

Apteco platform: let's make healthcare personal

Powerful intelligence-led healthcare **communication programmes**. We empower people to take control of their health and receive interventions when they need them.



Benefits

- Deliver people-centric, relevant and targeted communications
- Automate multi-channel, multi-stage, triggered messages
- Easy to use, tried and tested tools that enable you to support and educate
- Encourage individuals to take charge of their own health within the safety of their care team
- Get your message heard using a range of digital and traditional channels: email, SMS, social media, post, WhatsApp and telephone
- Spend more time focusing on what you do best and use cutting-edge technology to power your digital strategy

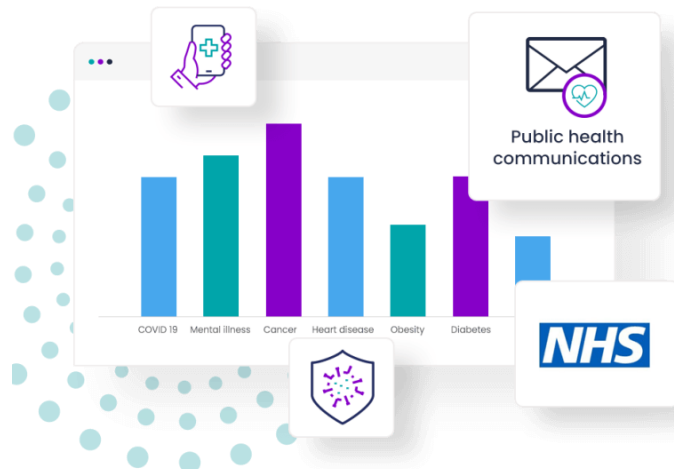
Put public health communications and long-term condition management at the centre of your wellness strategy.

Healthcare data can help encourage behavioural change and support prevention. We help you use your data to build communication initiatives and improve the patient experience you deliver.

Apteco's aim is to help you use insights to redesign care pathways, giving you the tools to develop strategic communications so people make better lifestyle decisions, live healthier lives, and receive interventions when needed.

With the Apteco healthcare platform you can:

- Put public health communications and long-term condition management at the centre of your population health strategy
- Nudge people towards healthier lifestyle choices, intervene where people need it
- Create capacity in your workforce



The Apteco solution

Communicate with patients and the wider population using Apteco's multi-channel communications platform. Control and manage all your campaigns, ranging from basic scheduled messaging to trigger-based communications and healthcare interventions.

Our powerful algorithms empower you to deliver people-centric, relevant and targeted digital communications. We help you give each and every individual the personalised experience and support they expect.



Apteco

[apteco.com](https://www.apteco.com)

Benefits

- Create patient and population segments for relevant targeting from even the largest of data sets
- Give care teams fingertip access to data and insights
- Track engagement and response rates with intuitive dashboards
- Build confidence, health literacy and independence
- Effortlessly analyse population health, clinical data and behavioural insights
- Increase the likelihood of positive outcomes amongst patients and the wider population



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Our solution centres around three communication pathways:



A lifestyle nudge with scheduled, targeted, automated communications

Send gentle nudges and reminders to improve population and patient health and to support the delay in potential onset conditions. Prediabetic cohorts can be sent details of classes and everyday healthy living ideas. Smokers can be supported with tips for reducing their nicotine intake and patients with higher BMIs can be invited to community initiatives for leading a healthier lifestyle.



Focused patient communications based on external factors

Automate communications where triggers can notify individuals to be aware of external conditions that might affect the management of their health. Incoming data concerning weather and air quality could trigger notifications to patients with breathing difficulties, such as COPD, to stay inside or be cautious when venturing out.



Manage long-term conditions and monitor engagement

Control multiple workflows with a command centre focused dashboard displaying data on patient's long-term conditions and the communications sent to them. Data can be shared with teams throughout organisations, filtered and drilled into as appropriate. Regular ad hoc and automated communications ensure people are supported through each health goal, automating intervention for conditions such as mental health.

About Apteco

Our story began over 35 years ago, and we remain true to the same core beliefs today: creating and building industry-leading software to speedily convert data into actionable information.

Apteco's history stems from the commercial sector in the UK and has expanded to provide customer data insights and campaign automation solutions to data scientists, marketers and charities all around the world.

Our story centres around the value of loyalty and focuses on building long-term relationships with our partners and software users. This means an enthusiastic, can-do attitude. It means being completely transparent at all times and never afraid to be honest. This approach has served us well, and we feel it's perfectly suited to work in synergy with the healthcare sector as we build new relationships and partnerships.

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