



THE KAREN HOSPITAL IMPROVES PATIENT SATISFACTION



The Karen Hospital

The Karen Hospital is one of Kenya's leading private hospitals. It offers state of the art facilities and medical equipment with a wide range of services across 26 specialties. Founded in 2006, the Nairobi-based hospital has a 102-bed capacity with three operation theatres. Eleven satellite clinics are located throughout Kenya offering quality and affordable care throughout the country.

To learn more visit:
www.karenhospital.org/

Watch a video testimonial from Karen Town Clinic.



The Karen Hospital and its satellite clinics have improved patient loyalty and retention through increased patient engagement efforts. With access.mobile International's amHealth solution, The Karen Hospital has sent **one million text messages** this year to its patients ranging from appointment reminders to specialty service notifications to health day messages and more.

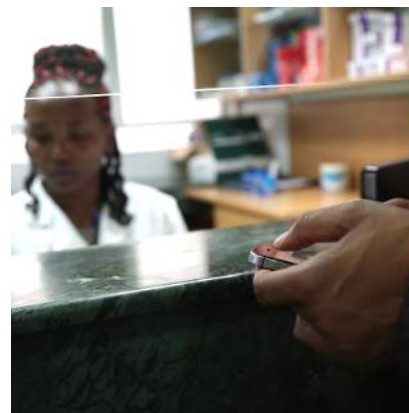
Patients say it has not only changed the way they feel about the clinic but also made them more likely to choose the clinic over other clinics. Now, 84% of their patients would recommend the clinic to their family and friends.

Patients want more text messages. Most patients at The Karen Hospital clinics report that they prefer SMS more than all other communication channels including phone calls, WhatsApp, and emails. They want to receive health information, outbreak alerts, appointment reminders and other information. While most of the patients have received text messages, they report wanting more frequent communication.

"Phone calls are not efficient or easy to track. We needed a more affordable and effective way to our reach patients," said Chris Otieno, Head of Out Patient Business. "amHealth has not only proven beneficial to our team of providers and administrators but to our patients as well. Patients are quick to comment and appreciate our enhanced outreach."

97%

Want to
receive health
advice & info
via SMS



93%

Said receiving
SMS made
more likely to
choose clinic



access.mobile International is a digital health company committed to improving access to quality health care services through mobile and cloud based technology. Our integrated patient engagement platform is tailored to underserved markets and built to international standards.

With amHealth, connect with patients outside of the clinic to drive:

- Patient Satisfaction
- Revenue
- Business Efficiencies
- Health Outcomes

To learn more visit:
www.accessmobileinc.com

For inquiries contact:
Info@accessmobileinc.com



"It made my work easier & the patient feedback has been so positive. amHealth is a very good system, very useful & simple."

- Mary Mukora, Customer Service Manager



Study: access.mobile International conducted a short patient satisfaction survey with 75 patients across five satellite clinics of The Karen Hospital to better understand how their patients feel about patient engagement and text messages.

Findings: 75% of people surveyed had received text messages from that clinic, generally with clinic information or appointment reminders. Of those who had received texts, respondents reported it changed the way they felt about the provider (90%) and made them more likely to choose the clinic (93%). When asked to rank their communication preference, text messaging came in first and respondents wanted messages about (in order of preference): 1. Health information & advice; 2. Disease & outbreak alerts; 3. Appointment reminders; 4. Information on their specific condition.

Conclusions: Nearly all respondents (97%) wanted to receive text messages. Even though Karen Hospital has sent over one million text messages through amHealth, the majority of patients want even more frequent communications with only eight percent wanting less. The text messages make patients more satisfied with their care and more likely to return. Further, patients are willing to promote The Karen Hospital; respondents provided a net promoter score of 59 (possible range of -100 to 100), which is considered excellent by global NPS standards. The Karen Hospital has an excellent reputation with patients who will continue to return and refer family and friends.