

Don Talend: Healthcare Content Portfolio



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Healthcare Content Highlights

- Created email and collateral copy for campaigns that more than doubled leads for inside sales, which tripled revenue year over year at global company
- Managed blog that drove 17-fold increase in website visits year over year
- Managed award-winning publication for national healthcare association
- Interviewed C-level executives for national healthcare financial association's publications

Content deliverables include:

- Web copy
- Blogs
- Advertorials
- Newsletters
- Sales collateral
- White papers

Web Copy: Healthcare Consumers

The screenshot shows the Centegra HealthSystem website. At the top left is the logo with the tagline "ALWAYS LOOKING AHEAD™". A "LIVE CHAT" button and a phone number "877-CENTEGRA" are in the top right. A navigation menu includes "HOME", "CORPORATE HEALTH", "FOR ASSOCIATES", "FOR PHYSICIANS", "GIVE", "CAREERS", "ABOUT", and "CONTACT US". Below this is a "Quick Links" dropdown and a search bar. A secondary navigation bar contains "FIND A DOCTOR", "SERVICES", "LOCATIONS", "CLASSES & EVENTS", "NEWS & HEALTH INFORMATION", and "PATIENTS & VISITORS".

The main content area features a large image of a man in a suit with the text "STAY AHEAD OF HEART DISEASE." Below this is a blue header for "Electrophysiology". The text reads: "A common category of heart problems is arrhythmias – abnormal heart rhythms. These problems can deprive vital organs such as the lungs and brain of blood, preventing them from functioning properly – possibly even causing them to shut down. According to the American Heart Association, electrophysiology (EP) studies test the electrical activity of the heart to determine the cause of an arrhythmia, as well as the appropriate treatment."

Below the text is a section titled "Types of Arrhythmias" with a bullet point: "• Atrial fibrillation: the upper heart chambers contract irregularly".

On the right side of the page, there is a blue call-to-action box with a phone icon and the text "CALL FOR MORE INFORMATION 877-CENTEGRA (236-8347)". Below this is a dark blue header "HEART & VASCULAR" followed by a list of services: Centegra Cardiovascular & Thoracic Center, Centegra Physician Care Cardiology, Heart Surgery, Heart Failure Clinic, Heart Conditions, Diagnostics, Cardiac Catheterization, **Electrophysiology**, Stroke & Vascular Care, Cardiac Rehabilitation, Pulmonary Rehabilitation, and Prevention.

Informed consumers of available diagnostics for heart arrhythmias, i.e., electrophysiology testing, for Centegra Health System, McHenry County, IL

Raised awareness of arrhythmia symptoms, detailed test procedures, and promoted Centegra's cardiovascular services

Web Copy: Healthcare Consumers



++ Centegra HealthSystem
ALWAYS LOOKING AHEAD™

HOME | CORPORATE HEALTH | FOR ASSOCIATES | FOR PHYSICIANS | GIVE | CAREERS | ABOUT | CONTACT US

Quick Links: search

FIND A DOCTOR | SERVICES | LOCATIONS | CLASSES & EVENTS | NEWS & HEALTH INFORMATION | PATIENTS & VISITORS



Centegra Milestones Therapy Center

Why Choose Us?

Our outpatient pediatric therapy services are located at [Centegra Milestones Therapy Center](#). Our program is designed with a Child Centered atmosphere where kids, through collaboration with our trained therapists and parents, work toward a common goal: your child's success. We provide care for children from birth through age 21 who are faced with a variety of challenges.

We offer individual therapy sessions with occupational, speech and physical therapists as well as a variety of playgroups where you can watch your child both learn and interact in a safe and stimulating environment. Besides the traditional therapies, we are certified providers for the Sensory Learning Program™ and Interactive Metronome®.

