Harnessing the Power of MEDSEEK’s Predictive Analytics

EvergreenHealth strives to provide a more personalized patient experience.

Birmingham, AL (PRWEB) September 27, 2012 -- MEDSEEK, the provider of the healthcare industry’s only strategic patient engagement platform, announces that it has signed a deal with EvergreenHealth in Kirkland, WA to deploy its ecoSmart Patient Precisioning consumer and patient predictive analytics and marketing solution.

EvergreenHealth specifically selected MEDSEEK’s ecoSmart Patient Precisioning solution to provide more targeted wellness programs to promote health throughout the community. EvergreenHealth is active in the community, driving wellness initiatives designed to promote healthier lifestyles.

“We continually seek innovative solutions to help us improve the care we deliver to our patients and the greater community. MEDSEEK provides one solution that helps us tailor care and outreach to those we’re dedicated to serving,” said EvergreenHealth CEO, Bob Malte.

Using MEDSEEK’s engagement tools, EvergreenHealth can more effectively reach patient populations to share important community health messages.

“MEDSEEK is delighted to have been chosen by EvergreenHealth,” said Peter Kuhn, MEDSEEK CEO. “We look forward to working with them as they deliver on their commitment to be the Eastside’s trusted source for health care. At MEDSEEK, we live and breathe innovation of technology that improves the patient experience. We’re excited about helping organizations, like EvergreenHealth; provide the most personalized offline and online experience possible, because personalization is proven to improve patient engagement and loyalty. Leveraging the power of MEDSEEK’s predictive analytics, I know EvergreenHealth has the ammunition it needs to drive wellness throughout the community.”

To learn more about how MEDSEEK is helping Evergreen Health and other healthcare organizations find, attract and engage patients, visit us at www.medseek.com or call 1-888-MEDSEEK.

About EvergreenHealth
EvergreenHealth, a public hospital district and community-based health care organization established in 1972, offers a breadth of services and programs that is among the most comprehensive in the region. More than 950 physicians provide clinical excellence within more than 80 specialties, including cardiac, oncology, surgical care, orthopedics, a Neuroscience Institute, Women’s and Children’s services, hospice care, pulmonary care, a Sleep Disorders Center and Home Care services. EvergreenHealth serves more than 400,000 residents in its primary service area of northern King and southern Snohomish counties with EvergreenHealth Primary Care, a network of primary and urgent care practices, and its main hospital campus in Kirkland, Wash. EvergreenHealth also provides emergency care at two sites: its main hospital campus and the EvergreenHealth Redmond Medical Center. In addition to clinical care, EvergreenHealth offers extensive community health outreach and education programs, anchored by EvergreenHealth Nurse Navigators and Healthline, a 24/7 nurse consultation service. For more information, visit www.evergreenhealth.com.

About MEDSEEK
Since 1996, MEDSEEK has focused exclusively on creating a strategic patient engagement platform for
consumers, patients, employees and administrative staff by removing traditional integration and communication barriers, workflow roadblocks and redundant processes. MEDSEEK’s strategic patient engagement platform and predictive analytics technology enhances patient-doctor communication and information accessibility and enables hospitals and health systems to engage patients and improve quality of care, uncover new sources of revenue, inform capital expenditure decisions and generate meaningful loyalty among physicians and patients with a low-risk, high-return investment that leverages existing IT investments and infrastructure. MEDSEEK has over 200 customers representing over 1,100 hospitals and includes many of the top hospital systems in the United States and Canada.
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