

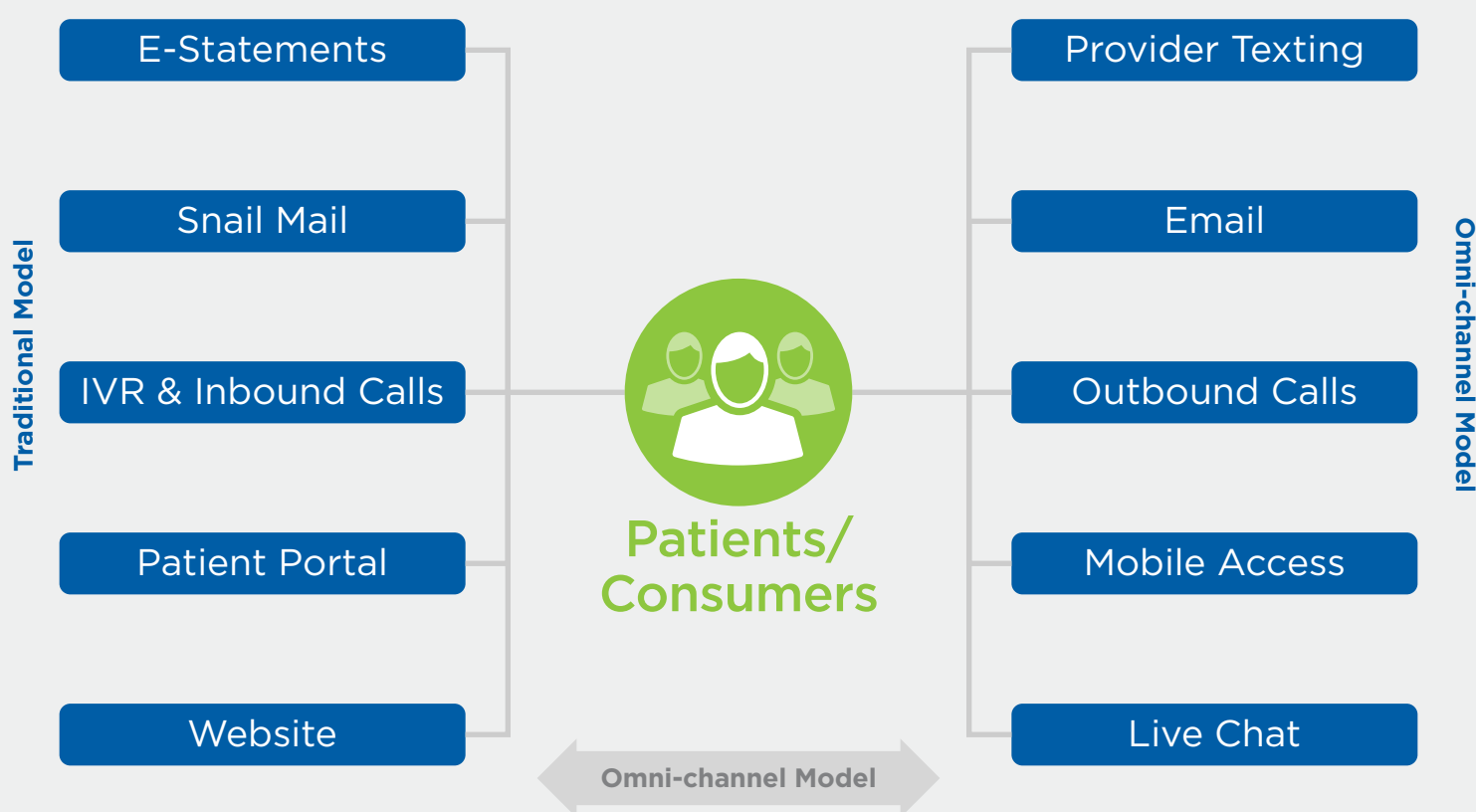


The Healthcare Provider's Quick Guide to **Omni-Channel Patient Communication**

- Omni-channel gives patients both traditional and non-traditional ways to receive and pay for their medical bills.
- Today's omni-channel patient communication methods allow healthcare providers to take a business to consumer approach.
- Providers have the power to deliver an interactive experience for patients across multiple channels.
- Due to the rise in high-deductible health plans, an industry that was once business to business is now business to consumer.

Patient Interactions

New Model of Healthcare - **Business-to-Consumer**



This newfound reality of patient financial responsibility is daunting and challenging to navigate, but it necessitates a move to radical transparency and simplicity in helping patients make care decisions with confidence.

Patient Interactions

Omni-channel models create a satisfying consumer experience



Patient Bill Care is our priority. As a pioneer in omni-channel patient innovations, Zotec Partners continues to give providers new ways to meet patients where they are.

Learn more at zotecpartners.com.

