



**SOLUTIONREACH™**  
PATIENT RELATIONSHIP MANAGEMENT



# BRAND GUIDELINES


## MESSAGING AND VISUAL IDENTITY

BRAND GUIDELINES, MESSAGING, AND VISUAL IDENTITY


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# Introduction



This document's a beast, right? You're either looking at a huge PDF or you somehow got your hands on one of the super limited edition copies of this tome.



Why did we create it? It's all about consistency. We hope this guide will help you tell the verbal and visual Solutionreach story in the most compelling way possible. And that the story will be the same across sales, client success, and all other Solutionreach teams.



It will be a work in progress as we continue to define and refine the Solutionreach brand and our unique but ever-evolving value to our customers. If you're reading through and have questions, don't hesitate to clarify any points with the marketing team. We love to talk about this stuff.

# Contents

## Messaging

- 6 Brand Vision
- 8 Brand Narrative
- 11 Brand Positioning
- 13 Areas of Impact
- 18 Key Differentiators
- 32 Brand Personality
- 34 Brand Voice - Do's and Don'ts
- 38 Company & Product Descriptions

## Visual Identity

- 50 Logo Design
- 57 Logo Usage
- 65 Color Scheme
- 67 Typography
- 70 Iconology



# MESSAGING

# Brand Vision

What's the core thing we're here to do?

Solutionreach is here to **improve the healthcare experience** for both providers and their patients.

# Breaking Down the Vision

We said both providers and their patients. Those are two separate things.

For patients, improving the healthcare experience means:	For providers, improving the healthcare experience means:
<ul style="list-style-type: none"><li>• Enabling them to take advantage of every care opportunity available to them.</li><li>• Allowing them to communicate with providers about that care in effective, convenient ways.</li><li>• Giving their providers better tools and processes to improve the quality of that care.</li></ul>	<ul style="list-style-type: none"><li>• Removing the challenges of patient communication, so they can focus on delivering top-notch care.</li><li>• Maximizing revenue opportunities from current and potential patients.</li><li>• Bringing efficiency to outdated processes to satisfy staff and increase productivity.</li></ul>

# Brand Narrative

What's our high-level story?

**Solutionreach is 100 percent focused on improving the healthcare experience.** For both providers and their patients. Is that a groundbreaking focus? Nah. Lots of companies have and will continue to walk down this path in healthcare. After nearly 20 years, the industry is counting on us to lead the way. We'll continue to do that.



# What's infinitely more interesting is our "why" and "how."

## Our "why"

Let's start with "why." It has two parts. Improving patient care, outcomes, and experience also means that our clients are going to make more money. Significantly more. Like, hand over fist. More patients will schedule more appointments...and actually show up for them. More patients will leave glowing reviews of their providers for their friends and family to see. They'll book appointments of their own, expanding a practice's footprint and revenue opportunities.

The other reason's pretty selfish. We'll personally benefit from it. Our family, our friends, ourselves—we're all patients, and we want the best care our healthcare providers can deliver. We can help them get it right, so we're doing just that.

## Our "how"

Our "how" is pretty special too. One of the first things we tell a potential client is that we can't do this for them. They have to be "all-in" and think of Solutionreach as a partner, rather than just another vendor. It's the only way this whole thing works. If they're not fully committed, we shouldn't waste one another's time. Counting on our clients to change behavior isn't us shirking responsibility—it's us being realistic about what makes this partnership go.

But they're by no means alone. Technology to communicate with patients and collaborate in the office? We'll provide that. We'll also provide guidance on how to most effectively employ them. Twenty-five thousand practices vouch for our expertise and why it sets us apart from "just another vendor."

Does a practice want someone to handle improving patient experience for them? Maybe Solutionreach isn't a great fit. And that's OK. But for those who are willing to roll up their sleeves and actively participate in change, this is going to be a lot of fun.

