

# PenConnect

## **Reduce costs, patient anxiety and risk**

PenRad, PenTrac and PenLung systems can be expanded to reduce operating costs, patient anxiety, and compliance risk, by using our PenConnect system to provide an instant result and reminder notification by email. This feature pays for your complete automated reporting system and more.

### **Email Patient Exam Letter and Reminders**

Patients can opt-in to receive results and reminders via email. PenConnect emails the patient directly along with an attached PDF letter document. If email is not acknowledged in a timely manner, the letter is automatically printed for mailing. Options facilitate automatic immediate delivery of good news and a courtesy delay for the referrer to prepare for patient inquiry.

### **Email Exam Results to Ordering Physician**

Physicians can opt-in to receive exam results automatically with less effort and expense than traditional mail, FAX or the numerous physician portals and passcodes required to obtain results.

### **Email Economics**

Typically patients receive two letters per year (result and reminder), a \$4.00 cost burdened per patient annually. At 20,000 exams per year with 50% email participation rate, saves \$40,000.00 per year. Include the referring physicians and save more.

Create a competitive advantage while providing convenience and a benefit, for the patient and physician, all while saving.

### **Ready for a demo?**

PenRad.com | sales@penrad.com | 763.475.3388



Reduce costs and patient anxiety, increase patient compliance and reduce risk.

### **Email Patient Preparation for Exam**

Breast Centers may choose to include patient history and insurance forms populated with known information, with the electronic reminder so only a simple update is required, if necessary. Patients may update forms at their convenience prior to arrival, facilitating efficient intake and enhancing patient risk analysis. Increased risk fulfillment may identify and enhance services such as breast ultrasound and MRI, and genetic testing opportunities for patient and relatives.

### **Email Marketing**

PenRad's advanced analytics allows direct emailing or mailing for custom correspondences to the patient and referring physicians. This feature empowers the facility to direct market to patients based on zip codes, genetics, risk factors, follow-up, tumor type, age range, breast density and more. Imagine direct marketing with newsletters, expanded services and technology announcements, fundraising events, new clinic locations, all offering endless opportunities.

# **PenRad**

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