



Outreach campaigns to assist with COVID-19 recovery efforts

To help your organization with recovery efforts from the COVID-19 pandemic, Cerner has designed an offering to help you automate outreach to your patients, encouraging them to reschedule appointments and procedures missed during the pandemic.

Clinically-informed customer relationship management

Our *HealthAnalytics*SM COVID-19 recovery dashboard is designed to help you segment your appointment data by provider, location and type. Insights from the dashboard are embedded in *HealtheCRM*SM, our clinically-informed customer relationship management (CRM) solution which combines insights from Cerner *HealthIntent*[®] with the Salesforce *Health Cloud* and *Marketing Cloud* solutions. The solution is designed to help provide personalized, automated outreach to those in your population who need to reschedule an appointment. *HealtheCRM* uses clinical data and insights from *HealthIntent* to help you reach the right people at the right time through their preferred channel of engagement.

Engagement services from digital strategists

Turnkey COVID-19 communications packages are available as part of the offering, or you can leverage our *HealtheCRM* Engagement Services team to augment your staff. Our team of digital marketing experts, trained in Salesforce *Marketing Cloud*, are available to build customized campaigns on your behalf. The team creates and designs content and materials tailored to your brand, and analyzes results to inform any adjustments needed based on these insights.

Key benefits

The *HealtheCRM* COVID-19 offering is designed to:

- Assist with rescheduling appointments and procedures through automated outreach campaigns
- Provide you with resources to help build and execute outreach campaigns tailored to your brand

About Cerner

We're continuously building on our foundation of intelligent solutions for the health care industry. Our technologies connect people and systems, and our wide range of services support the clinical, financial and operational needs of organizations of every size.

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