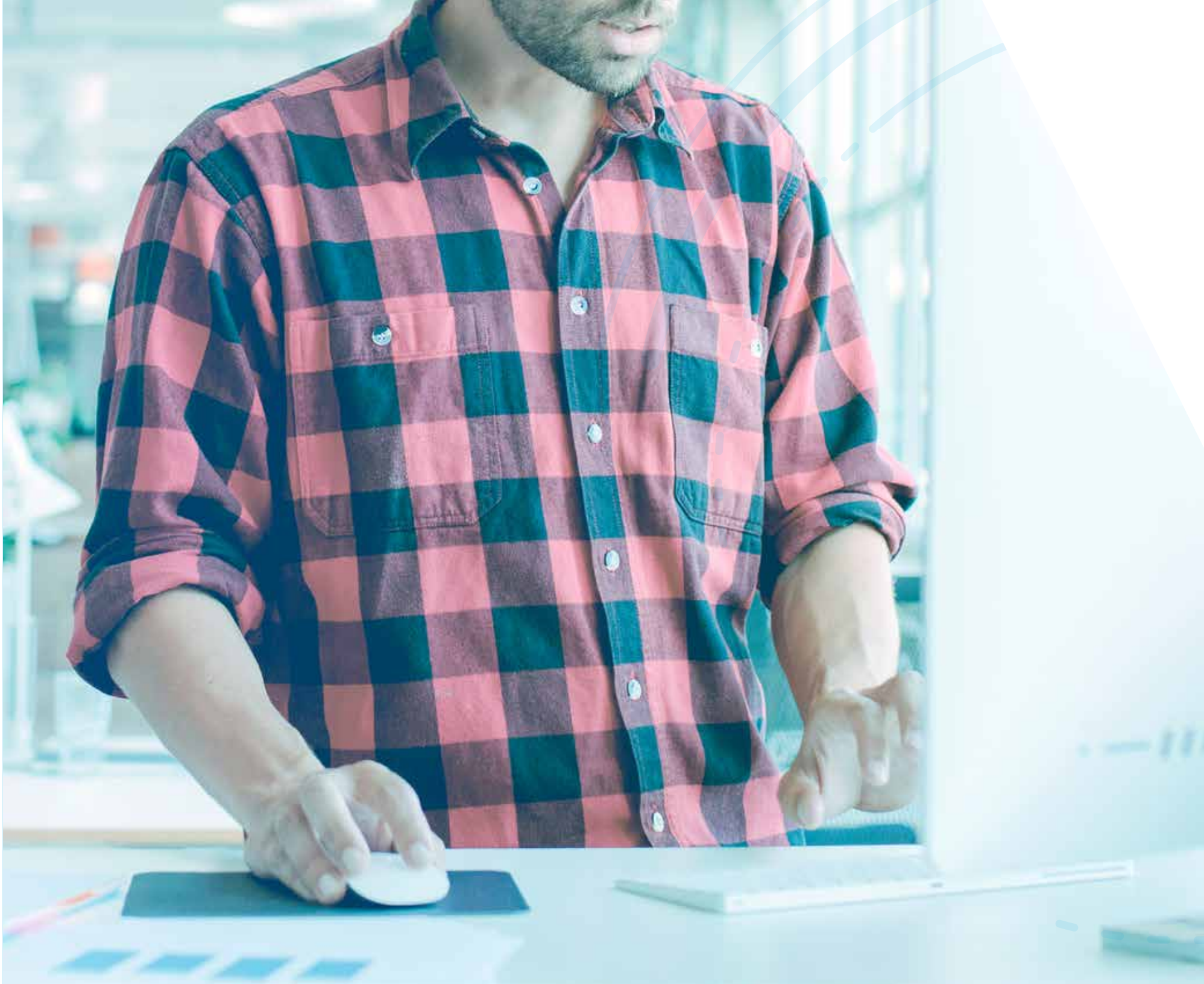


# Brand Positioning

How do we deliver on our vision?

We provide **technology, and expertise on how to most effectively use it**, for practices to deliver better care, and in turn, be more profitable.





# Areas of Impact

How do we categorize the things we do?

**Ignore the skeptics.** A more profitable practice IS an exact science. And like any worthwhile science, there's a formula. We'll help **drive more appointments.** That's what generates revenue.

Actually seeing patients is why practices are in business. **Maximize visits. Minimize holes** in the schedule. You're golden.





## Get More Patients

**We've done the research. Twelve percent of patients switched providers last year. Looking ahead, 31 percent said they were considering a switch. For a "glass half empty" type of person, that's probably pretty scary. But think of the opportunity to pick up patients from other practices. That movement is a goldmine. If a practice is prepared to take advantage of it, we're ready to help.**

- SR Smart Reviews
- Patient Referrals
- Surveys
- SR Schedule
- Patient Mapping

## Increase Patient Visits

**A practice that gets more patients in more often improves care and outcomes and their bottom line. There are so many levers that can be pulled here. We tell practices which ones make the most sense and when to pull them. We also show practices that they're working, which is always nice, right?**

- Recalls
- Marketing Campaigns
- Newsletters
- Targeted Group Messaging
- Birthday Messaging
- Product Notifications

## Reduce No-Shows

**When practices are pushing hard to attract more patients and get more procedures out of their current ones, then those patients better show up to their appointments. It matters to the practice, but it also matters to their patients' well being. Making sure that happens is absolutely part of the success formula. This battle is won with the right technology and the right ideas on how to use it. We help practices crush it with both.**

- Reminders
- SR Conversations
- SR Huddle
- Action List

## Fill Open Appointments

**"Holes in the schedule is the #1 thing that costs us money." If we've heard that once from a client, we've heard it a million times. There is a way to fight back. Lots of ways, in fact. Practices don't need to lose that revenue they're counting on. And no one needs to lose any sleep over it either.**

- SR Schedule
- ASAP Messaging
- Missed Appointment Messaging



## Improve Patient Satisfaction

**We know that managing and improving patient satisfaction feels like such a big task. It seems like someone is always unhappy, and there are so many moving pieces. We really can help any practice become a patient satisfaction master!**

- Patient Surveys
- NPS® Tracking
- Targeted Patient Communications
- SR Schedule
- SR Conversations
- SR Smart Reviews

# Key Differentiators

Why Solutionreach vs. some sub-par collection of vendors?

Two simple things. **Expertise** on how to run a profitable practice that provides a great patient experience and the **best technology** to facilitate that.

# Expertise

## Market Leadership

**We were the first ones to do what we do. We continue to touch more patients with more communications than anyone else. And we're extending our lead in the market. Everyone else is eating our dust.**

- Solutionreach was the first company to send a text message in healthcare. Back before most of us even knew what a text was.
- We now facilitate over 1 billion messages that build connections between patients and their providers every year.
- Eighty million Americans are touched by Solutionreach technology. That's one out of four people in the U.S.

