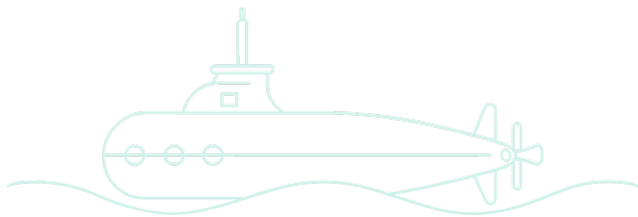
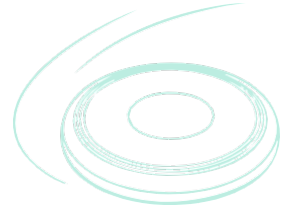


WELCOME!



Community Health Center Association of Connecticut

**To claim CMEs for this session
please scan the QR code to log
attendance and complete the
required survey.**



Enhancing Patient Engagement Through Data-Driven Strategies

Invention, Innovation and Inspiration in Action

November 13, 2025



Alison A. Williams, MHSA

Founder & Principal Consultant
Trusted Advisors Consulting Group

Solution Consultant,
*Presenting on behalf of
Vital Interaction*

Alison A. Williams is a nationally recognized healthcare executive and consultant with more than two decades of leadership in Federally Qualified Health Centers (FQHCs), Look-Alikes, PCAs, and HCCNs. As founder of Trusted Advisors Consulting Group, she partners with health centers and technology organizations to solve complex challenges, optimize operations, and close critical care gaps.

Her career includes leading a \$150M+ FQHC portfolio at athenahealth, driving nationwide customer success, and serving in senior leadership roles at Hudson Headwaters Health Network. Alison also brings federal perspective as a former HRSA and Office of Rural Health grant reviewer. She holds an MHSA from Sage Graduate School and executive credentials from Harvard Business & Medical Schools.

Her passion is advancing equity by helping mission-driven organizations achieve measurable results that expand access and strengthen community health.

Why This Session Matters

- Health centers are asked to do more with less.
- Manual outreach, missed follow-ups, and staff burnout remain chronic issues.
- Data can be the **modern can opener**: a simple but powerful tool when used right.

