

Elevate Your Patient Communications with Reach

Reduce missed refills, cut return-to-stock, and free your staff from manual outreach — without sacrificing the patient relationships that keep people coming back.

Pharmacies rely on consistent patient communication to drive refill adherence, reduce abandoned prescriptions, and keep patients connected to the services they need. But manual outreach doesn't scale. Staff time spent on repetitive reminder calls is staff time taken away from patient care — and patients who don't hear from you at the right moment simply fall off therapy.

Reach from EnlivenHealth automates the outbound communications that power a modern pharmacy: refill reminders, pickup notifications, late pickup follow-ups, and more — delivered via SMS or outbound voice based on each patient's preference. Triggered by real-time pharmacy management system events, messages go out at the right moment without requiring staff intervention. And with campaign-level preference management, opt-out controls, and a comprehensive audit log, pharmacies stay compliant and in control of every patient interaction.

The Right Message. The Right Channel. The Right Moment.



Automate Refill and Pickup Outreach

Event-driven messaging tied directly to PMS updates sends refill reminders, pickup notifications, and late pickup follow-ups automatically — eliminating the manual calls that consume staff time and create inconsistent patient experiences.



Reduce Return-to-Stock and Protect Revenue

Pickup reminder messaging reduces return-to-stock rates by approximately 23% by prompting patients to act before prescriptions are restocked — protecting revenue already in the dispensing queue.



Cut Inbound Call Volume

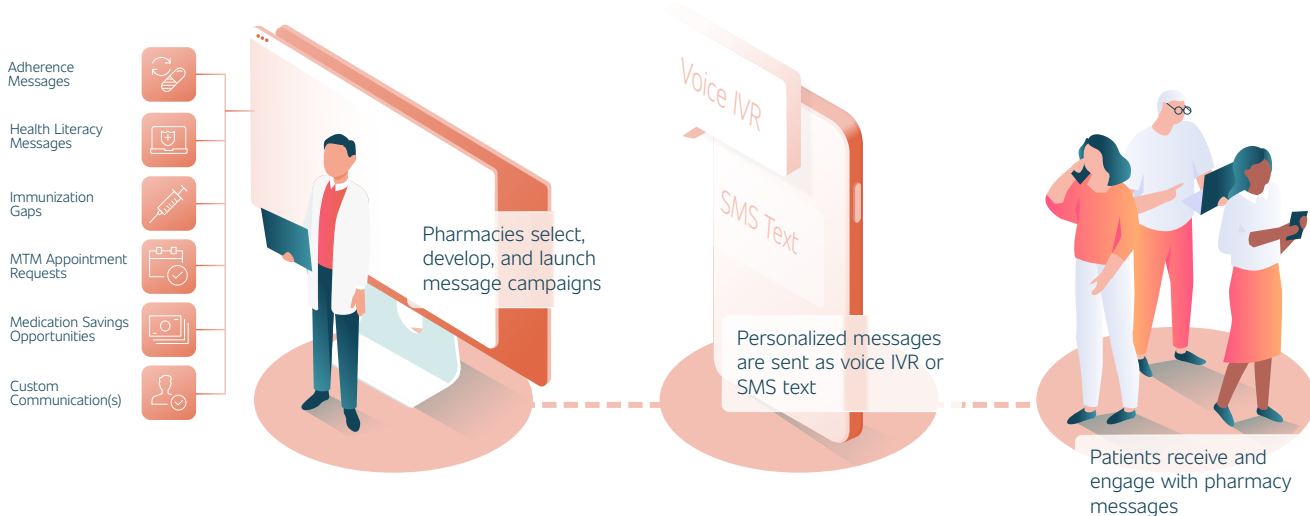
Proactive outreach that answers patient questions before they arise — including Rx status tracking and pickup readiness — drives up to a 29% reduction in inbound calls, returning meaningful time to pharmacists and pharmacy staff.



Respect Patient Preferences at Every Touchpoint

With approximately 80% of patients preferring digital communication, Reach meets patients where they are through SMS or voice, with patient-managed preferences, campaign-level opt-outs, and a full audit log that keeps every interaction documented and compliant.

How it works:



Key Benefits

Optimize Medication Adherence

- Automated refill reminders delivered via SMS or voice prompt patients to take action before prescriptions lapse, keeping them continuously on therapy
- Pickup reminders and late pickup follow-ups close the gap between dispense and delivery, reducing the abandoned prescriptions that drive gaps in care
- Automated outreach programs are associated with a 20–35% increase in refill and pickup rates
- Real-time PMS-triggered messaging ensures outreach aligns with actual prescription status, not batch schedules or manual lists

Improve Patient Care & Loyalty

- Personalized, channel-flexible outreach — SMS or voice, based on patient preference — creates a more relevant and less intrusive communication experience
- Campaign-level opt-out controls give patients meaningful choice over the types of communications they receive, building trust without sacrificing reach
- Proactive updates on Rx status and pickup readiness reduce patient frustration and eliminate the need for patients to call the pharmacy for routine information
- Consistent, timely outreach positions the pharmacy as an attentive care partner, strengthening long-term retention and patient loyalty

Increase Pharmacy Efficiency

- Fully automated outbound workflows eliminate repetitive manual calls, freeing staff to focus on clinical interactions and higher-value patient care
- Up to 29% reduction in inbound call volume as proactive communications resolve routine patient questions before they generate a phone call
- Comprehensive preference management and audit logging reduces compliance burden on staff without requiring manual documentation
- Self-service campaign configuration allows pharmacy teams to build, edit, and launch campaigns on-demand without relying on implementation support for every change

Contact EnlivenHealth today to discover how Reach can transform your pharmacy.

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