Centegra Milestones Therapy Center takes pride in not only finding out what your child's developmental needs are, but how they can be best addressed and resolved! We base our pedagogy on the state-aligned early childhood curriculum. However, we have taken steps beyond this curriculum and modified its ideas to tailor methodologies to your child's unique

CALL 815-459-3810
TO MAKE YOUR APPOINTMENT

OTHER SERVICES

- Rehabilitation/Physical Therapy
- Services
- Centegra Milestones Therapy Center
 - Pediatric Therapy Services
 - Special Programs and Capabilities
 - Post-Natal Follow-Up Clinic
 - Supplemental Services
 - Your Child's Challenges
 - New Patients
 - Milestones Image Gallery

HAVE A QUESTION? >>>>>>

Find a Centegra Physician Today

Web Copy: Hospital Executives

The screenshot shows the Stericycle website with a green and white color scheme. At the top, there is a navigation bar with links for 'CLIENT LOGIN' and 'PAY YOUR BILL'. Below this is a secondary navigation bar with links for 'CONTACT SALES 1.866.783.9820', 'SERVICIOS EN ESPAÑOL 1.800.300.5404', and 'CLIENT SERVICES 1.866.274.0520'. The main navigation bar includes links for 'Our Difference', 'Solutions & Services', 'Industries', 'Blog', 'Refer A Friend', and 'About Us'. The hero section features the headline 'POST DISCHARGE FOLLOW-UP' and the sub-headline 'Proactive Communication Facilitates Positive Health Outcomes.' Below the hero section are three call-to-action buttons: 'REQUEST A DEMO', 'REQUEST A QUOTE', and 'ASK A SPECIALIST'. The main content area is divided into two columns. The left column is titled 'Post-Discharge Follow-up Solutions' and contains a paragraph about increasing patient satisfaction and care quality. Below this is a section titled 'Making a difference:' with a bulleted list of three points. At the bottom of the left column is a thumbnail for a case study titled 'HCAHPS Post-Discharge Calling Case Study'. The right column is titled 'Post Discharge Fact Sheet' and features a thumbnail of a fact sheet, a 'DOWNLOAD FACT SHEET' button, a 'HEALTHCARE SOLUTIONS' section with a 'VIEW ALL' button, and an 'AUTOMATED SOLUTIONS' section with a speech bubble icon.

Stericycle
Communication Solutions

CLIENT LOGIN PAY YOUR BILL

CONTACT SALES 1.866.783.9820 SERVICIOS EN ESPAÑOL 1.800.300.5404 CLIENT SERVICES 1.866.274.0520

Our Difference Solutions & Services Industries Blog Refer A Friend About Us

POST DISCHARGE FOLLOW-UP

Proactive Communication Facilitates Positive Health Outcomes.

REQUEST A DEMO REQUEST A QUOTE ASK A SPECIALIST

Post-Discharge Follow-up Solutions

Your hospital can increase patient satisfaction and care quality by adding personal touchpoints via following discharge with this outbound communication solution. We can determine compliance with post-discharge care and medication instructions, and appointment keeping. In the process, we can alert you of patient feedback requiring attention and prevent readmissions. Additionally, the Emergency Department and clinical specialty departments such as Cardiology and Surgery can use these solutions to set benchmarks for service performance and satisfaction improvement.

Making a difference:

- Gauge discharge instruction compliance
- Track appointment compliance
- Access call data and reporting to identify areas for improvement

HCAHPS Post-Discharge Calling Case Study

This case study reveals how our Post-Discharge Services can help improve patient satisfaction and boost health systems' HCAHPS scores.

Post Discharge Fact Sheet

DOWNLOAD FACT SHEET

HEALTHCARE SOLUTIONS


VIEW ALL

AUTOMATED SOLUTIONS

For Stericycle, Nasdaq 100 global leader in compliance and brand protection services for industries including healthcare

Web content and blog posts instrumental in 17X increase in sessions and 21X new user growth year over year, per Google Analytics.

Web Copy: Physician Practice Managers



Communication Solutions

CLIENT LOGIN PAY YOUR BILL

CONTACT SALES 1.866.783.9820 SERVICIOS EN ESPAÑOL 1.800.300.5404 CLIENT SERVICES 1.866.274.0520

REQUEST A DEMO REQUEST A QUOTE ASKA SPECIALIST

Automated Appointment Reminders

One of the biggest headaches for a physician practice is appointment no-shows. These negatively impact revenue and cause inefficiencies in overall operational performance. Basically, the practice does not get the most out of its human and capital assets when the appointment schedule has more gaps than it should.