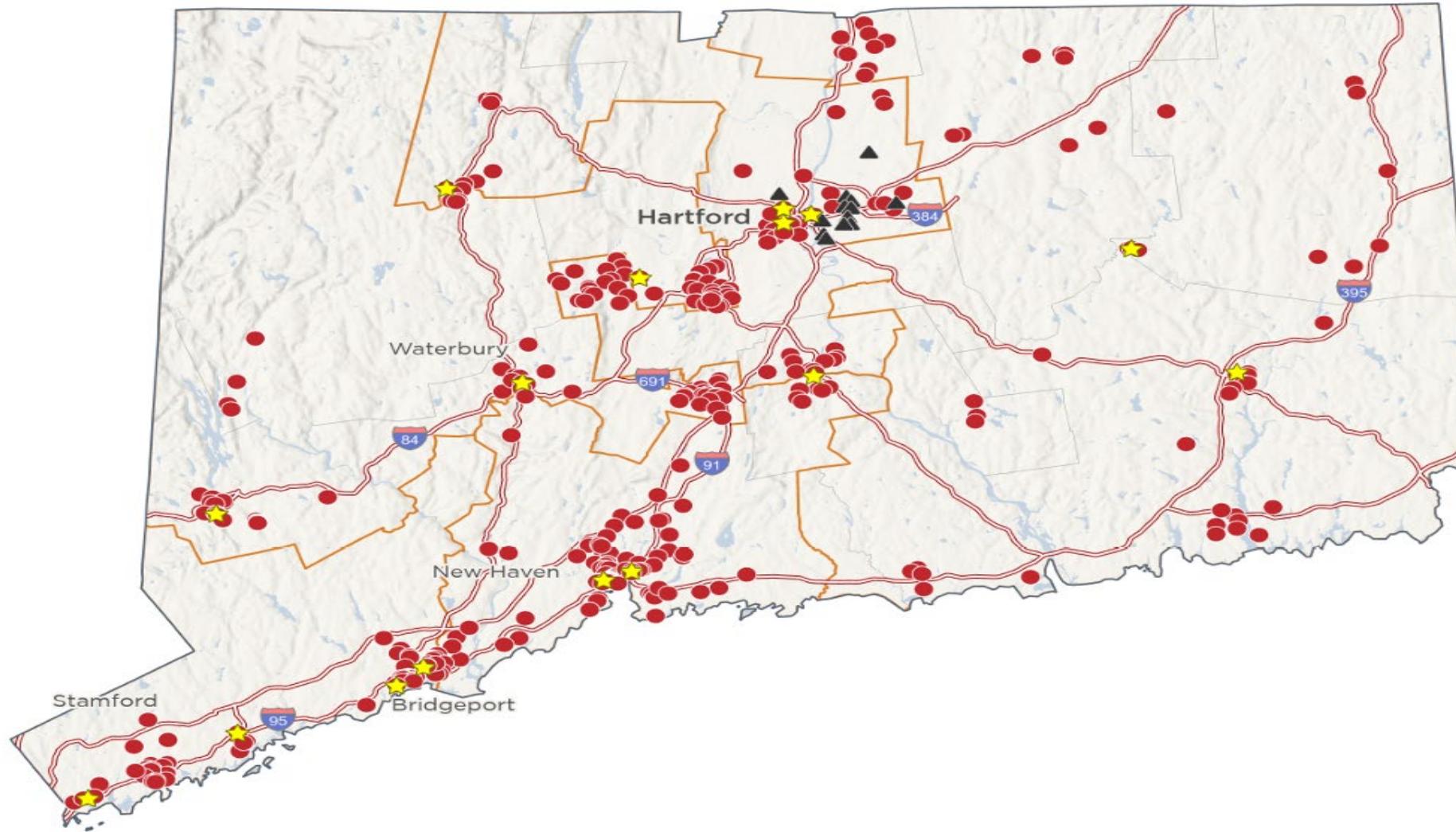
This session: Real-world use cases for FQHCs that improve engagement while easing staff burden

The FQHC Reality Check

What's Keeping You Up at Night?

- Uncertain & **shrinking** funding streams
- Workforce **shortages** & retention **challenges**
- **Burnout** from manual & **fragmented** processes
- **Increase** of patient healthcare & social needs
- Increasing regulatory & compliance **demands**
- **Raising** patient complexity & social **needs**
- Revenue cycle **strain** & payer **challenges**

CT CHC Map



Connecticut's Community Health Centers: Anchors of Access

- 17 designated FQHC/FQHC LALs, ~250 delivery sites
- Serving ~440,000 patients annually
- 60% of patients covered by Medicaid
- 93% live at or below the Federal Poverty Level

Diverse Patients. Distinct Needs.

- Over 1 in 3 (36.5%) of CT CHC patients face language barriers
- 21% of patients are under 18
- 15.9% are uninsured
- 12+% identify as Hispanic/Latino
- Nearly half of patients experience one or more social risk factors

Clinical & Engagement Gaps for Connecticut CHC Patients

UDS Measure	National Average Performance	Connecticut FQHC Performance
Hypertension controlled (<140/90)	66.7%	64.3%
Diabetes poor control (HbA1c>9%)	28.6%	27.1%
Cervical cancer screening	56.5%	57.8%
Depression screening + follow-up	79.1%	80.4%

