



CASE STUDY



AMC HEALTH

CLIENT

AMC Health, New York, NY

PROJECT

To create more urgency around – and consequently, acceptance of – a remote health-monitoring program marketed to seniors under the auspices of doctors.

AMC Health – a leader in the remote health monitoring space – works directly for payers and providers to persuade patients to accept, activate and use a remote health-monitoring kit.

CHALLENGE

The degree of patient receptiveness to, and knowledge of, AMC was uneven at best. In some cases, patients are notified by their doctors in advance. In others, it's virtually a cold call. In all cases, penetration and conversion rates required improvement. Compounding the challenge: In terms of look, feel and voice, client marketing materials seemed wholly generic – easily minimized or completely ignored.

SOLUTION

Program branding and marketing efforts were developed to elevate the client's standing within its competitive set and throughout the industry, enabling AMC to conduct its business to greater effect. Among the components produced were engagement letters; telephone scripts; a branded brochure; branded, re-designed and marketing-driven packaging; and action-oriented activation guides.

RESULTS

Efforts increased the rate at which AMC Health enrolls eligible patients and speed with which they are activated and participating in the program. Onward and upward.



CASE STUDY

Conveniently Monitor Your Health at Home

Remote Monitoring Program



Simple to Use Monitoring Equipment

AMC Health will deliver devices similar to what you see in your doctor's office, like a scale, blood monitor, pulse oximeter, or glucose meter adapter directly to your home. These devices will automatically send your readings to your nurse.

This information will help identify small problems to keep them from becoming big ones.



Approved by Your Doctor

This program does not replace regular visits or other contact with your doctor.



Studies have shown this program can reduce hospital visits.

Our goal is to help you achieve a better quality of life by ensuring a healthcare professional is reviewing your health and well-being on a regular basis.

We'll be calling you in the next two weeks to answer your questions about this program.

INFORMATIONAL BROCHURE

A free service provided by
PRIME Care
Medical Network, Inc.

PrimeCare Medical Network has partnered with AMC Health to provide members with remote monitoring services.

In between doctor visits, nurses will work with you by phone to maintain your health and keep you out of the hospital.

Your nurse will help you understand your health situation so you can communicate changes in your health to your doctor.



AMC Health has been providing heart failure management solutions for over 12 years.

There is no cost and your benefits will be the same.

For more information call:
1-877-123-4567

PRIME Care
Medical Network, Inc.



CASE STUDY

LABELS



Welcome to a healthier you.

Get Started in 3 easy steps.

1. Unpack
2. Take your readings
3. Stay healthy



CASE STUDY

GUIDE SHEETS




Activation Station

We're standing by.
Call (866) 994-8502
toll-free to activate your
monitoring devices.





Your Personal Telehealth Set-Up Guide

Quick Set-up Guide

Blood Glucose Meter: Bayer




- #### 1. Welcome

Please refer to the *Modem Set-up Guide* before using your meter. **DO NOT** let anyone else use your blood glucose meter.
- #### 2. Setting Up

Connect the adapter plug to your meter before you can take a reading.
You can leave it plugged in or disconnect it **after you send your readings.**


- #### 3. Getting Started


The glucose meter adapter sends readings from the blood glucose meter to AMC Health for review by your nurse.


- #### 4. Taking a Reading

Insert a test strip into the bottom of your meter as shown to the right.
Take your reading as directed. Your blood glucose result will appear on your meter.


- #### 5. Transmitting Readings

Remove the test strip after the reading appears. Once the strip is removed, dashes (- - -) will appear in the meter's window, and the adapter will blink green.
Your reading will be sent automatically and your devices will turn off by themselves.




Questions or Technical Issues?

Please contact
AMC Health
Customer Service
(866) XXX-XXXX