No-shows also negatively impact patient care. Unless appointments are rescheduled later, patients are likely to delay or even forego care entirely, to the detriment of their health. That scenario doesn't bode well for population health management initiatives and payments that rely on them.

Wellness events are designed to support population health management initiatives, which is why maximizing attendance is rightfully an objective for care providers. Minimizing no-shows can help improve overall population health.


Having your administrative staff call patients prior to appointments or wellness events can reduce the number of no-shows. But in an era when budgets are under increasing pressure, hiring more staff might not be an option.

Our welcoming and professional Automated Appointment reminders use voice, text and email to increase the odds that patients and community members who sign up for your events will follow through on their commitments. Consider them a key tool in your operational, financial and population health management strategies.

Post Discharge Fact Sheet




DOWNLOAD FACT SHEET



HEALTHCARE SOLUTIONS

VIEW ALL



AUTOMATED SOLUTIONS FOR A QUICK TOUCH AND HIGH CUSTOMER ENGAGEMENT

More Case Studies and White Papers

Blog Post: Hospital Executives



Operational Excellence

Technology

Communication

Customer Service

Patient Engagement



Welcome to the
Stericycle Communication Solutions Blog

Mission Possible: Reducing Readmissions



Along with reducing emergency department visits and the cost of healthcare overall, U.S. healthcare reform has been aimed at reducing **hospital readmissions**. A look at readmission statistics reveals why this is such a healthcare reform emphasis:

- According to the [Agency for Healthcare Research and Quality](#), nearly one in five Medicare patients—about 2.6 million seniors—is readmitted within 30 days of

hospital discharge, at a cost of more \$26 billion every year.

- **A famous study** found that nearly 20 percent of patients experience adverse events within three weeks of discharge and nearly three-quarters of these events can be prevented or mitigated. Adverse drug events are the most common **post-discharge** complication; hospital infections and procedural complications are other leading causes.

AHRQ contends that systematic problems in care transitions cause most adverse events following discharge. These problems include:

Sort by Industry

Commercial

Healthcare – Enterprise

Healthcare – Medical Groups

Sort by Category

Uncategorized

Operational Excellence

Technology

Communication

Customer Service

Patient Engagement



Blog Post: Physician Practice Managers



Contact Sales 866-783-9820
Visit StericycleCommunications.com



Operational Excellence

Technology

Communication

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Patient Engagement



Welcome to the
Stericycle Communication Solutions Blog

Appointment Scheduling – a Linchpin of Patient Satisfaction



It's important to be mindful that the **patient experience** encompasses much more than a **clinical outcome**. This is not to diminish the importance of clinical outcomes—they are as important as any product or service that a consumer purchases or considers purchasing.

But that's the point. As consumers become increasingly connected and powerful, aspects of their experience outside of the product or service they buy

become relatively more important to their overall experience with a given organization or brand.

Healthcare is becoming more consumer-oriented than ever, so healthcare leaders are increasingly focusing on improving non-clinical aspects of the patient experience. **Appointment scheduling** is one example of a non-clinical aspect of care—and nowhere is scheduling a more important part of the patient experience than in scheduling a **diagnostic imaging** appointment. Scheduling an **appointment** serves as an all-important first impression of a hospital radiology department in patients' minds.

Sort by Industry

[Commercial](#)

[Healthcare – Enterprise](#)

[Healthcare – Medical Groups](#)

Sort by Category

[Uncategorized](#)

[Operational Excellence](#)

[Technology](#)

[Communication](#)

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[Patient Engagement](#)

Application Brief: Clinical Executives

SEE IT IN ACTION
BARCODE MEDICATION ADMINISTRATION



Safeguarding patient care during medication administration

Barcode scanning at the bedside can reduce the incidence of adverse drug reactions.

The global cost of adverse drug events (ADEs) is \$42 billion and growing with nearly 5% of hospitalized patients experiencing an ADE.¹ While errors can occur at the ordering, transcription or dispensing stages of a medication management process, administration is particularly prone to errors. More than 30% of medication errors occur at that stage.¹

A clinician's ability to verify patient and medication data prior to administration at the bedside can prevent many errors and the potentially life-threatening ADEs that can result.

