PatientEXP

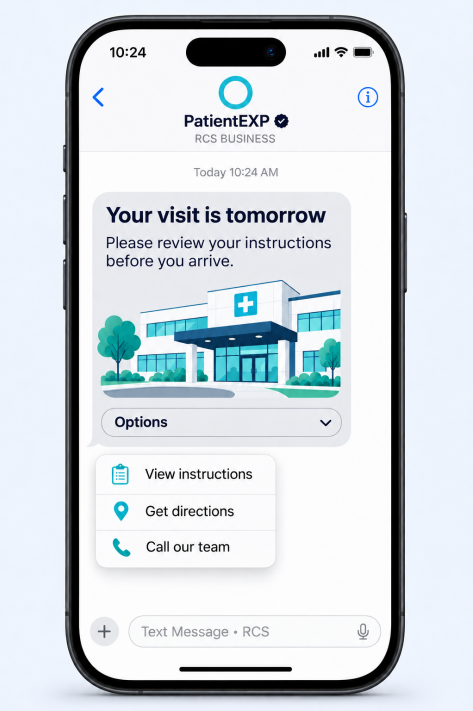
SOLUTION BRIEF
DIGITAL ENGAGEMENT

RCS patient messaging

Make every message more useful.

Put your brand, helpful content and clear next steps into the patient's messaging app.

ILLUSTRATIVE EXAMPLE · IPHONE



Illustrative iPhone example with Options expanded. Android may show action buttons. Appearance varies.

Your identity. Helpful content. Clear actions.

WHAT IS RCS?

RCS stands for Rich Communication Services. It enhances texting with a branded business identity, rich media and suggested actions on supported devices—without a separate app download.

For patients: recognize and act

See who is contacting them, review helpful content and open instructions, directions or a call option from the message.

For organizations: guide the next step

Strengthen brand recognition and help reduce routine calls and preparation gaps. Use engagement signals to assess which messages lead to patient action.

A HEALTHCARE APPLICATION

For a pre-visit reminder, offer instructions, directions and a call option. Actions open a link or the dialer; quick replies send a predefined response.

FEATURES THAT MAKE THE DIFFERENCE

Branded identity • Images and video
Action choices and quick replies • Read signals

Three ways to apply RCS in healthcare

Schedule a visit

Send a branded invitation with choices to open a scheduling page or call the team for help.

Prepare for a visit

Share approved instructions or a short video. Add choices to view preparation details, get directions or call with questions.

Support recovery at home

Send approved aftercare guidance with choices to view recovery information or call the care team for help.

Before you launch: Confirm PatientEXP configuration, sender approval, device/carrier support, consent and reply ownership. Test each action and the SMS/MMS alternative; RCS features and iPhone presentation vary.

ACTIVATE A RICHER PATIENT CONNECTION

Make the next patient action easier.

Connect with PatientEXP to design an RCS-enabled patient communication journey.

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