## Success Organization

**No practice intimidates us. We've heard it all. We've seen it all. We've used our experience with over 52,000 practices to create an onboarding and ongoing process that works. It's a proven path to success.**

- **Considering:** Success starts well before a practice even decides to partner with us. Practices should be laser-focused on achieving their goals, because we're definitely going to be.
- **Onboarding:** Once a practice decides to partner with Solutionreach, this really gets fun. They have to be "all-in" for this to work, but a success coach will guide them through our FastTrack™ process to get up and running. Trust us on this. We have onboarding reps who have individually worked with as many as 800 practices to start their Solutionreach journey. 800!
- **Ongoing:** The learning never stops. We can always help practices get even more out of their Solutionreach partnership. In fact, we love the challenge. Practices can take advantage of the online SR Community or one of our frequent customer education events. They'll also have direct access to rapid-response support reps in case they need some immediate advice or help working through an issue.



## Our Journey

**Solutionreach is a company founded on a strong belief in the impact we can make and the hard work required to make it happen. Sound familiar? We're entrepreneurs just like many of the providers we support today. Two decades later, we still think of ourselves that way. And this is personal for us. A practice's success doesn't just impact us—it impacts our families and our friends as well.**

- Our CEO bootstrapped this company because he believed that text messaging would be the way we would communicate one day. And he was right. We know how to take an idea and turn it into a business, and we know how to make that business a success. In fact, we figure out new ways to help practices be successful every day.
- We're not pulling new ideas out of thin air. A critical part of our journey has been adding healthcare expertise to the Solutionreach team. In fact, many of our team members have served in Solutionreach-partnered practices in the past, so now they've lived this success journey from both sides. What an incredible perspective!
- We know that our purpose is more than just a paycheck. It's helping connect our friends, families, and fellow community members to their providers. That's a big reason that people choose to work at Solutionreach...and an even bigger reason why they stay.
- We care so much about helping practices understand the impact on patients that we regularly ask our own staff and other patients to share their healthcare stories. Our customers get personal perspectives about what matters to real patients.

## Community Support

**Thousands of members and growing. Community's probably too small a word for it at this point. It's more like a city.**

- There are literally hundreds of helpful articles and videos in our knowledge base, and we add more every week.
- As if all those articles and videos weren't enough, we also give our customers a forum to interact with peers to share best practices and discuss common challenges. Imagine having thousands of other people to ask for help!

## Research & Thought Leadership

**We didn't have a choice. We HAD to become the experts on what patients want in their interactions with their providers. No one else was doing the research. At least not up to our standard.**

- Our recent Patient-Provider Relationship Study was just the beginning. We'll continue to research what patients really want so we can help practices provide it!
- We don't just attend tradeshow and conferences—we're often the ones asked to do the talking. In any given month, someone from Solutionreach, one of our partners, or one of our customers can be found sharing their expertise and best practices at important events across the healthcare industry.
- We know everyone can't get to those conferences and events, so we also share our insights on the industry and best practices in a wide range of industry publications. We publish more than 50 articles a year on the PRM topics that matter to providers and their staff. Read those articles on our [News page](https://www.solutionreach.com/resources/news). (<https://www.solutionreach.com/resources/news>)

# Best Technology

## Features

**Right patients, right message, right time. Solutionreach provides everything a practice needs to nail every part of that equation in one solution. Not to mention we'll provide the ability to improve intra-office communication and collaboration to manage it all.**

## Get More Patients

- **SR Smart Reviews:** Practices can help you send text message requests for reviews automatically or set it up so staff can directly message patients they know have had a great experience. Solutionreach lets practices increase reviews on the two top sites—Facebook and Google—using the setup that works best.
- **Patient Referrals:** Solutionreach makes it easy for patients to give practices referrals with a Refer-a-Friend button that can be placed on all communications. This is one practices can set and forget then watch the referrals roll in.
- **Patient Surveys:** Solutionreach automates surveys to track satisfaction and get feedback on new services. With patients demanding more consumer services and better customer service, practices need to know what to work on or risk losing patients.
- **SR Schedule:** SR Schedule provides 24/7 online scheduling that integrates with the practice's schedule and can be completely customized. When patients schedule, the system can tell if they are new or existing patients and adjust the information needed. How cool is that? A link to SR Schedule can be placed on the website, online listings, social media pages, and in emails and text messages. That's right—put it anywhere, and make scheduling better for patients and staff.
- **Patient Mapping:** The Solutionreach Patient Mapping tool eliminates that pesky guesswork by showing exactly where patients actually come from. Practices can get the hard data they need to pinpoint growth opportunities and get laser-focused on the right marketing efforts.



## Increase Visits

- **Automated Recall Reminders:** Flexible, customizable, Automated Recall Reminders from Solutionreach make it happen. Keep the practice's schedule full and get patients back in for needed preventive care and follow-up care for chronic conditions. No wonder practices using Solutionreach increase recall revenue by nearly \$100,000 a year per provider.
- **Patient Newsletters:** Solutionreach newsletters can be customized and personalized so they're relevant to the patient. There's none of that "one size fits all" business. Send anything from a series on diabetes care to a message about taking medications as prescribed to a quick newsletter on upcoming office closures or a free screening event.
- **Birthday Messages:** Practices can use a Solutionreach template birthday message or create their very own. The patient receives the message at lunchtime on their birthday when they are likely to be with friends and family. It's a great way to retain existing patients. Getting discovered by potential new ones is just icing on the cake. No apologies for that pun.
- **SR Schedule:** SR Schedule provides 24/7 online scheduling that integrates with the practice's schedule and can be completely customized. When patients schedule, the system can tell if they are new or existing patients and adjust the information needed. How cool is that? A link to SR Schedule can be placed on the website, online listings, social media pages, and in emails and text messages. That's right—put it anywhere, and make scheduling better for patients and staff.
- **Marketing Campaigns:** Having the flexibility to create individual messages or a series (otherwise known as a drip campaign) makes it easy to deliver the right marketing messages to the right people. It's a great way to grow a practice and Solutionreach shows practices how.

