BULKSENDJOB	M#####, M###a	Toronto	453	voice	CF
confirmed	(6#3)5##-9##9	pt:T3JpemVEYXZpcw=:VGvYcnlUaG9tcHNvbg=:bsj-7db6637b-c4c5-4f68-a2c5-de2aa1bd9aaf-BULKSENDJOB	D####, O###e	Montreal 3	346	voice	CF
pickedup-noanswer	(6#3)5##-0##9	pt:SGVhdGhlclBpY2tldHQ=:Q2F0aHlSeWfu=:bsj-7db6637b-c4c5-4f68-a2c5-de2aa1bd9aaf-BULKSENDJOB	P#####, H#####r	Montreal 3	324243	voice	PU
confirmed	(6#3)5##-4##8	pt:VGltb3RoeUdhbGxhZ2hlcg=:UnV0aEdhbGxhZ2hlcg=:bsj-7db6637b-c4c5-4f68-a2c5-de2aa1bd9aaf-BULKSENDJOB	G#####, T#####y	Montreal 3	337	voice	CF
left-message	(6#3)4##-0##7	pt:S2F0aGxlZW5XaGI0ZQ=:RGFuTGFuZlJ5=:bsj-7db6637b-c4c5-4f68-a2c5-de2aa1bd9aaf-BULKSENDJOB	W####, K#####n	Montreal 5	533	voice	LM
confirmed	(6#3)5##-9##5	pt:R2VvZmZyZXkgTmVpbENvbmFjaGVy:RG9taW5pY0NvbmFjaGVy:bsj-7db6637b-c4c5-4f68-a2c5-de2aa1bd9aaf-BULKSENDJOB	C#####, G#####y N##l	Montreal 5	527	voice	CF

Detailed email reports

- Obfuscates any sensitive data
- Includes result of each engagement

RETURN ON INVESTMENT

Number of beds in the care home

beds

Urgent situations where staff had to reach out to inform resident families of an unforeseen circumstance (outbreak announcement, outbreak updates, reassurance messages etc)

times per year per home per home

Operational changes where resident families and friends needed updating (change in visiting times, visiting policies and procedures, translating government guidelines etc)

times per year per home per home

Day-to-day updates that need communicating to families and friends (event announcements, change in management, maintenance work etc)

times per year per home per home

Average time spent to initiate and complete updates with a single resident family member? (from phone calls, emailing, texting)

minutes per outreach

Average hourly wage of the persons communicating with resident family and friends

£

per hour

Results

Your care staff spend on average this many minutes on the phone with resident families per year:

minutes

Equivalent to:

hours

This is how much manual outreach is costing your home per year.

total

per bed

After implementing ACM you can expect

approximately

£1,104 in annual savings

an estimated

126% ROI

and most importantly,

180 hours returned to care every year.

“If it’s not evidenced,
it didn’t happen”

Adrian Hendry - Director at Avondale Care Group

CONTACT US

paddy@haelu.co.uk

+44 7525 099740