Financial, Operational & Workforce From Invention to Action

- Connecticut FQHCs employ ~4,770 full time staff but support more than 8,400 total jobs across the state economy, nearly double their direct workforce
- Medicaid accounted for ~53% of patient-care revenue charges for CT CHCs
- Reimbursement rate boost: \$80M over 3 years will create stabilization for primary care, dental and behavioral health services
- CT health centers directly spend \$765.2M
- Total annual economic impact of CT CHC operations \$1.455B statewide
- Annual (local/state/federal) tax revenues generated \$202.1M

From Invention to Action: Data as the Modern Tool

- How data can predict, personalize and power engagement
- Smart Lists
- Automated outreach
- Hyper-personalized campaigns
- Predictive no-show modeling
- Closing Care-gaps through outreach

Why Patient Engagement Matters

- Reactive vs. proactive patient communication and engagement
- Volume trends, missed visits = missed care
- High patient need: poverty, food insecurity, transportation barriers
- Growing need for smart outreach that supports staff and patients

The Right Outreach, at the Right Time, with the
Right Patient

Helping Health Centers Reach Patients, Strengthen Care, and Empower Teams to Succeed



No-Show/Cancellation Reduction

Reduce missed visits through automated, patient-centered outreach that fills schedules, supports care continuity, and keeps operations running smoothly.



Improving Outcomes by Closing Care Gaps & Increasing Visit Volume

Reconnect patients to preventive, chronic, and follow-up care with timely, personalized outreach that closes care gaps and keeps patients engaged in their care journey.

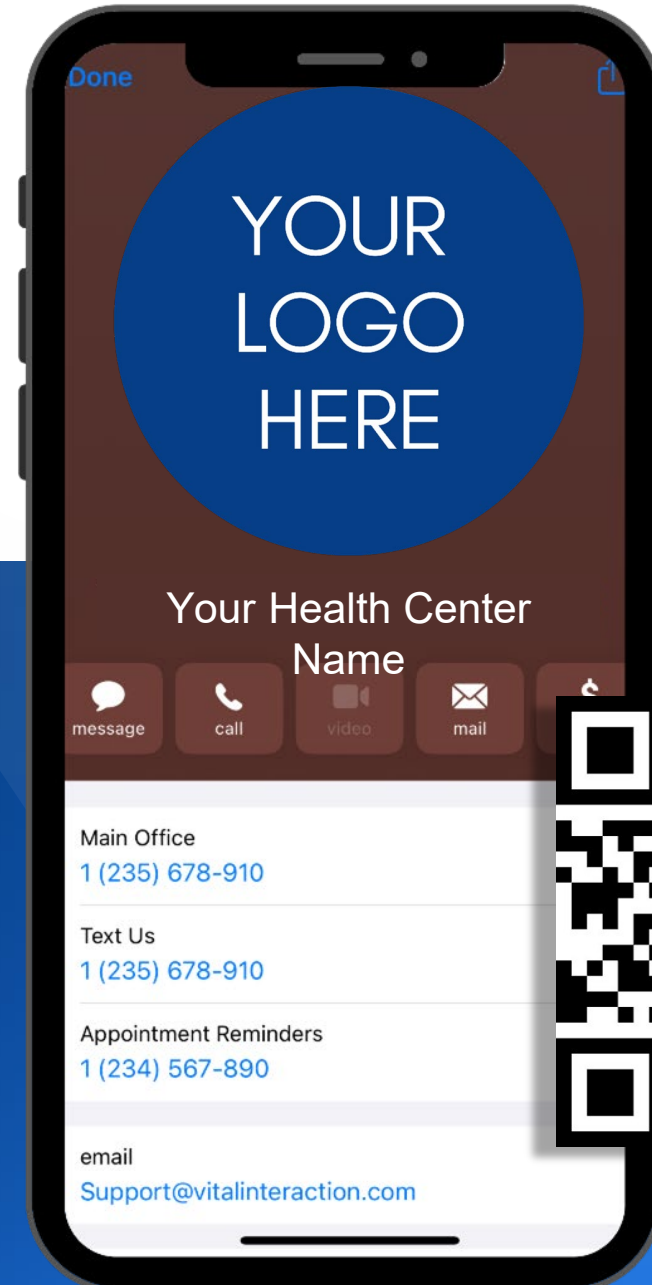


Easing Staff Workloads Through Smart Automation

Automate outreach and follow-up with Smart Lists, reducing manual work and helping staff stay focused on patient care.