## Reduce No-Shows

- **Automated Appointment Reminders:** Automated Appointment Reminders cut no-show rates to less than five percent for most Solutionreach customers. Send out reminders using patient preferences—text, email, or phone—that are customized with pre-appointment instructions. Patients can easily confirm or cancel and reschedule. Trust us on this one—we’ve been doing reminders for almost 20 years!
- **Dynamic Messaging:** Appointment reminders help keep things on track, but they need to contain relevant information to ensure patients come prepared. We’ve got that covered. With Dynamic Messaging from Solutionreach, practices can add appointment specific details automatically like “bring your new patient paperwork” or “remember to fast for 24 hours.”
- **SR Conversations:** SR Conversations allows practices to provide real-time, two-way text messaging with patients. A practice can text-enable their landline, both the practice and patients can initiate text messages, and the practice can easily see the complete message history and prioritize messages for follow up. And you can manage messages from anywhere through your desktop or the mobile app. A convenient HIPAA-consent tool makes it simple to keep conversations going while staying compliant.
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## Fill Open Appointments

- **ASAP Wait List Messaging:** When cancellations happen (as they do), Solutionreach can help you send an ASAP Wait List Message to patients on the list and fill that opening. Bam! Happier, healthier patients.
- **SR Conversations:** SR Conversations allows practices to provide real-time, two-way text messaging with patients. A practice can text-enable their landline, both the practice and patients can initiate text messages, and the practice can easily see the complete message history and prioritize messages for follow up. And you can manage messages from anywhere through your desktop or the mobile app. A convenient HIPAA-consent tool makes it simple to keep conversations going while staying compliant.
- **Group Messaging:** Solutionreach lets practices send customized messages to specific groups of patients. Let them know the practice will be closed and how to reschedule or send a targeted message to patients with a specific diagnosis.
- **Missed Appointment Messaging:** Solutionreach Missed Appointment Messaging automatically sends a message to patients who miss a scheduled appointment. These messages can be customized by the practice and can contain a link to schedule online, making rescheduling a snap.

## Improve Patient Satisfaction

- **Patient Surveys:** Solutionreach automates surveys to track satisfaction and get feedback on new services. With patients demanding more consumer services and better customer service, practices need to know what to work on or risk losing patients.
- **NPS®:** Net Promoter Score® (NPS) tracking provides a single metric to reveal patient satisfaction. Solutionreach shows the NPS on the dashboard so practices always know how likely patients are to recommend them to others.
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- **SR Smart Reviews:** Send text message requests for reviews automatically or set it up so staff can directly message patients they know have had a great experience. Solutionreach lets practices increase reviews on the two top sites—Facebook and Google—using the setup that works best.

Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

## Integrations

**We know every practice is unique. That's why there are hundreds of practice management and electronic health record solutions out there. We want to make sure we can support any practice. And we do.**

- Five hundred integrations and counting. Of course we've covered the most popular PMs and EHRs, but the list goes much deeper than that. Just because we didn't integrate with a solution a couple years ago doesn't mean we don't today. We're always adding new names to the growing list.
- Integrations are always evolving. We're improving them constantly. It's literally someone's job to continuously monitor and evaluate them and find any possible opportunity for improvement. Occasionally, it's based on requests from our partner practices. But most times we see the opportunity to improve functionality well before that and build it before anyone even asks. Our attitude here is "if it improves your business, it's worth our effort." So far, so good.
- SyncAssure: SyncAssure is the unsung hero of patient communication. In fact, we hope it's forgotten entirely. Because that means it's working. SyncAssure has changed the game in how your practice management system integrates with Solutionreach. It's scalable, reliable, and performing at a whole new level. No matter how you're growing, SyncAssure takes it all in stride and keeps pumping out powerful patient communication. If something does go wrong with your sync, we'll know right away. We're always proactively monitoring and preparing to quickly fix any hiccups.

## User Experience

**While practices need to be “all-in” to make the most of our partnership, we’ve done our best to make it flexible and user-friendly for providers, staff, and patients. Practices can go with our best practice recommendations and pre-sets or customize to their heart’s delight.**

- Pleasing the Practice Staff: Want to really customize the information patients enter when they schedule online? You got it! Want to create custom chat rooms for your internal teams? You got that too. We’ll help you get the most from our technology AND make sure it makes sense for your staff.
- Powerful Patient Experience: There’s a specific success formula to deliver better care and make more money. But ironically, it includes giving patients lots of choices in how they connect with you. We’ll show you all the ways you can personalize the patient experience, and you can decide how much customization to offer patients.

