



Flu Outreach: helping your pharmacy go beyond the prescription.

Keep patients and their families healthy

mscripts' new flu platform identifies patients who should receive a flu shot and messages them at exactly the right time, increasing immunization rates at your pharmacy. The program educates patients about the flu, lets them know they can get a flu shot at your pharmacy, and delivers micro-targeted flu reminders to patients.

In 2016, mscripts' Flu Programs converted 14% of previously vaccinated patients and had a 30% click-through rate to links to education in the message.

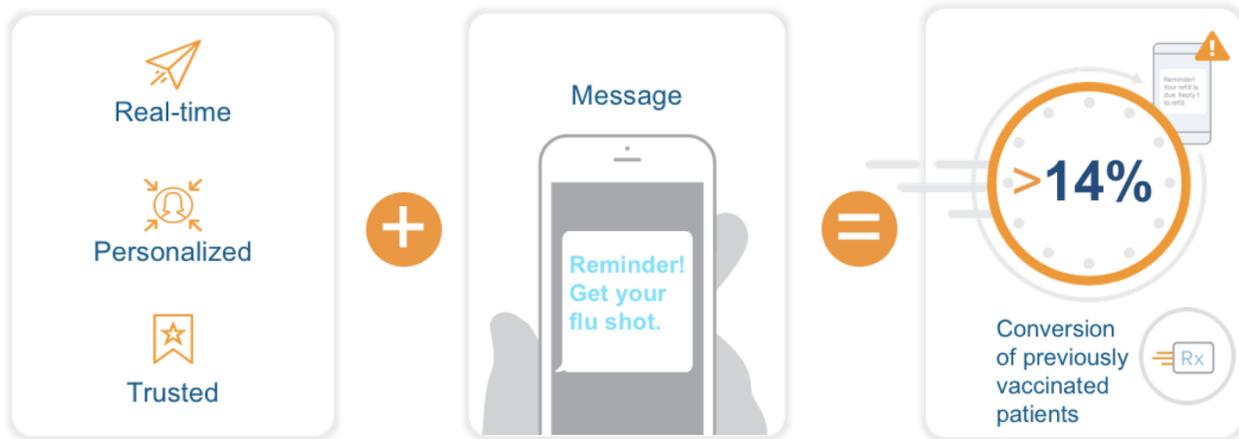
How does it work?

The power of the mscripts platform lies in analytics that provide insights into micro-moments in patient behavior and proprietary algorithms that enable targeted messaging to drive behavior change.

The messaging engine identifies patients who are eligible and optimizes message deliveries to remind patients to get a flu shot when they are most receptive. Messages are targeted using geographic location, flu outbreak patterns, prescription history and demographics.



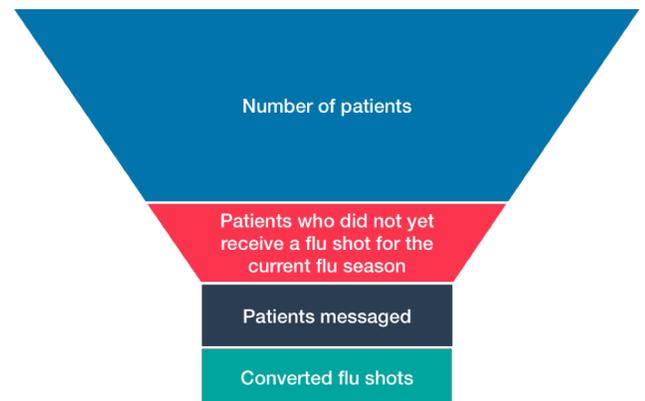
The Impact



Data & Analytics

Programs are accompanied by detailed reporting on flu outreach results, including:

- Number of patients messaged
- Total number of messages delivered
- Number of converted flu shots
- Conversion rates based on message series/patient demographics/geographical region
- Click-through rates to any external websites referenced within the program messages
- Opt-out rates



Contact

To learn more about these programs, contact your account manager Vanessa Rodgers at vrodgers@mscripts.com or Roula Fitzgerald at rfitzgerald@mscripts.com.

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