Custom Contact Card

- **Branded Caller ID** - patients recognize your health center when you call or text
- **Customizable Contact Card** - lets you upload your logo and personalize outreach across phone, text and email
- **Reduces Confusion & Builds Trust** - especially for complex, high-touch patients
- **Improves Response Rate** - by making it clear that communication is coming from your health center



Vital Interaction empowers health centers with hyper-personalized communication that improves access, reduces no-shows, and strengthens continuity of care

 Automatically pulls patient data from practice management and other systems




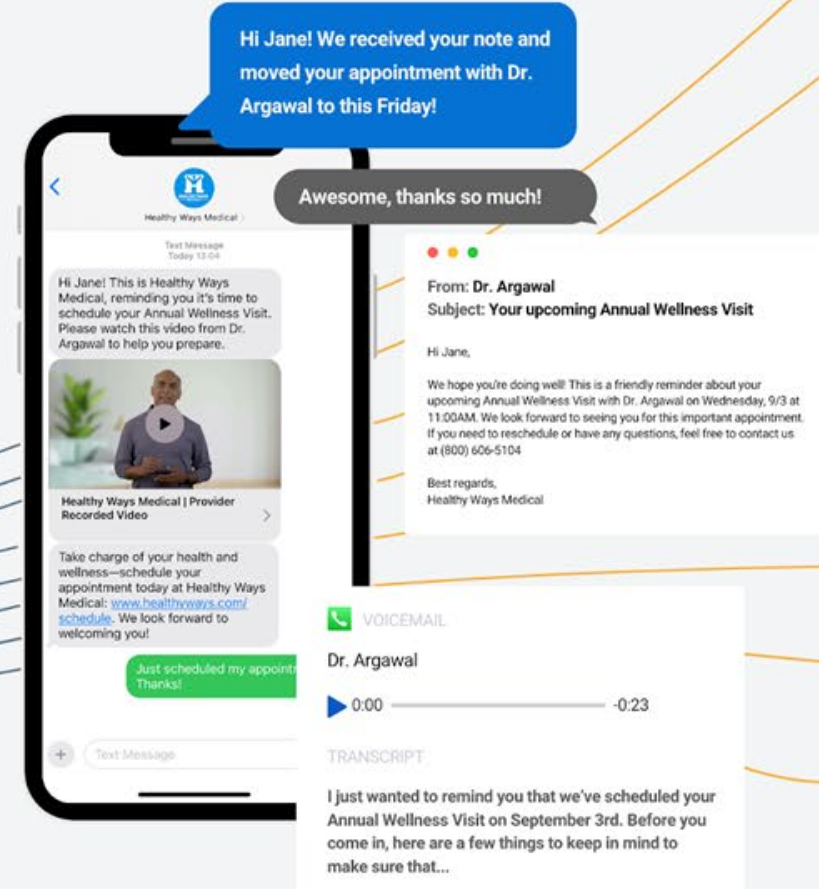
...and 30+ more

-  Demographics
-  Appt. History
-  Reimbursement Codes
-  Clinical Codes

 Generates Smart Lists using our proprietary technology

Diabetic Follow Up Candidates	
Heather Thomas	<input checked="" type="checkbox"/>
Alistair Jones	<input checked="" type="checkbox"/>
Marc Georges	<input type="checkbox"/>
Zara Findlay	<input checked="" type="checkbox"/>
Brendan Collins	<input type="checkbox"/>
Claudia Castillo	<input checked="" type="checkbox"/>
Melissa Karp	<input checked="" type="checkbox"/>

 Delivers timely, tailored messages that motivate patients to take action



Hi Jane! We received your note and moved your appointment with Dr. Argawal to this Friday!