## R&D Investment




**Industry leaders don't get there by accident. They continue to evolve their technology and make the investments to push it harder and faster. We're no different. We're betting on ourselves here and doubling-down on our ability to drive significant revenue growth for our customers.**

- Product Roadmap: You should see our product managers in a typical meeting. Scratching, clawing, fighting for their ideas. It's sometimes heated. It's often entertaining. But it's always a huge win for you. Those guys work through hundreds of ideas from our team members and the practices with whom we partner. And the big question that always wins the day is "What will help providers deliver better care and have a more profitable business?"
- Eye on Customer Value: As we invest in Solutionreach technology, the question that stays at the forefront of our mind is "How will this drive value for our customer?" More specifically, how can they deliver better care to patients through this improvement? How will this lead to a more profitable practice? We always keep an eye on driving value for our customers.

# Brand Personality

How do we present ourselves to the market?




What we are	What we are not
<b>Fanatical</b> We care about a client's success even more than they do.	 Hands-Off
<b>Real</b> All interactions and communications are conversational in tone and use down-to-earth, non-technical language.	
<b>Exclusive</b> We're not trying to be a fit for every practice out there. It takes a special kind of invested customer to make this work. And it will definitely work.	 Perfect
<b>Swagger with Humility</b> We were here first, we're here the most, and we continue to lead the charge in PRM. But we don't claim to know it all. We learn from each and every customer interaction.	
<b>Battle-Tested</b> We've become experts through bold risks and trial and error. When it comes to PRM, we know patients as well as their providers do. And we're always learning.	 Inexpensive


# Brand Voice

How do we display our personality?



# Do's and Don'ts

DO	 DON'T
<b>Fanatical</b>	
Inspire clients to want to make real change for their business and their patients. Many of their problems are things we can and have solved for practices just like theirs.	Be too "rah-rah." It won't feel authentic. Also, never sugarcoat the problems. Some of these changes are going to be tough. But totally worth it.
<b>Real</b>	
Stay away from getting overly technical. When explaining our technology, say things like you would say them to friends outside the industry.	Over-simplify their problems. Respect the fact that these are difficult challenges. That's why they need our help.

DO	 DON'T
<b>Exclusive</b>	
Feel comfortable saying that if a practice isn't committed to change, Solutionreach probably won't work for them.	Discourage them from finding out what that "all-in" mentality means. And that means we have to show them.
<b>Swagger with Humility</b>	
Brag about our history and current leadership in patient-provider communication and PRM. We've earned it.	Trash talk the competition. Let's let our combination of tools and expertise (and ultimately, results) do all the talking.
<b>Battle-Tested</b>	
Share how we're always learning from the past—growing from a small company, evolving with communication trends, and lots and lots of trial and error.	Insinuate that we take dumb or dangerous risks with their patient data or treat our relationship with the client like an experiment.

**DO NOT**



# Company & Product Descriptions

## Use of Company and Product Names

### Correct ways to refer to the company:

**Solutionreach**

**Solutionreach, Inc.**

**Solutionreach**, a leader in patient relationship management (PRM) solutions

**Solutionreach**, a company that provides patient relationship management solutions

### Incorrect ways to refer to the company:

**Solutionreach** Patient Relationship Management Company

**Solutionreach** Co.

### Correct ways to refer to our product:

**Solutionreach**

**Solutionreach** software (or technology, platform, solution)

**Solutionreach**, a patient relationship management platform (or solution, software, etc.)

## Incorrect ways to refer to our product:

**Solutionreach** Software (or Technology, Solution, Platform)

**Solutionreach** Patient Relationship Management

## Other named products and features:

We do have a few additional named products and features, and they should be referred to only in the following way:

SR Conversations

SR Smart Reviews

SR Schedule

SR Huddle

SyncAssure

## Do not create names for products by adding SR before the feature. Uses such as these are not allowed:

SR Appointment Reminders

SR Recall

SR Newsletters

# The Official Blurbs on Who We Are

The following are the approved descriptions for Solutionreach and our products. These should be used any time you are asked for a description and should not be altered without approval from the marketing department.

## Name and Tagline only

### **Solutionreach**

Improving the healthcare experience for providers and their patients.

## 25 Words

### **Solutionreach**

Solutionreach is focused on providing the technology, and the expertise on how to use it, to deliver better care and build a more profitable practice.



## 50 Words

### **Solutionreach**

Solutionreach is focused on providing the technology, and the expertise on how to effectively use it, to deliver better care and build a more profitable practice. We show practices how to improve the experience for patients and providers.

To learn more, schedule a consultation now at [www.solutionreach.com](http://www.solutionreach.com).

## 100 Words

### **Solutionreach**

Solutionreach is focused on providing the technology, and the expertise on how to effectively use it, to deliver better care and build a more profitable practice.

We show practices how to improve patient experience and connect with patients in the way they want to connect. The result? More patients schedule more appointments and actually show up for them. More patients leave glowing reviews of their providers for others to see, and then they book appointments. And all patients get regular communications that keep them connected to the practice and coming back.

To learn more, schedule a consultation now at [www.solutionreach.com](http://www.solutionreach.com).

## 233 Words and higher

### **Solutionreach**

Improving the healthcare experience for providers and their patients.

Solutionreach is 100 percent focused on providing the technology, and the expertise on how to effectively use it, to deliver better care and build a more profitable practice. We did it first, and after nearly 20 years, we're continuing to lead the way.

We show practices how to improve the patient experience and connect with patients in the way they want to connect. The result? More patients schedule more appointments and actually show up for them. More patients leave glowing reviews of their providers for others to see, and then they book appointments. And all patients get regular communications that keep them connected to the practice and coming back.