Many hospitals verify data with barcode technology at the bedside

Many hospitals are implementing Barcode Medication Administration (BCMA) at the patient bedside to enable staff to verify vital clinical data and enhance patient safety. BCMA involves scanning barcodes on the medication container, the patient's wristband and the clinician's ID badge to verify essential clinical data while documenting administration events.

Barcode scanners, mobile devices, patient wristbands and clinician ID cards collectively enable medication and patient verification, which are integral technology solutions to your BCMA process.

Medication errors can be reduced by as much as **41%** with a BCMA process.²

¹WHO Launches Global Effort to Halve Medication-Related Errors in 5 Years, World Health Organization news release, 20 March 2012

²Effect of Bar Code Technology on the Safety of Medication Administration, New England Journal of Medicine, May 6, 2010

 ZEBRA

1 ZEBRA TECHNOLOGIES

Acknowledged a major source of medical errors at hospitals: bedside medication administration.

Showed readers how recording patient, medication and clinician data prior to administration with barcode scanning can mitigate these errors and prevent adverse drug events.

[Link to asset](#)

Application Brief: Hospital Pharmacists

SEE IT IN ACTION
PHARMACY MANAGEMENT



Improving medication verification with barcoding

Supports pharmacies' quality-control processes that can boost patient safety

It is estimated that the incidence of adverse drug events (ADEs), which directly result from medication dispensing errors, can be as high as 6.5%, depending on the facility.¹ Given this unacceptably high rate, the pharmacy profession is looking at ways to improve medication verification prior to dispensing.

Establishing a quality-control process is an essential part of any pharmacy's strategy for minimizing dispensing errors. Barcode label printing and scanning technology simplifies and streamlines verification by encoding essential data from the prescription order and automatically recording the data. This approach can help improve patient safety when paired with a bedside barcode medication administration process.

Medication barcoding may reduce errors by half

Implementing barcode medication administration processes can reduce medication errors by 50%.¹ Implementing a comprehensive system for labeling all medications in a pharmacy at the unit-dose level is particularly effective. Quality barcode labels serve as a reliable data capture platform. Barcode scanning efficiently verifies the correct medication, patient and dosage prior to dispensing.

Barcoding at the unit-dose level is a proven method for preventing medication errors.¹

Barcode-Based Patient Safety Initiatives in Hospital Pharmacies. White paper, Zebra Technologies, 2016.



ZEBRA TECHNOLOGIES

Quantified a challenge many busy hospital pharmacies face: medication dispensing errors.

Demonstrated how implementing a data-verification process with barcode scanning technology can drastically reduce these errors and improve patient safety.

[Link to asset](#)

Newsletter: Healthcare Association



newsletter

National Association of Boards of Pharmacy®

November–December 2005 / Volume 34 Number 10

aid to government
the profession
the public
1904 to 2005

Widespread Disasters: What Has Katrina Taught Us?

The humanitarian crisis that unfolded on the Gulf Coast in the wake of Hurricane Katrina in the summer of 2005 was unprecedented in scope, directly impacting multiple states and indirectly impacting several others to which evacuees were relocated. Many state boards of pharmacy members, government officials, pharmacists, and other private-sector professionals showed tremendous resourcefulness in dealing with a situation few could have foreseen.

Yet, more than anything, Katrina serves as a warning. The disaster has served as a case study for how state boards of pharmacy, the federal government, and the private sector must coordinate their efforts to

ensure the protection of the public health following disasters of such scope. In some cases, Katrina provided only a starting point for discussions on other aspects of disaster relief. State board officials and staff who were involved in the relief efforts noted some situations that were handled well and a few more issues to consider to better prepare the state boards for similar future situations.

Positive Developments

Three positive developments in the area of private sector/government cooperation and cooperation within the private sector are a possible model for future responses to catastrophic events: immediate governmental

approvals of emergency prescriptions, distribution of critical supplies and medicine, and information gathering.

