dexcare

Marketing Cloud Integration

Boost campaign effectiveness with a scheduling CTA in outbound emails

Marketing Challenges

Effectively engaging patients has become increasingly crucial in the face of rising competition across healthcare segments. Health system marketing teams heavily rely on outbound email campaigns; however, measuring success and demonstrating attribution becomes challenging without a tangible call to action (CTA) to gauge campaign effectiveness accurately.

Boost Marketing Cloud campaign effectiveness

DexCare orchestrates how care is discovered and accessed to balance precious healthcare resources. Our platform matches patient needs with best-fit care to increase access, while safeguarding clinician time to promote a healthy workforce. The result? More demand, better care, and the operational controls for utilization and growth.

DexCare offers a solution where marketing teams can **integrate actionable "care tiles" into Salesforce email campaigns**, showing real-time slot availability and offering relevant scheduling calls to action (CTAs) for patients. This approach aims to increase adherence and close care gaps by providing simple and seamless calls to action within campaigns.

More Engaged Patients

Effective Campaigns

Measurable Attribution

See more nearby appointment availability

8:30 AM	9:30 AM	10:30 AM
12:00 PM	1:00 PM	1:30 PM
2:30 PM	4:00 PM	3:30 PM
See More Times		

*Appointment times may be out-of-date, please click time slots to see latest availability.

**Video visit with University Health provider**

START A VISIT NOW

Scheduling "Care Tiles" can be embedded directly into outbound Salesforce Marketing Cloud emails

Enhance patient engagement and retention

Embedding a scheduling call to action in outbound emails significantly enhances patient engagement by enabling immediate action; patients can book appointments directly from the email, reducing friction and increasing the likelihood of follow-through. Personalization based on patient history, preferences, and demographics makes the call to action more relevant and effective, addressing each patient's needs and increasing their response rates.
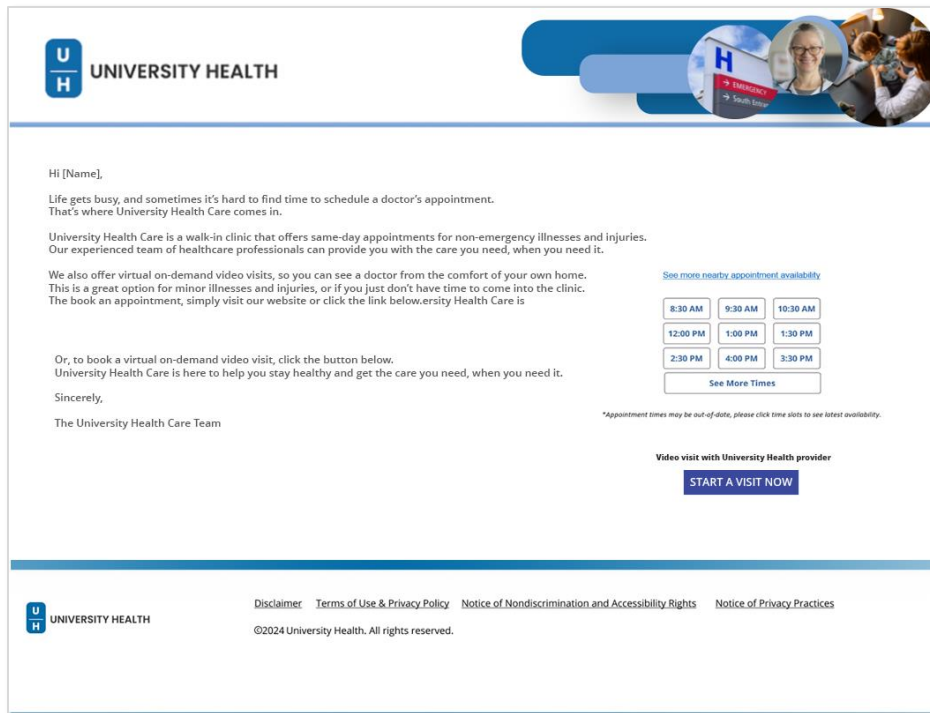
More Engaged Patients

Effective Campaigns

Measurable Attribution

- Increase adherence and close care gaps with a simple and seamless scheduling call to action in your outbound campaigns.

- Increase self-service rates and reduce call center burden by making it easier and more likely for patients to self-schedule.

- Track and analyze effectiveness of email outreach and patient behavior to continuously improve outbound marketing campaigns.

Built by and for large health systems

Since its spin-out from Providence in 2021, DexCare has remained on a rapid growth trajectory, developing partnerships with leading U.S. health systems, and reaching more than 57 million patients across all 50 states. A departure from conventional-health tech, DexCare is an API-first platform that uses a cloud-native, microservice architecture.
We're purpose-built for scale, flexibility and rapid deployment.

Providence   KAISER PERMANENTE.   Piedmont HEALTHCARE   Texas Health Resources   Community Health Network