Awesome, thanks so much!

Text Message Today 13:04

Hi Jane! This is Healthy Ways Medical, reminding you it's time to schedule your Annual Wellness Visit. Please watch this video from Dr. Argawal to help you prepare.

Healthy Ways Medical | Provider Recorded Video

Take charge of your health and wellness—schedule your appointment today at Healthy Ways Medical: www.healthywords.com/schedule. We look forward to welcoming you!

Just scheduled my appointment. Thanks!

VOICEMAIL

Dr. Argawal

0:00 — 0:23

TRANSCRIPT

I just wanted to remind you that we've scheduled your Annual Wellness Visit on September 3rd. Before you come in, here are a few things to keep in mind to make sure that...



Automatically pulls patient data from practice management and other systems



...and 30+ more

Demographics

Appt. History

Reimbursement Codes

Clinical Codes

Smart Lists
Proprietary technology

Follow Up Candidates

Thomas	<input checked="" type="checkbox"/>
es	<input checked="" type="checkbox"/>
es	<input type="checkbox"/>
y	<input checked="" type="checkbox"/>
llins	<input type="checkbox"/>
stillo	<input checked="" type="checkbox"/>
p	<input checked="" type="checkbox"/>



Delivers timely, tailored messages that motivate patients to take action

Hi Jane! We received your note and moved your appointment with Dr. Argawal to this Friday!

Awesome, thanks so much!

Text Message Today 13:04

Hi Jane! This is Healthy Ways Medical, reminding you it's time to schedule your Annual Wellness Visit. Please watch this video from Dr. Argawal to help you prepare.

Healthy Ways Medical | Provider Recorded Video

Take charge of your health and wellness—schedule your appointment today at Healthy Ways Medical: www.healthyways.com/schedule. We look forward to welcoming you!

Just scheduled my appointment. Thanks!

Text Message

From: Dr. Argawal
Subject: Your upcoming Annual Wellness Visit

Hi Jane,

We hope you're doing well! This is a friendly reminder about your upcoming Annual Wellness Visit with Dr. Argawal on Wednesday, 9/3 at 11:00AM. We look forward to seeing you for this important appointment. If you need to reschedule or have any questions, feel free to contact us at (800) 606-5104

Best regards,
Healthy Ways Medical

VOICEMAIL

Dr. Argawal

0:00 — 0:23

TRANSCRIPT

I just wanted to remind you that we've scheduled your Annual Wellness Visit on September 3rd. Before you come in, here are a few things to keep in mind to make sure that...



Generates Smart Lists using our proprietary technology

Diabetic Follow Up Candidates

- Heather Thomas
- Alistair Jones
- Marc Georges
- Zara Findlay
- Brendan Collins
- Claudia Castillo
- Melissa Karp



Automatically pulls patient data
from practice management and other



Demographics

Appt. History

Reimbursement Co

Clinical Codes

...and 30+ more

Delivers timely, tailored messages
that motivate patients to take action

Hi Jane! We received your note and moved your appointment with Dr. Argawal to this Friday!

Awesome, thanks so much!

Text Message Today 13:04

Healthy Ways Medical

This is Healthy Ways Medical, reminding you it's time to prepare for your Annual Wellness Visit. Watch this video from Dr. Argawal to help you prepare.

Healthy Ways Medical | Provider Video

Take charge of your health and schedule your appointment today at Healthy Ways Medical: www.healthywords.com/. We look forward to seeing you!

Just scheduled my appointment. Thanks!

Text Message

From: Dr. Argawal
Subject: Your upcoming Annual Wellness Visit

Hi Jane,

We hope you're doing well! This is a friendly reminder about your upcoming Annual Wellness Visit with Dr. Argawal on Wednesday, 9/3 at 11:00AM. We look forward to seeing you for this important appointment. If you need to reschedule or have any questions, feel free to contact us at (800) 606-5104.