But we can't do it alone. Each practice we work with has to be "all-in". When practices commit to working with us, we bring all the experience we've gained working with 52,000 other practices to the entire process, whether it's that first welcome email or a practice check-in five years down the road.

If a practice is willing to roll up their sleeves and get to work on making patients happier and healthier, then we're the right partner. If a practice is ready to start growing and increasing revenue hand over fist, then we're the right partner. To learn more about whether or not we're the right partner, schedule a personalized consultation now at [www.solutionreach.com](http://www.solutionreach.com).



# Product Feature Descriptions

## Action List

We get it. There's a lot to remember day to day when running a practice. That's why the Solutionreach Action List keeps track of all those pending to-dos. Take care of a bunch of tasks all at once and throughout the day as they come up. Anyone in the practice with access can review appointment confirmations, respond to texts, and more. We've totally got the practice's back.

## ASAP Wait List Messaging

The wait to get an appointment is one of patients' biggest complaints. What's the best way to deal with that and keep the schedule full? Keep a wait list of patients who want to be seen as soon as possible. When cancellations happen (as they do), Solutionreach can help you send an ASAP Wait List Message to patients on the list and fill that opening. Bam! Happier, healthier patients.





## Automated Appointment Reminders

Most patients no-show because they simply forget their appointment. Really, it's true! That's why Automated Appointment Reminders cut no-show rates so drastically (to less than five percent for most Solutionreach customers). Send out reminders using patient preferences—text, email, or phone—that are customized with pre-appointment instructions. Patients can easily confirm or cancel and reschedule. Trust us on this one—we've been doing reminders for almost 20 years!

## Automated Recall Reminders

It is so much easier to keep the patients a practice has and get them in for needed recall than to try to get new patients. Flexible, customizable, Automated Recall Reminders from Solutionreach make it happen. Keep the practice's schedule full and get patients back in for needed preventive care and follow-up care for chronic conditions. No wonder practices using Solutionreach increase recall revenue by \$100,000 a year per provider.

## Birthday Messages

There are lots of ways to stay connected with patients, but one of the best—and most fun—is with birthday messages. Practices can use a Solutionreach template message or create their very own (that's the fun part!). The patient receives the message at lunchtime on their birthday when they are likely to be with friends and family. It's a great way to retain existing patients. Getting discovered by potential new ones is just icing on the cake. No apologies for that pun.

## Dynamic Messaging

When patients show up late or unprepared it can set the whole practice back. And that's a bummer for everyone. Appointment reminders help keep things on track, but they need to contain relevant information to ensure patients come prepared. We've got that covered. With Dynamic Messaging from Solutionreach, practices can add appointment specific details automatically like "bring your new patient paperwork," or "remember to fast for 24 hours."

## Group Messaging

Things happen. A provider gets sick or has an emergency. A big storm hits. It's trouble for the schedule. Solutionreach lets practices send customized messages to specific groups of patients. Let them know the practice will be closed and how to reschedule or send a targeted message to patients with a specific diagnosis.

## Marketing Campaigns

Whether it's promoting a new line of eyewear or a screening event, most practices can use marketing emails at some point (or at least they should). Having the flexibility to create individual messages or a series (otherwise known as a drip campaign) makes it easy to deliver the right marketing messages to the right people. It's a great way to grow a practice and Solutionreach shows practices how.

## Missed Appointment Messaging

The truth is some people will still miss appointments no matter how good the reminders are. It happens, but that revenue doesn't have to disappear. Solutionreach Missed Appointment Messaging automatically sends a message to patients who miss a scheduled appointment. These messages can be customized by the practice and can contain a link to schedule online, making rescheduling a snap.

## Patient Newsletters

Patients forget most of what they are told by their provider. One great way to stay connected with patients between visits and help ensure they follow instructions is through newsletters. Solutionreach newsletters can be customized and personalized so they're relevant to the patient. There's none of that "one size fits all" business. Send anything from a series on diabetes care to a message about taking medications as prescribed to a quick newsletter on upcoming office closures or a free screening event.

## NPS®

Patient satisfaction impacts a practice's bottom line—period. It's nothing to mess around with. Practices need to know what patients really think. Net Promoter Score® (NPS) tracking provides a single metric to reveal patient satisfaction. Solutionreach shows the NPS on the dashboard so practices always know how likely patients are to recommend them to others.

## Patient Mapping

Marketing a practice is hard enough without having to guess where the efforts will make the most sense. The Solutionreach Patient Mapping tool eliminates that pesky guesswork by showing exactly where patients actually come from. Practices can get the hard data they need to pinpoint growth opportunities and get laser-focused on the right marketing efforts.

## Patient Referrals

It's true more patients use reviews than ever before when looking for a provider, but they also use referrals from family and friends. Solutionreach makes it easy for patients to give practices referrals with a Refer-a-Friend button that can be placed on all communications. This is one practices can set and forget then watch the referrals roll in.

## Patient Surveys

How can a practice know what's going right and what's not? We'll tell you. Patient surveys. They are a must. Solutionreach automates surveys to track satisfaction and get feedback on new services. With patients demanding more consumer services and better customer service, practices need to know what to work on or risk losing patients.

## Product Notifications

Some practices spend a lot of time calling patients to pick up products like glasses, contacts, dental products, supplements, and cosmeceuticals. It's a huge time-suck, but no more. Solutionreach can help you send a quick notification, saving time and getting patients the products they need. It's a win-win.

