

# Custom Alerts Help Improve Patient Engagement and Operational Efficiency

Jersey Urology was on its second “reminder solution” and still looking for a way to improve patient communications. When asking vendors for custom outreach, the answer had always been too costly, too manual, or even impossible.

## They got “more than imagined” with Relatient

Another referring care provider mentioned their success with the Dash platform, so Jersey Urology Group evaluated, implemented, and deployed the messaging engine within days. Dr. Lehrfeld and his staff started seeing the effects right away. “There was no learning curve with Dash. It was very simple and easy to setup, and the staff was tremendously helpful.”

Medical Practices are finding out that yesterday’s house calls are not as effective with today’s busy patient. “Dash Engage goes far and beyond appointment reminders”, says Lehrfeld, MD. “Yes, it is wonderful that our patients get texted, emailed, and called about their appointments. That part works great, and so much better than the last two services we used.”

“We have an alert which contacts a patient whenever they have a medication prescribed when they don’t have an office appointment—this saves on outbound staff phone calls! We use Dash Engage alerts to automatically contact all patients who have not registered for a patient portal account. Importantly, we have alerts that contact patients based on health factors for meaningful use stage 2.”

*“With the Dash platform, we have designed many custom alerts based on specific criteria sets that go way beyond anything I could have imagined a year ago. We have alerts that call patients when they require a referral. With Dash Engage, we have alerts that contact patients when they need to have a credit card on file, and even alerts based on the patient’s insurance coverage.”*

—Dr. Todd Lehrfeld

## Dash solutions utilized:

 Dash  
**Engage**

**Jersey Urology Group**

- Based in Somers Point, NJ
- 10 providers
- 4 service locations
- EHR & PM functions: Greenway PrimeSuite