Best regards,
Healthy Ways Medical

VOICEMAIL

Dr. Argawal

0:00 - 0:23

TRANSCRIPT

I just wanted to remind you that we've scheduled your Annual Wellness Visit on September 3rd. Before you come in, here are a few things to keep in mind to make sure that...



Automatically pulls patient data from practice management and other systems



...and 30+ more

- Demographics
- Appt. History
- Reimbursement Codes
- Clinical Codes



Generates Smart Lists using our proprietary technology

Diabetic Follow Up Campaign

- Heather Thomas
- Alistair Jones
- Marc Georges
- Zara Findlay
- Brendan Collins
- Claudia Castillo
- Melissa Karp



Delivers timely, tailored messages that motivate patients to take action

Hi Jane! We received your note and moved your appointment with Dr. Argawal to this Friday!

Awesome, thanks so much!

Text Message Today 13:04

Hi Jane! This is Healthy Ways Medical, reminding you it's time to schedule your Annual Wellness Visit. Please watch this video from Dr. Argawal to help you prepare.

Hi Jane,

We hope you're doing well! This is a friendly reminder about your upcoming Annual Wellness Visit with Dr. Argawal on Wednesday, 9/3 at 11:00AM. We look forward to seeing you for this important appointment. If you need to reschedule or have any questions, feel free to contact us at (800) 606-5104

Best regards,
Healthy Ways Medical

VOICEMAIL

Dr. Argawal

0:00 -0:23

TRANSCRIPT

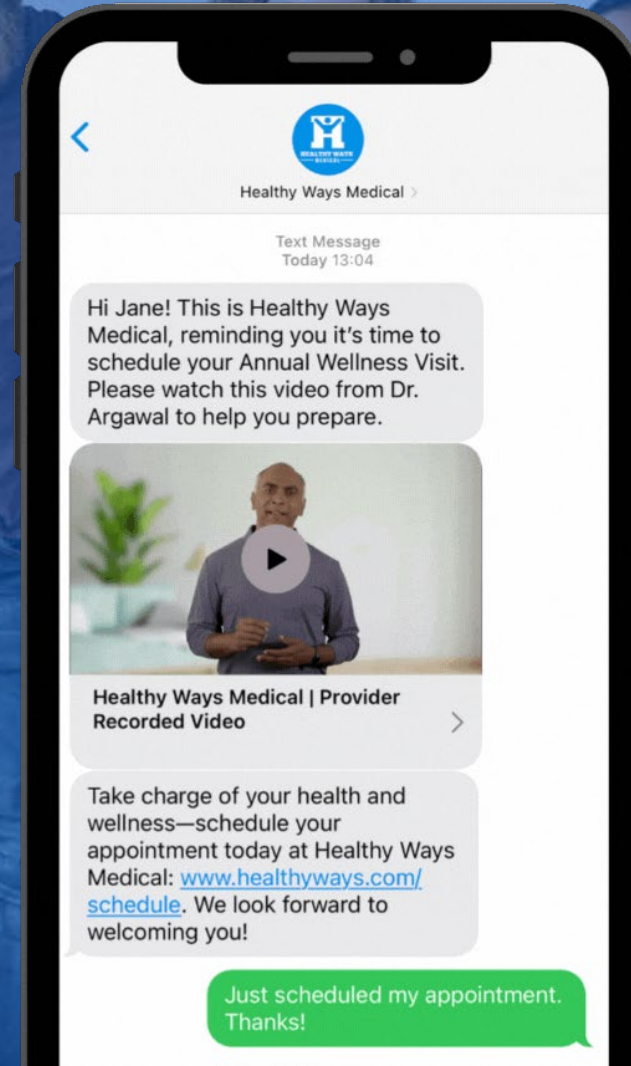
I just wanted to remind you that we've scheduled your Annual Wellness Visit on September 3rd. Before you come in, here are a few things to keep in mind to