Immediate governmental approvals of emergency prescriptions. The Louisiana Board of Pharmacy and the Mississippi Department of Health (on behalf of the Mississippi State Board of Pharmacy, which was temporarily lacking phone service) gave immediate approval of emergency prescription dispensing based on pharmacists' professional judgment, and a single phone call to the United States Drug Enforcement Administration (DEA) provided a confirmation

(continued on page 190)

In This Issue. . . .

Legal Briefs:
FDA: Forget Drug Authorization

Feature News:
Telepharmacy Offers Convenience, Poses Challenges

Association News:
Sponsorship Provides Pre-NAPLEX Vouchers to Schools and Colleges of Pharmacy

Professional Affairs Update:
Safeguards for Severe Acne Medication Announced

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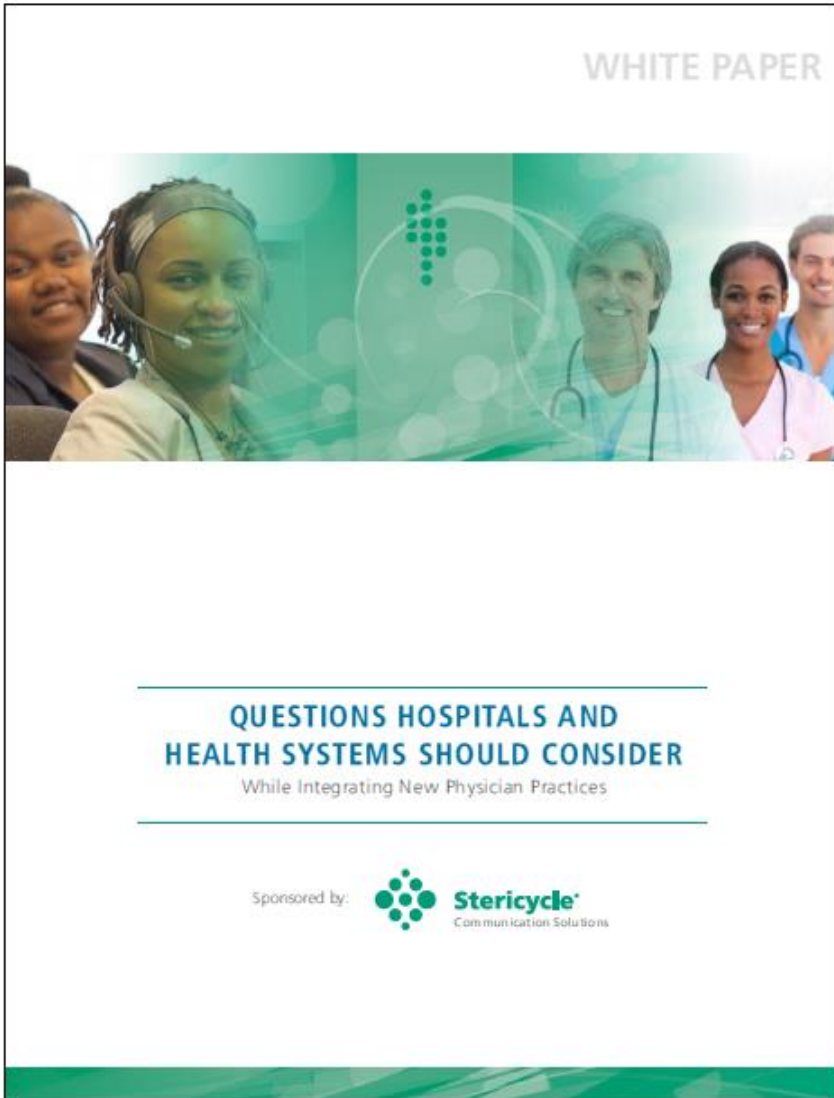
200

202

- For National Association of Boards of Pharmacy
- NABP Newsletter: winner of numerous Health Information Resource Center awards
- Headed monthly multi-department issue planning meetings
- Wrote feature articles, including main cover articles
- Edited newsletter content, led organization-wide review process
- Coordinated efforts of print and fulfillment vendors and freelance writers
- Designed and laid out issues with Adobe InDesign

[Link to newsletter](#)

White Paper: Hospital Executives



- Developed topics with input from Marketing & Sales teams
- Compiled data and input from internal & external subject matter experts, including customers
- Wrote copy
- Obtained copy approval
- Finalized print and digital deliverables with design agency
- Informed leadership of available deliverables, provided print and digital versions

Advertorial: Healthcare Finance Leaders

Healthcare Financial Management Association

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■ BUSINESS PROFILE

Conifer Health Solutions: Helping Providers and Employers Build a Foundation for Better Health

Tell us all U.S. is about your organization.

