

EMMA[®]

E-MAIL MESSAGE ASSISTANT

▶ **MANAGE PATIENT RETENTION**

▶ **SPUR PATIENT GROWTH**

DRASTICALLY REDUCE MISSED APPOINTMENTS AND MANAGE PATIENT RETENTION IN YOUR OFFICE WITH OUR CUSTOMIZABLE E-MAIL MESSAGE ASSISTANT (EMMA) SYSTEM.

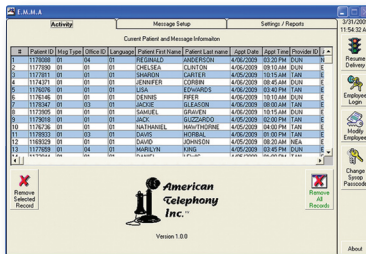
During the day-to-day operation of a busy practice, efficient delivery of appointment and recall reminders to patients can be very challenging. Manual phone calls require hours of staff time, and mailing letters and post cards to patients is slow and expensive.

American Telephony's EMMA system has been developed to address these time and cost challenges by providing an automated method of sending E-Mail messages to your patients. The advantages to our system are many:

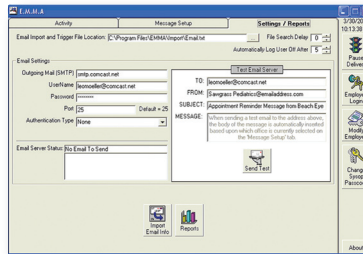
- Patients can read E-Mail when it is convenient for them.
- Many patients can receive E-Mail messages to their cell-phones
- Input can be automatically generated from many practice management systems
- The practice can receive positive feedback of delivery to the patient
- Directions to the practice and other important links can be sent
- Registration forms can be automatically sent to be filled out before patient arrival
- Special instructions for home care can be sent to the patient
- Can work in conjunction with PAM2000[®] for telephone reminders



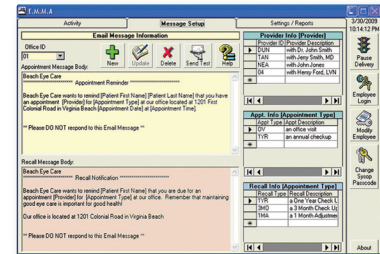
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1. Records are automatically read in and E-Mails are processed.



2. Parameters are easily set which allow the user to configure the system.



3. User can customize outgoing E-Mail messages.