AI in Action – Effortless personalization



High No-Show Risk

Responds Best to: **Text**
Preferred Language: **Portuguese**
Optimal Reminder Timing:
24 Hours in Advance
Preferred Appointment Days:
Weekdays, Afternoon Slots



No-Show & Canceled Not Rescheduled Follow Up

List Criteria

Create an individual list
[remove](#)

All Appointments Dev. ▾

This search will produce approx. **41** results

Optional filters: [Add another filter](#)

Appointment date (range ... ▾) -2, -1
[remove](#)

Appointment Status Id ▾ 9
[remove](#)

Add new search to be: Added Subtracted Intersected

Create an individual list
[remove](#)

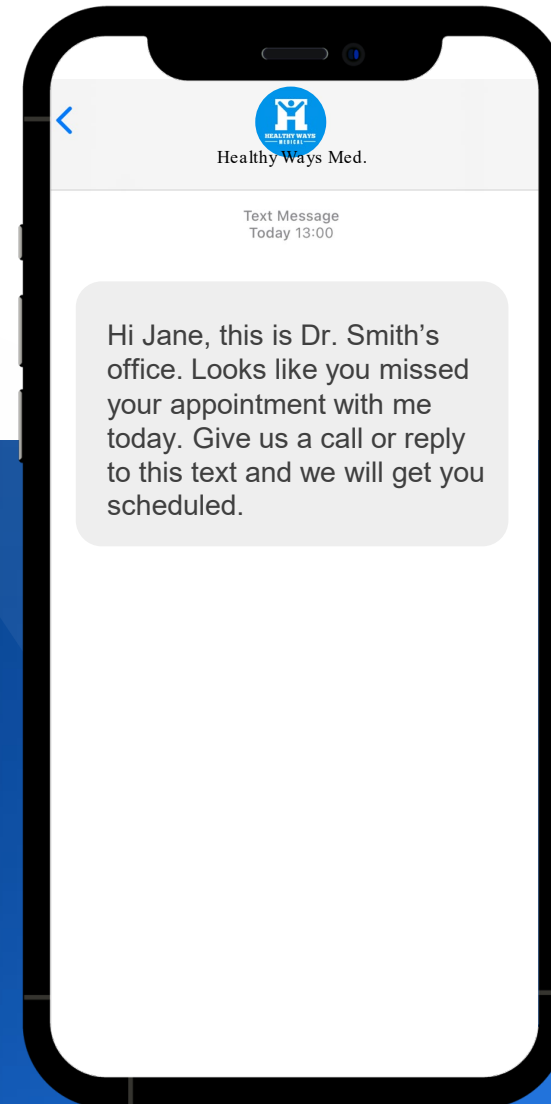
All Appointments Dev. ▾

This search will produce approx. **4** results

Optional filters: [Add another filter](#)

No Show date (range offset) ▾ -2, -1
[remove](#)

Sample Message



Closing Care Gaps with Smart, Personalized Outreach at Scale

Sample Campaign Types:

