



IMPROVING THE HOSPITAL EXPERIENCE

UbiCare provides **total engagement solutions** enabling hospitals to be at the forefront of **patient-centered innovation** and **value-based care**.

SmarteXp™

UbiCare's interactive SmarteXp technology improves your hospital's quality of care and operational efficiencies by guiding and tracking your patients through the care continuum.

Addresses national agency standards and measures:

- HIPAA & HIT Security Compliant
- HCAHPS
- Meaningful Use Stage 2
- Centers for Medicaid & Medicare Services
- Baby Friendly Hospital Initiative
- Re-engineered Discharge (RED)
- Joint Commission
- Magnet Status
- HEDIS

Engages patients with interactive messages throughout their episode of care. Our architected approach to content sets expectations and prepares patients for optimal outcomes.



Drives Actionable Data and is Data Driven

Garners powerful engagement and reported feedback:

Aligns with digital standards

- Proven plug and play capacity
- Scalable in touches and care episodes
- Compliant with ONC Health IT Playbook and Digital Services Playbook

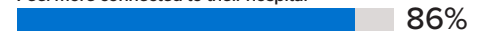
SmarteXp™ Pregnancy & Early Childhood Solution*

Patients are:

More confident about their care



Feel more connected to their hospital



Feel better prepared for appointments



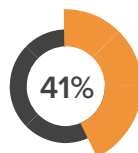
Take better care of their child



63% Unique Open Rate

(emails opened/emails delivered)

Healthcare industry average open rate (23%)**



41% Unique Engagement Rate

(emails clicked/emails opened)

Healthcare industry average engagement rate (4%)**

Trustworthy and Reliable Since 2002



* Based on 2016-2017 patient-reported feedback

** Based on 2016 research from Campaign Monitor, Constant Contact, Mail Chimp, MailJet, Mailer Mailer and SilverPop.

IMPACTING HOSPITAL CARE, COST AND QUALITY



Clinical Impact

The U.S. Department of Defense improved and standardized care for its most vulnerable patients—new and expectant parents.

- 84% said they take better care of their children.
- 73% reported taking better care of themselves.
- 80% felt more connected to their hospital.
- 77% were more confident to manage their healthcare.



Financial Impact

Parkview Medical Center in Pueblo, Colo., reduced the average length of stay by 17% among patients having hip replacement surgery.

By setting patient expectations early, Parkview was able to perform an additional 30 surgeries per year and add \$421,000 in revenue.



**Baystate
Health**

Reputation Impact

Baystate Medical Center in Springfield, Mass., drove awareness of classes and increased enrollment by 50%–58% in 1 month.

Most patients report they are more likely to recommend the hospital because of SmarteXp, resulting in higher HCAHPS scores and CMS reimbursements.

“ UbiCare’s solution enables us to communicate with patients and proactively anticipate many of their questions, saving us all time and effort. This two-way communication is invaluable. ”

– Leonard Rappaport, MD, Chief, Division of Developmental Medicine, Boston Children’s Hospital

AWARDS

AARP & MedCity News
50 + Innovation Leaders 2017

Lamplighter 2016 & ‘17

Goldman Sachs 10K
Small Businesses Alum 2014

eHealthcare Leadership Awards
2014

Inc 500 | 5000 Company 2010, ‘11
& ‘12

Inner City 100 Company 2011 & ‘12

A SAMPLE OF CLIENTS

U.S. Department of Defense

Beth Israel Deaconess
Medical Center

Boston Children’s Hospital

Brigham and Women’s Hospital

Cedars-Sinai Medical Center

HealthONE

Northwestern Medicine

Oregon Health & Science University

Texas Health Resources

UNC Healthcare

University of Pittsburgh Medical
Center



www.ubicare.com
blog.ubicare.com
info@ubicare.com

MISSION

Making Us All Better 

Disclaimer: UbiCare SmarteXp 3.0.1 is an ONC Certified Modular EHR for Patient Specific Education Resources for Ambulatory and Inpatient Settings — Meaningful Use 2014 Edition. UbiCare SmarteXp 3.0.1 was certified under the vendor name TPR Media LLC (dba UbiCare) on December 23, 2014 by InfoGard. CMS EHR Certification IDs: IG-3230-14-0081 and IG-3230-14-0107. Certification Criteria: 170.314(a)(15), (g)(1), (g)(4). View the EHR test reports online at <http://infogard.com/images/cms/files/14-3230-R-0072-PRA%20V1.0%20TPR%20Media%20PTR.pdf> and <https://www.infogard.com/images/cms/files/14-3230-R-0072-PRI%20V1.0%20TPR%20Media%20PTR.pdf>.

This EHR Module is 2014 Edition compliant and has been certified by an ONC-ACB in accordance with the applicable certification criteria adopted by the Secretary of Health and Human Services. This certification does not represent an endorsement by the U.S. Department of Health and Human Services or guarantee the receipt of incentive payments.