

### **Email Reduces Costs and Patient Anxiety**

PenRad and PenTrac systems can be expanded to reduce costs and patient anxiety by using the PenConnect system to provide instant result and reminder notification by email.

### **Email Patient Exam Letter and Reminders**

Patients can opt-in to receive results and reminders via email. When patient results are ready, PenConnect emails the patient along with an attached PDF letter document. If the email is not acknowledged in a timely manner, the correspondence is automatically printed for mailing. Contained within the email are instructions on how to open the secure PDF correspondence. After review, the participant can acknowledge that a printed copy of the correspondence from the Imaging Center is not required, thus facilitating federal notification rules.

Options are available to automatically designate by correspondence those only applicable for conventional delivery, along with email sent delay interval, and no response print delay. These options facilitate immediate delivery of good news and a courtesy delay for the referrer to prepare for patient inquiry.

### **Email Exam Results Available to Ordering Physician**

Physicians can opt-in to receive exam results automatically with less effort and expense than traditional mail, FAX or the numerous physician portals and passcodes required to obtain patient results. Results are passcode protected (designated by physician) and receipt is acknowledged by a tap on the hyperlink.

### **Email Verifies Acknowledgment**

When the participant receives an email, a simple tap of a hyperlink acknowledges receipt. PenConnect receives the return email hyperlink acknowledgement code back from the recipient and printing of the correspondence is permanently delayed. If no acknowledgement is received within a selected number of days, the document is released to print and delivered in the traditional manner. For non-participating physicians and patients, documents are generated and delivered in the traditional manner.

### **Email Patient Adoption**

The PenConnect email service connects to the PenRad database and uses a Microsoft Outlook account to send and receive email, eliminating the need for a separate server. PenConnect allows sites to use the same email extension as the Breast Imaging Center, reducing the likelihood of email going to a junk folder.

### **Email Patient Preparation for Exam**

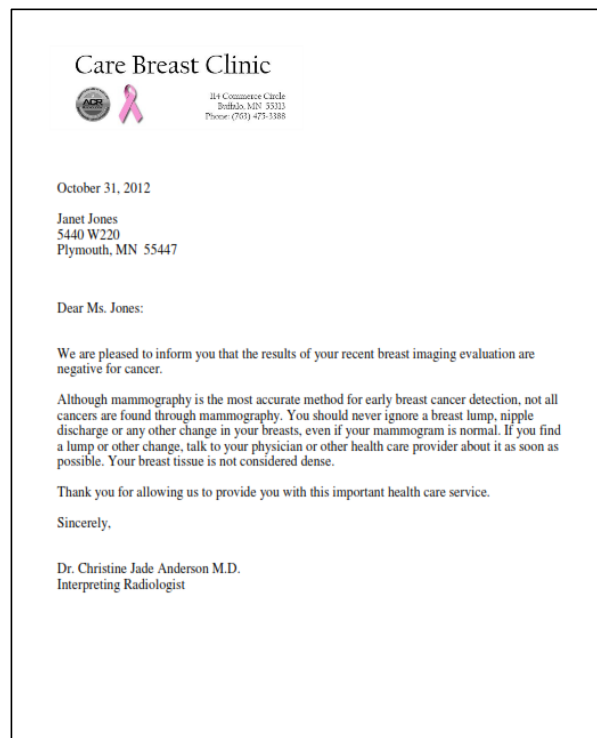
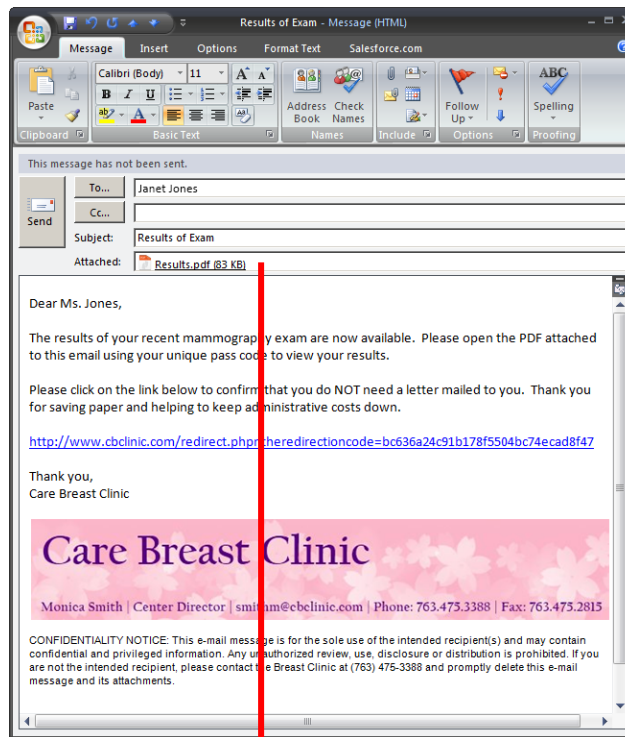
Breast Centers may optionally include patient history and insurance forms populated with known information with the electronic reminder so only a simple update is required, if necessary. Having patients update forms at their convenience prior to arrival facilitates efficient intake and enhances patient risk analysis. Increased risk fulfillment may identify and enhance services such as automated full breast ultrasound and breast MRI.

### **Email Economics**

It is not uncommon for patients to receive two correspondences per year (result and a reminder letter). At a fully burdened cost of approximately \$2.00 per patient, a clinic with 10,000 patient exams per year could save up to \$20,000.00. Assuming a conservative 50% email compliance, annual savings are \$10,000.00. By factoring in the delivery expense for referring physician savings are greater, plus it is a convenience for the patient and physician.

## Email Professional Looking Correspondence

Email body text and background can match that of your facility providing a professional image. Hyperlink acknowledges receipt complying with federal notification rules.



Solutions for productivity and revenue optimization in radiology workflow.

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