## SR Huddle

Studies show that poor communication between staff can lead to inefficiency, mistakes, and lost revenue. No surprise there. SR Huddle creates a virtual "water cooler" for the practice—only better. Staff can talk one-on-one or create custom groups. It simplifies and speeds up intra-office communication so no one is out of the loop.



## SR Conversations

More than two-thirds of patients want to text with their healthcare provider. Don't believe it? Well we've done the research to back that up. We sent the first text in healthcare, and no one knows texting better than us. SR Conversations allows practices to provide real-time, two-way text messaging with patients. A practice can text-enable their landline, both the practice and patients can initiate text messages, and the practice can easily see the complete message history and prioritize messages for follow up. And you can manage messages from anywhere through your desktop or the mobile app. A convenient HIPAA-consent tool makes it simple to keep conversations going while staying compliant.

## SR Professional Services

It's time to give your practice the same care you give your patients—with a little help from your friends at Solutionreach. We get it. You want to do more but just don't have the time or resources. That's where we come in. SR Professional Services is designed to guide you toward success by providing extra help where you need it most like marketing, practice analytics, or just getting more from your Solutionreach software.

## SR Schedule

It takes an average of eight minutes to schedule an appointment on the phone. Eight minutes! That's nuts. It just isn't practical for patients. SR Schedule provides 24/7 online scheduling that integrates with the practice's schedule and can be completely customized. When patients schedule, the system can tell if they are new or existing patients and adjust the information needed. How cool is that? A link to SR Schedule can be placed on the website, online listings, social media pages, and in emails and text messages. That's right—put it anywhere, and make scheduling better for patients and staff.

## SR Smart Reviews

The majority of patients use online reviews when searching for a provider. SR Smart Reviews helps practices use their strongest patient relationships to build new ones. The best way to do that is with text. Send text message requests for reviews automatically or set it up so staff can directly message patients they know have had a great experience. Solutionreach lets practices increase reviews on the two top sites—Facebook and Google—using the setup that works best.

## SynAssure

SynAssure is the unsung hero of patient communication. In fact, we hope it's forgotten entirely. Because that means it's working. SynAssure has changed the game in how your practice management system integrates with Solutionreach. It's scalable, reliable, and performing at a whole new level. No matter how you're growing, SynAssure takes it all in stride and keeps pumping out powerful patient communication. If something does go wrong with your sync, we'll know right away. We're always proactively monitoring and preparing to quickly fix any hiccups.

# VISUAL IDENTITY

# Logo Design

The company logo is an important and valued graphic element and **must be used consistently and appropriately**. Even minor variations will undermine and compromise the integrity of the branding.



Primary logo with tagline on light background in full color.



Primary logo with tagline on dark background in full color.



Primary logo no tagline on light background in full color.



Primary logo no tagline on dark background in full color.



Primary logo with tagline on light background in black and white.



Primary logo with tagline on dark background in black and white.



Primary logo no tagline on light background in black and white.



Primary logo no tagline on dark background in black and white.



Secondary logo with tagline on light background in full color.



Secondary logo with tagline on dark background in full color.



Secondary logo no tagline on light background in full color.



Secondary logo no tagline on dark background in full color.



Secondary logo with tagline on light background in black and white.



Secondary logo with tagline on dark background in black and white.

 **AMBASSADOR**

Product/service logos

 **CONVERSATIONS**

Product/service logos

 **HUDDLE**

Product/service logos

 **SCHEDULE**

Product/service logos





Product/service logos



Product/service logos



Product/service logos



Product/service logos



# Logo Usage

## Four ground rules:

1. Always use native eps artwork when using any Solutionreach logo.
2. The logo should never be recreated under any circumstances.
3. Always ensure you are using the correct artwork for the application.
4. Only the original high resolution or vector graphic files should be used—logos should not be taken from this document.



## Exclusion zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe,' free from distraction.



## Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

When used under these circumstances where logo size is under 2"x0.75", adjustments must be made by dropping the tag line "Total Patient Engagement" to balance the shape and visibility.



## Do not distort the logo

In this example the logo has become distorted from its designed aspect ratio, therefore stretching or squishing the shape and text is not allowed.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.

## Use the correct logo

In this example the background color and the logo's "SOLUTIONREACH" are too similar—it lacks visibility and contrast.

To fix this problem, select the correct logo file to contrast with the base color.



## Low contrast

Do not use primary logo when the logo is being projected or faded due to low monitor contrast or similar visibility and contrast issues.

To fix this problem, you can either select a contrasting base color, or switch to the black and white logo to ensure good contrast on white.



## Use the correct logo

In this example a similar color outside of the selected brand color scheme has been used as a background color. This is not recommended as it confuses the brand image and color scheme.

# What logo to use?

**Always use the correct version of the Solutionreach logo to best benefit the design.**

Never adjust or change the Solutionreach logo under any circumstances.



## Primary Logo

Use this logo when you have enough area to scale the logo so the tag line is clear, and legible.



## Primary Logo - No Tagline

Use this logo when you are limited on scale and the tag line would NOT be legible.



## Primary Logo - No Tagline - No Solutionreach

Only break up the logo when the name Solutionreach is used elsewhere in the same creative area or for internal use such as employee apparel.



## Secondary Horizontal Logo

For use when creative restricts height but allows for a larger width.





