SONIFI Healthcare And Insignia Health Partnering To Enhance Patient Engagement

PR Newswire

SONIFI Healthcare, Inc. (formerly LodgeNet Healthcare), the leading provider of integrated patient engagement solutions, and Insignia Health today announced a new partnership. Under the partnership, SONIFI Healthcare and Insignia Health will create unique, exclusive video content to be integrated with Insignia's Patient Activation Measure® (PAM®) and delivered to patients and their families through SONIFI's interactive communication solution. The content – scheduled for completion by the end of this year – will be tailored to patients based on their activation levels and other patient-initiated data proven to be effective in increasing patient knowledge, skills and confidence in playing an active role in managing their own care.

"It was quickly apparent that our companies share the same vision of inspiring patients to become more engaged and informed participants in their care – in turn, improving outcomes and containing costs," said SONIFI Healthcare President Gary Kolbeck. "By combining and leveraging our complementary resources, skill sets and platforms, our companies will each achieve their strategic goals more efficiently together than we could on our own."

"We are very excited to take interactive patient education and empowerment to the next level with SONIFI," said Craig Swanson, President of Insignia Health. "Delivering compelling evidence-based content at the right time and at the right level is critical to successfully motivating patients in acute care settings to do as much as they can to help themselves."

The Patient Activation Measure (PAM®) assesses an individual's current knowledge, skills and confidence in managing his or her health. Validated by more than 100 peer-reviewed research studies and used by leading health plans, hospitals, clinics, medical homes, Medicare and Medicaid agencies and pharmaceutical firms across the country, PAM is the cornerstone of a suite of Insignia solutions that empower health coaches and clinicians to help positively change patient behaviors.

Coupling this knowledge with content tailored to the activation level of each patient will provide an impactful method for driving desired outcomes by improving patients' ability and motivation to self-manage their care.

The interactive television and tablet-based solutions from SONIFI Healthcare are integrated communications platforms through which healthcare providers can deliver information to patients when they're most receptive and in ways that are easiest for them to understand. In addition, by putting the delivery of relevant and timely information in the patient's hands (as well as enabling them to request additional information and services), SONIFI Healthcare can improve the patient

experience while also becoming an integral part of standardizing care delivery.

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