

The logo icon is a white, stylized knot or interlocking shape, resembling a trefoil or a complex knot, positioned to the left of the word "spruce".

spruce

# Meet employees where they are with the least amount of friction

- + Text messaging is how we interact with the world today
- + 98% of text messages are read. Ninety percent of text messages are read in less than 3 minutes
- + 75% of millennials would rather text than talk with customer support
- + Emails have a 22% open rate and <5% open rate on patient portal messages. (And open ≠ read)



## #1

**Access** is the top patient-rated criteria when evaluating a medical clinic



## 82%

Of consumers want to contact businesses through means **other than traditional calls or email**



## 30%

Of patients **no longer listen to voicemails**

# Unified View for Entire Care Team



**CARE TEAM**

- My Patients
- Inbox
- \_Recently Hospitalized
- \_Recently Discharged
- \_Multiple Chronic Co...
- \_Migraneur
- Team
- Pages
- Starred
- Archived

**Anna Karenina**

(415) 316-3214 called Dignity Line, unanswered 9:10 PM

**AK Anna Karenina**  
Voicemail at Dignity Line 9:11 PM  
Transcription: "Hello I am a patient of Dr Craig please give me a call back."

**Care Coordinator, MA**  
SMS 9:11 PM  
Thanks for calling us today. We're working on a response.  
If you'd like to access virtual care immediately, tap here to download

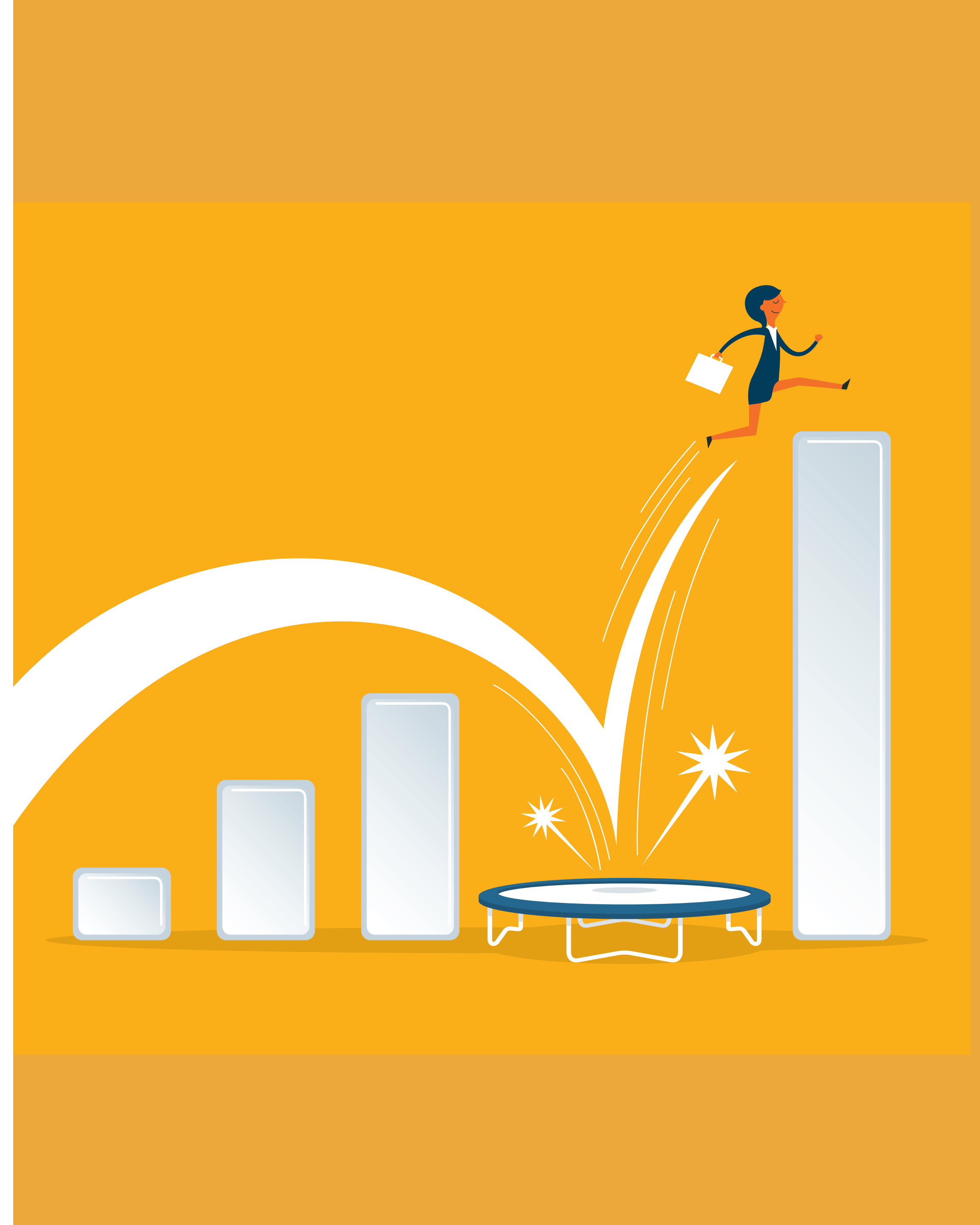
Care Coordinator, MA called (415) 316-3214, 1:38s 9:14 PM

Patient Internal

Post internal note...