## Secondary Horizontal Logo - No Tagline

For use when creative restricts height but allows for a larger width, yet the tagline would NOT be legible.

**SOLUTIONREACH<sup>TM</sup>**

## No SR Logo - No Tagline

Only break up the logo when the "SR" is used elsewhere in the same creative area or for internal use such as employee apparel.



## Color Scheme

Accurate reproduction of the **brand color scheme is essential** in communicating a clear and consistent message about the company image.

The Pantone colors should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

		Pantone Color Ref.	CMYK	RGB	HEX
Primary Brand Color logo / highlight elements / accent		Pantone 382 C	29/1/100/0	195/213/0	#c3d500
Secondary Brand Color logo text / background / accent		Pantone 426 C	73/66/62/67	37/39/41	#252729
Third Brand Color highlighting / background/ second accent		Pantone 2995 C	80/12/1/0	0/167/225	#00a7e1
Fourth Brand Color highlighting / third accent / use sparingly		Pantone 151 C	0/60/100/0	255/131/0	#ffa300
Background / Base Color		Pantone Cool Gray 1 C 40% screened	5/4/4/0	240/239/239	#f0efef
Base Color		Pantone 123 C	0/0/0 /0	255/255/255	#ffffff

# Typography

The logo typeface is Proxima Nova. **This font is not the primary typeface.**

**Our primary typeface is Open Sans.** Our secondary font is Proxima Nova to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency.

# Primary Typeface

Open Sans [regular, light, **bold**, **extra bold**] content/**headlines**/web/print

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

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# Secondary Typeface

Proxima Nova [regular, light, thin, **bold**, **black**] content/**headlines**/print

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&\*()i€#¢∞§¶•ªº--\_ = + { } [ ] ; : / \ , . ~

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# Iconology

Iconology: A visual language to help guide viewers to make an action or decision in an intuitive way by creating simple visual references.







24/7 ACCESS FROM  
ANY DEVICE



ACTIVELY MONITOR  
EXISTING  
ONLINE PATIENT REVIEWS



ACCOUNT LOCKED



AESTHETICS  
(PLASTIC AND  
MEDSPA)



ALERTS



ANALYSIS FOR  
TARGETED CONTENT



APPOINTMENT REMINDERS  
WHEN PATIENTS WANT THEM



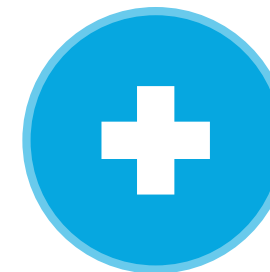
ARCHIVED  
NEWSLETTERS



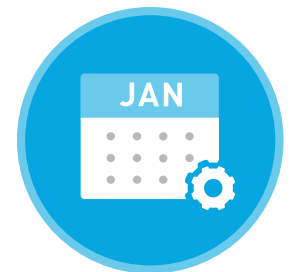
AUTOMATED POST-  
APPOINTMENT  
SURVEYS



BUILT-IN  
APPOINTMENT  
CONFIRMATIONS



CLINICAL  
(AMBULATORY  
MEDICAL)



CUSTOMIZATION APPOINTMENT  
TYPES  
AND LENGTHS



CUSTOMIZATION  
QUESTIONS



CUSTOMIZED  
SURVEY QUESTIONS



DATA FIDELITY



DENTAL



DOWNLOAD



ECALENDAR AND GOOGLE  
NOW INTEGRATION



EMAIL ADDRESS  
COLLECTION



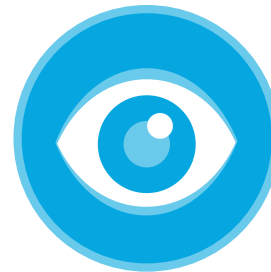
EDUCATION



EDUCATIONAL  
NEWSLETTERS



ENCOURAGE PATIENT  
REFERRALS



EYECARE  
(OPTOMETRY AND  
OPHTHALMOLOGY)



HEALTH SYSTEMS  
(HOSPITALS)



IMPROVED  
OUTCOMES



IMMEDIATE ON-SCREEN  
NOTIFICATIONS



INSTALL OUR  
PLATFORM



INTELLIGENT  
BOOKING



LANDLINE REMINDER CALLS  
THAT PATIENTS WON'T  
IGNORE



LEGIBILITY



LOG IN TO SR  
SOFTWARE



MEASURABLE  
RESULTS



MOBILE APP  
NOTIFICATIONS



NEWSLETTERS



ONLINE BILL PAY



ONLINE REVIEWS



PATIENT ACCESSIBILITY



PATIENT AUTOMATION

PATIENT  
COMMUNICATION

PATIENT REVIEWS

PATIENT REVIEWS  
WHERE YOU NEED  
THEMPATIENT  
SCHEDULING

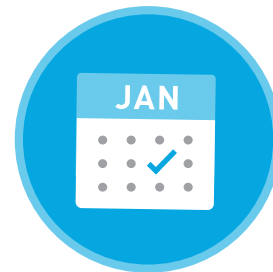
PATIENT SURVEYS



REDUCE NO-SHOWS



RETAIN

SEAMLESS INTEGRATION FOR  
ACCURATE REAL-TIME  
SCHEDULINGSCHEDULED  
APPOINTMENTS

YOUR SYSTEM



**SOLUTIONREACH™**  
PATIENT RELATIONSHIP MANAGEMENT