

Get the word out.
Get more patients in.

**How Engagement
Tools Drive ROI**

FQHCs & Community Health Centers

- More visits + fewer ER/hospital admissions
- \$593 saved per patient (VA study)
- Serving 1,000 high-risk patients -> \$593K/year
- +5% chronic care visits \$75K/year

Health Centers in Value-Based Care

- Higher patient activation, fewer costly events
- ML adherence cut hospitalizations by 38%
- 500 patients -> \$1.9M/year savings
- PAM scores unlock 1–5% bonuses

Healthcare Systems & ACOs

- Fewer readmissions & no-shows
- Engagement tech cut readmissions by 50%
- 1,000 COPD admissions -> \$1.35M/year saved
- Reduced CMS penalties + higher quality payments

Private Practices & Dental Clinics

- Attract new patients + reduce no-shows
- Loyal patients = \$1.4M lifetime value
- Cut no-shows from 10% -> 2% -> \$48K saved/year
- +2% new patients -> \$60K–\$100K/year

Behavioral Health Clinics

- Better visit adherence + fewer crises
- ROI: \$190 return for every \$100 invested
- \$50K spend -> \$95K return (+90% ROI)
- Consistent therapy = higher reimbursements

Imaging Centers

- Reduce cancellations + improve prep
- Patient recall boosted from 14% -> 80%
- 5,000 scans at \$500 -> \$125K saved/year

Patient-Engagement Screen Vendors

- Higher ARPU + recurring content revenue
- Hospital stays down 25%, readmissions down 30%
- 100-unit rollout -> \$12M hardware + \$2M/year recurring

Accountable Care Organizations (ACOs)

- Stronger quality performance + fewer high-cost events
- Telehomecare cut admissions 65%, ER visits 72%
- 2,000 chronic patients -> \$3.3M–\$4.8M/year savings



References

- MobileSquared. (2023). SMS Engagement Report. <https://www.mobilesquared.co.uk/>
- Pew Research Center. (2023). Mobile Fact Sheet. <https://www.pewresearch.org/internet/fact-sheet/mobile/>