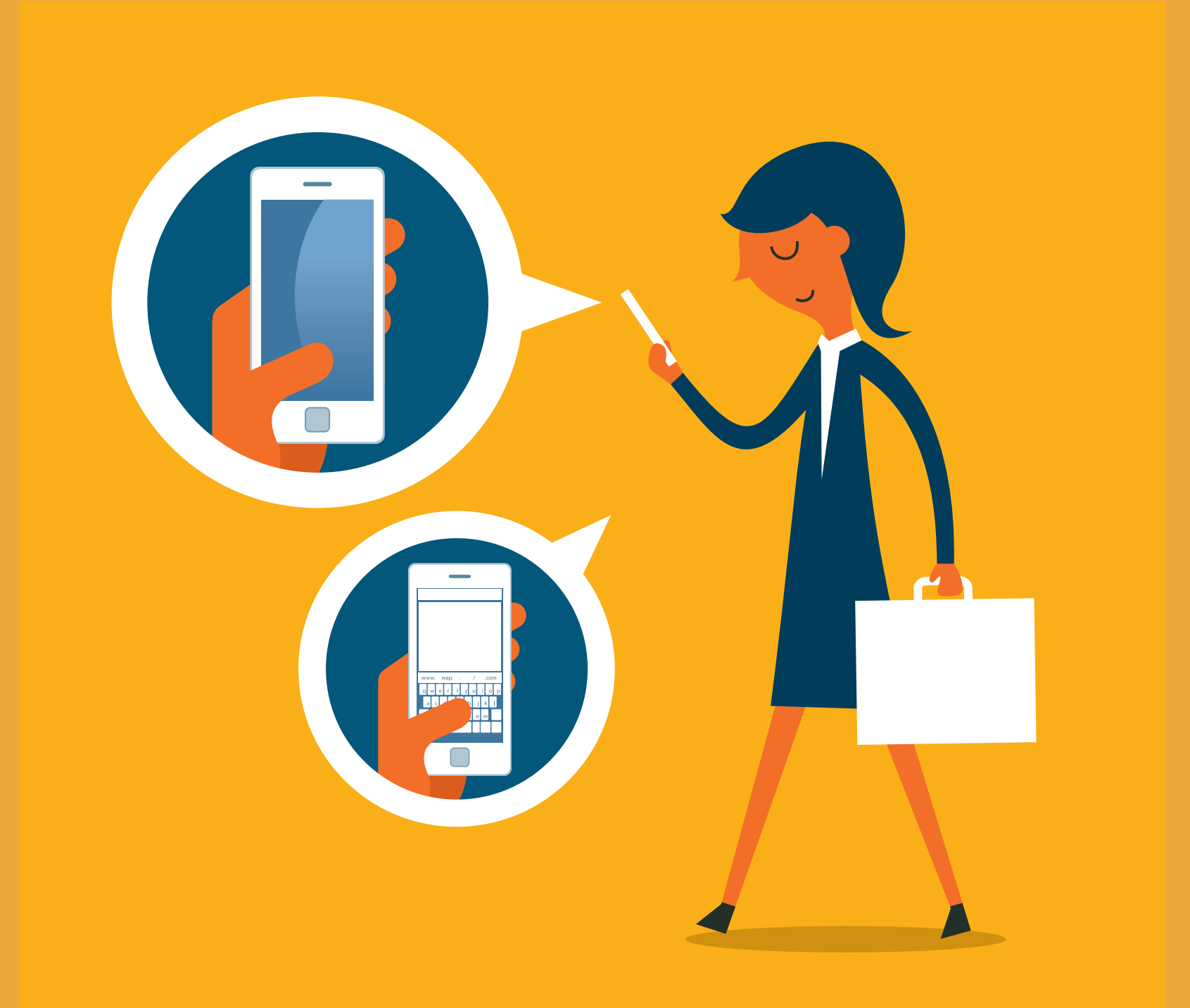
# Lower Cost per Touch

- + Reach employee with the right message at the right time
- + Asynchronous for efficiency
- + Population-level tags (diabetes, high blood pressure, low back, etc.)
- + Bulk Messages
- + Artificial Intelligence



# Continuity of Care

- + Patient  $\leftrightarrow$  Provider connectivity
- + Provider  $\leftrightarrow$  Community Referrals connectivity
- + Employee  $\leftrightarrow$  Benefits/Apps connectivity



# Current Employee Experience

zipongo

limeade



GoodRx

Livongo



QuadMed



GRAND ROUNDS

Premise Health



Intranet



1800-xxx-xxxx (EAP)

1800-xxx-xxxx (health coach)

1800-xxx-xxxx (Benefits Center)

1800-xxx-xxxx (Blue Cross)



**Text NAWHC to  
617-941-3779 to  
learn more and see  
Spruce in action**