



Mobile Enterprise Services (MES) for Healthcare and Insurance

Use Cases

Healthcare and insurance companies can use Syniverse MES to send and receive SMS alerts regarding:

- Pharmacy locations
- Doctor/hospital locations
- Immunizations
- Insurance quotes
- Insurance claim status
- Drug safety
- New drugs
- Doctor/dentist appointment reminders
- Prescription refills
- Prescription status
- Drug recalls or promotions
- Insurance claim status
- Health plan changes
- Outbreaks

Doctors, dentists, pharmacies, and drug and insurance companies can cut costs, ensure patient safety and enhance customer relationships by leveraging SMS.

Syniverse Mobile Enterprise Services for Healthcare and Insurance offer a secure customer engagement channel that allows you to generate new revenue, save on costs, boost brand awareness and connect with your audience. This cross-operator mobile messaging solution enables you to send time- and event-based messages and alerts to customers, employees and partners.

Our trusted global delivery platform, 24x7 customer support, mobile team with a proven track record of success, and secure and scalable solution make Syniverse your source for new ways to remain competitive in the global marketplace.

Benefits of MES for Healthcare and Insurance

- Enhances patient and customer relationships by keeping them informed, furthering overall customer satisfaction.
 - Stay connected to your patients and customers with vital health information in a convenient, timely fashion.
 - Provide customers an easy and convenient way to receive sensitive, vital health and insurance information.
 - Create a simple way for customers to communicate with you – a key advantage for a customer on the move.
- Enhances partner and employee relationships by keeping them informed, creating more valuable professional interactions.
- Leverages Syniverse's role as a trusted intermediary and our mobile messaging delivery platform that reliably processes more than 1.8 billion messages each day, ensuring you have global reach and scalability.

Features of MES for Healthcare and Insurance

- Reach an international market through our ability to help mediate the different standards of reliability and throughput.
- True push and pull mobile messaging on operator-grade infrastructure.
 - Push one-way, or MT alerts to users.
 - Two-way messaging, triggered by an MO, enables users to send an SMS to a short code with the goal of pulling the user to the business with more response-driven communications.
- Global reach, reliability and interactivity you need to build your brand 24 hours a day.
- Real-time, web-based monitoring tools for administrators to view message status, trace delivery path, create and send messages from a website, set custom priority levels, and generate usage reports by end user, application and service.
- Advanced security measures.
 - 3DES encryption for data transmission to the operator network.
 - Secure connectivity for accessibility to the integrated networks.



About Syniverse

Serving more than 900 mobile operators, cable and Internet providers, and enterprises in over 160 countries, Syniverse offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers.

- Industry-leading SLA performance to help you meet SLA obligations.
- Advanced template-based messaging to distribute multi-recipient information. Additional features include:
 - Two-Way Messaging — Users can respond to notifications delivered to their mobile device.
 - Multilingual, Multiple Time Zone Support — Unicode provides the ability to send messages in multiple languages. Administrators also can schedule messages across multiple time zones.
 - Enterprise Connectors — Standard XML formats for accepting streamed content over HTTP or TCP/IP.
 - Delivery Receipts — Messages sent to the customers can be tracked with the delivery receipts provided by the platform.
 - Bulk messaging — Address multiple receipts receiving the same content (promotions, tracking information, etc.) via a single API call.
- Intelligent message processing.
 - Supports multiple routes to networks and uses intelligent routing to help determine the best route available for message delivery.
 - Includes message retry, load balancing, bulk send, intelligent keyword-based routing, message specifications and device rendering.
- Enables you to confidently upgrade services through multiple secure technologies and send large volumes of messages.

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