Conifer Health Solutions focuses on strengthening healthcare organizations' financial and clinical health, as well as the personal well-being of their patients, communities, and employees. Serving integrated delivery networks, hospitals and physician groups, provider-sponsored health plans, and employers, Conifer Health helps healthcare organizations get paid appropriately for the care provided under volume-based reimbursement, as well as help provide organizations succeed under risk-based models. Conifer Health also works directly with consumers to guide them to the appropriate care setting and consults with them on leading to care management programs.

Conifer Health's value is helping organizations address every aspect of the Institute for Healthcare Improvement's Triple Aim: elevating the patient experience, driving improved outcomes, and achieving cost reduction. The breadth of its client base across the healthcare landscape, coupled with 30+ years of experience, allows Conifer Health to draw on lessons

learned and offer tailored services and technology for each client. We work with our clients to identify the right solutions to drive value for an organization based on its strategic goals. For example, an integrated delivery network might be growing in acquisition, or perhaps an employer group wants to reduce its healthcare expenditure and provide care management to its employees. Conifer Health's goal is to provide the foundation for these efforts and help our clients tackle the challenging clinical, financial, and quality initiatives they need to grow in their local markets.

What are some of the biggest challenges you see affecting healthcare organizations?

Payers and providers must control the cost of care while ensuring quality and elevating the consumer experience. The changes in healthcare are driving the need for innovation and the development of "big data" capabilities. For instance, financial information (e.g., claims data) is the most readily available data



In this Business Profile, Jim Bohnsack, vice president, solution & corporate development for Conifer Health Solutions, explains how the company helps health care providers leverage data to deliver better outcomes while optimizing reimbursement for all payment arrangements.

Content for this Business Profile is provided by Conifer Health Solutions, HFMA, the nation's leading membership organization of more than 40,000 healthcare financial management professionals. This Business Profile is included through advertising with the leading publication providers. Learn more at www.hfma.org or conifer.com.

Interviewed C-level executives at HFMA member companies for advertorials published in association publications

Advertorial: Healthcare Finance Leaders

Healthcare Financial Management Association

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BUSINESS PROFILE

PMMC: Navigating Revenue Cycle Management Challenges as Value-Based Purchasing Emerges

Tell me all I can bit about your organization.

PMMC is a revenue cycle management firm that is all about improving its client's financial performance.

Our services range from strategic pricing to patient estimates to contract management. As the industry has embraced pricing transparency and value-based reimbursement continues to move to the forefront, these three services are emerging as an integral expectation of our clients.

I am very proud of our team's ability responding to these new challenges and leveraging our reimbursement calculation engine in these critical revenue cycle areas. As an example during Q4 and Q3 of 2014, we saved our clients between \$8 and \$24 for every dollar they spent on our services. Two of our products—Contract PRD for contract management and Billing PRD for patient estimates—have been HPMAs peer-reviewed, and more than 90 percent of our customers rate us 4.5 or higher out of 5 in total satisfaction. *Modern Healthcare* magazine recently ranked us No. 1 nationally among revenue cycle firms by total number of contracts, while *Healthcare Finance* ranked us our clients not only see the value in our services and products but directly leads to our consistent growth.

What are some of the biggest challenges you see affecting health care organizations?

While there are many, two of the biggest are accountable care and population health management. Both are driving a new wave of reimbursement methodologies.

With the U.S. Department of Health and Human Services starting to tie Medicare payments more directly to outcomes next year—in bundled payment arrangements—it is no longer an option to stick with fee-for-

service. With CMS indicating a goal of moving 90% of their reimbursement to one type of risk associated model by 2018, institutions are going to have to change.

