

3Cinteractive® equips healthcare organizations and brands to impact patients, caregivers, and healthcare professionals via their mobile device.



## What It Means To You

Our secure mobile platform – Switchblade® – integrates with your existing infrastructure to accelerate clinical, operational, and commercial priorities.

### Clinical

Reach, educate, & motivate patients via mobile communication to improve access to care, drive adherence & improve clinical outcomes.

### Operational

Improve ERP & operational efficiency by automating communication to patients, physicians, ancillary professionals & staff.

### Commercial

Extend marketing & CRM processes to the mobile channel to introduce products or services, increase patient loyalty, & reach targeted communities.

#### Health Systems

##### Appointment Abandonment

- Appointment Reminders
- Appointment Confirmations
- Patient Confirmations/Cancellations
- Waitlist Notifications

##### Billing & Administration

- mCommerce Bill Payments
- Payment Reminders
- Internal Staff Communications
- Doctor Communications

##### Compliance & Adherence

- Medication Reminders
- Drug Facts & Alerts
- Adherence Tips/Advice

#### Pharma & Medical Device

##### Compliance & Adherence

- Medication Reminders
- Drug Facts & Alerts
- Adherence Tips/Advice
- Clinical Trial Communications

##### Co-Pay Assistance

- Mobile Coupon Delivery
- Redemption Confirmation
- Processor Integration
- Future Targeted Marketing

##### Direct-to-Consumer Marketing

- Mobile Call-to-Action in Advertising
- Prescribing Doctor Locator
- Outbound SMS & Voice Marketing

#### Insurance & Payors

##### Health & Wellness

- Lifestyle Advice
- Disease Management
- Dietary/Fitness Tips
- Post Care Wellness Tips

##### Member Coverage & Benefits

- Explanation of Benefits
- Claims Process Status
- In-Network Doctor/Pharmacy Finder
- Automated FAQ Answers

##### Billing & Administration

- mCommerce Bill Payments
- Payment Reminders
- Internal Staff Communications
- Doctor Communications

#### Retail Pharmacy

##### Prescription Abandonment

- Prescription Ready Alerts
- Prescription Refill Alerts
- Automated Mobile Refills

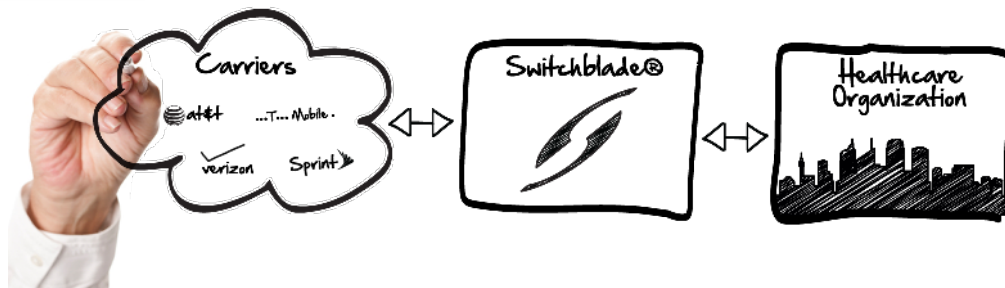
##### Compliance & Adherence

- Medication Reminders
- Drug Facts & Alerts
- Adherence Tips/Advice

##### Health & Wellness

- Lifestyle Advice
- Disease Management
- Dietary/Fitness Tips
- Post Care Wellness Tips

Switchblade® Platform.



Switchblade was built from the ground up to be flexible, scalable and extensible.

Switchblade integrates with your internal systems providing a single access point to mobile carriers and subscribers throughout the world. Using blended communication methods, Switchblade enables you to extend sophisticated business processes to all of your consumers, patients and employees. Its high-availability, secure infrastructure processes billions of mobile transactions per year— many of which are time sensitive and mission critical.

How it works.