Additionally, there is a shift toward consumerism. Electronic medical records, solutions that provide patient cost estimates, and mobile technology are becoming extraordinarily valuable tools for improving the patient experience. Although they are extremely disruptive in terms of changing the system, they are all very positive for the long term. In fact, people will soon be able to check into the doctor's office much like they schedule a flight and check in with an airline.

Underneath all this change, many hospitals still have a great deal of trouble reconciling what they're supposed to be paid versus what they receive from the payer or the patient. Managed care and growing patient responsibility have made reimbursement quite complicated and, in many cases, hospitals haven't invested in systems and personnel to address denials and collections.

The challenges and pressures will only continue to grow as value-based purchasing takes hold.

How does your product or service offering(s) respond to these needs?

PMMC is focusing on assisting hospitals in better managing the transition to value-based reimbursement.

First, we help organizations track billings and payments associated with all reimbursement scenarios, including the most complicated bundle type: transcripts. This module is being leveraged to assist hospitals not only audit for reimbursement accuracy, but also model or simulate various reimbursement scenarios to understand the financial implication.



In this Business Profile, PMMC President Roger L. Shaul discusses the effects of healthcare reform on revenue cycle management and how PMMC's products help clients adapt to a changing financial environment.

Content for this Business Profile is supplied by PMMC. HPMAs is the nation's leading membership organization for more than 40,000 healthcare financial management professionals. This Business Profile is made available through advertising with leading publication providers. Learn more at hpmas.org or hpmas.com.

Sales Collateral Project Management



FACT SHEET

POST-DISCHARGE SERVICES

NGH Healthcare System, Naples, FL, increased its HCAHPS ratings by up to 16 percent and markedly reduced readmissions with patient follow-up calls over 15 months.

Healthcare Solutions

Leverage Post-Discharge Services To Improve Communication and Patient Satisfaction

Hospitals that engage in patient follow up phone calls add another level of personal touch and an opportunity to address or escalate any patient feedback needing attention which could be a trigger for readmissions, while leaving patients more satisfied and more likely to recommend your hospital for treatment.

POST-DISCHARGE CALLING HAS DIRECTLY CORRELATED TO HIGHER PATIENT SATISFACTION SCORES AND CAN REINFORCE POSITIVE PATIENT EXPERIENCES

- Gauge discharge instruction compliance and offer clinical escalations for patients needing immediate service recovery or attention
- Track patient/physician follow-up appointment compliance and compare with care plan recommendations
- Access call data and reporting for baseline statistics with verbatim and trended responses for departmental analysis and areas for improvement

Calling Makes a Difference

- By conducting interactive care, such as post-discharge calls, organizations achieved a **74%** reduction in heart failure readmission rates.¹
- Patients who receive a post-discharge call rank their care in the **90th** percentile.²
- Those who don't receive calls rank their care in the **30th** percentile.²
- In addition, hospitals saw a **43%** increase in patient satisfaction.³
- **62%** of medication discrepancies were discovered if RNs conducted either a post-discharge follow-up call or home visit.⁴

1 in 5 Medicare patients are readmitted within 30 days.⁵

Top 3 Readmission Diagnoses:

- Heart attack: 15.9%
- Heart failure: 14.7%
- Pneumonia: 13.3%

Out of 100 discharged patients, **19%** reported adverse events.⁶

HCAHPS scores began to affect reimbursement in 2013.⁷

¹ New England Journal of Medicine
² Becker's Hospital & Clinical Quality
³ American College of Physicians-American Society of Internal Medicine
⁴ Centers for Medicare & Medicaid Services
⁵ Journal of Emergency Nursing
⁶ State Group: "Preventable Medication Errors: Why the Answer to This Critical Issue is Embedded in the Property"
⁷ Journal of Nursing Care Quality

- For Stericycle
- Identified services with promotion opportunities, with input from Marketing & Sales teams
- Wrote copy
- Obtained copy approval
- Finalized print and digital deliverables with design agency
- Informed leadership of available deliverables, provided print and digital versions

More Work Samples

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