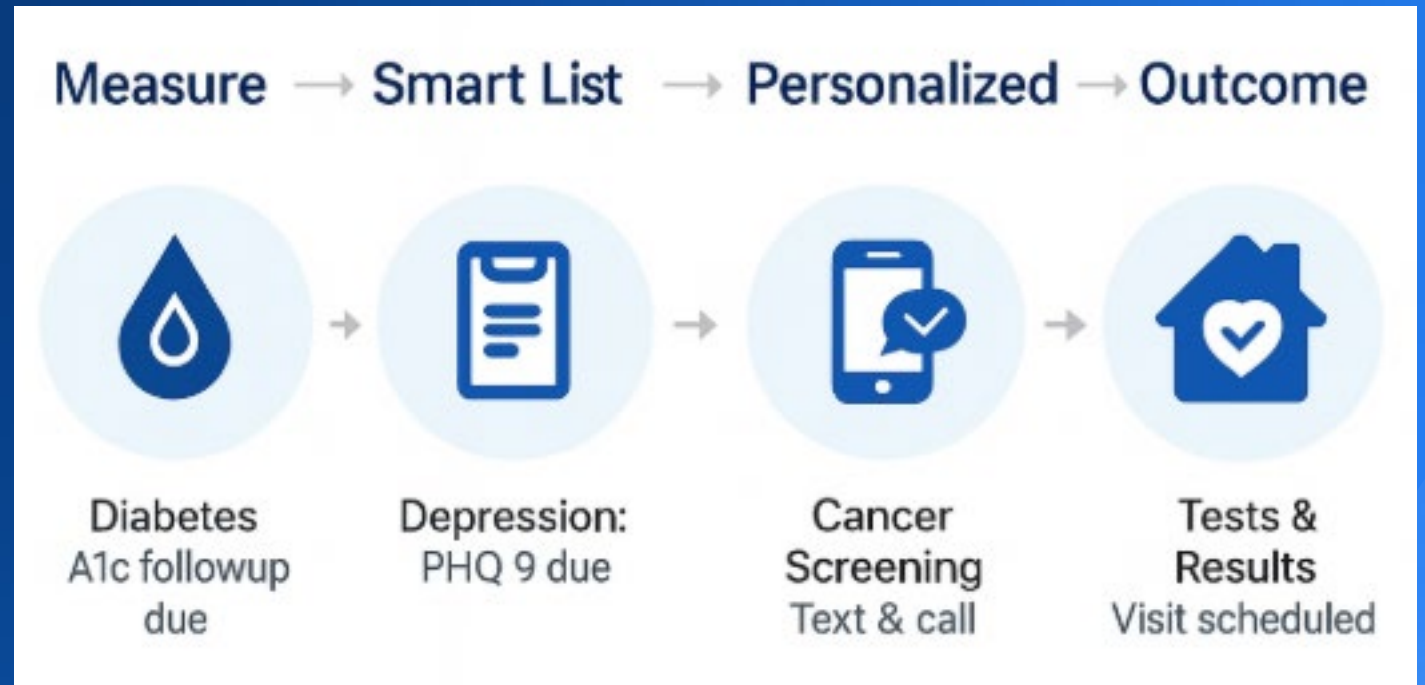
- Annual Wellness & Physicals
- Diabetes & A1c Follow-ups
- Hypertension Visits
- Cancer Screenings
- Childhood & Adult Immunizations
- Preventative Care & Chronic Condition Visits
- Transition of Care Follow-up
- Depression Screening & Visits
- Eye Exam Engagement

Sample
Message

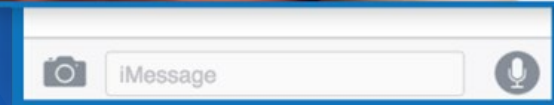
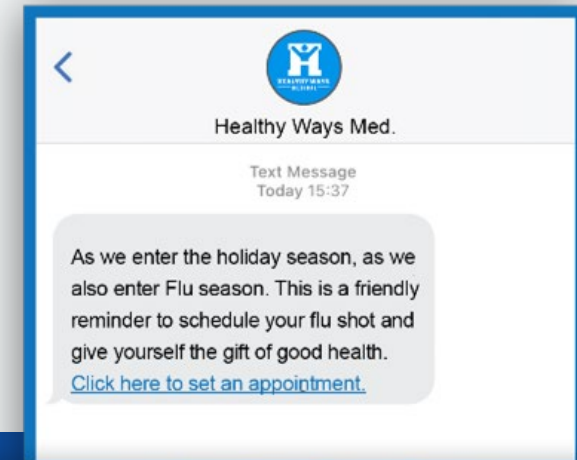
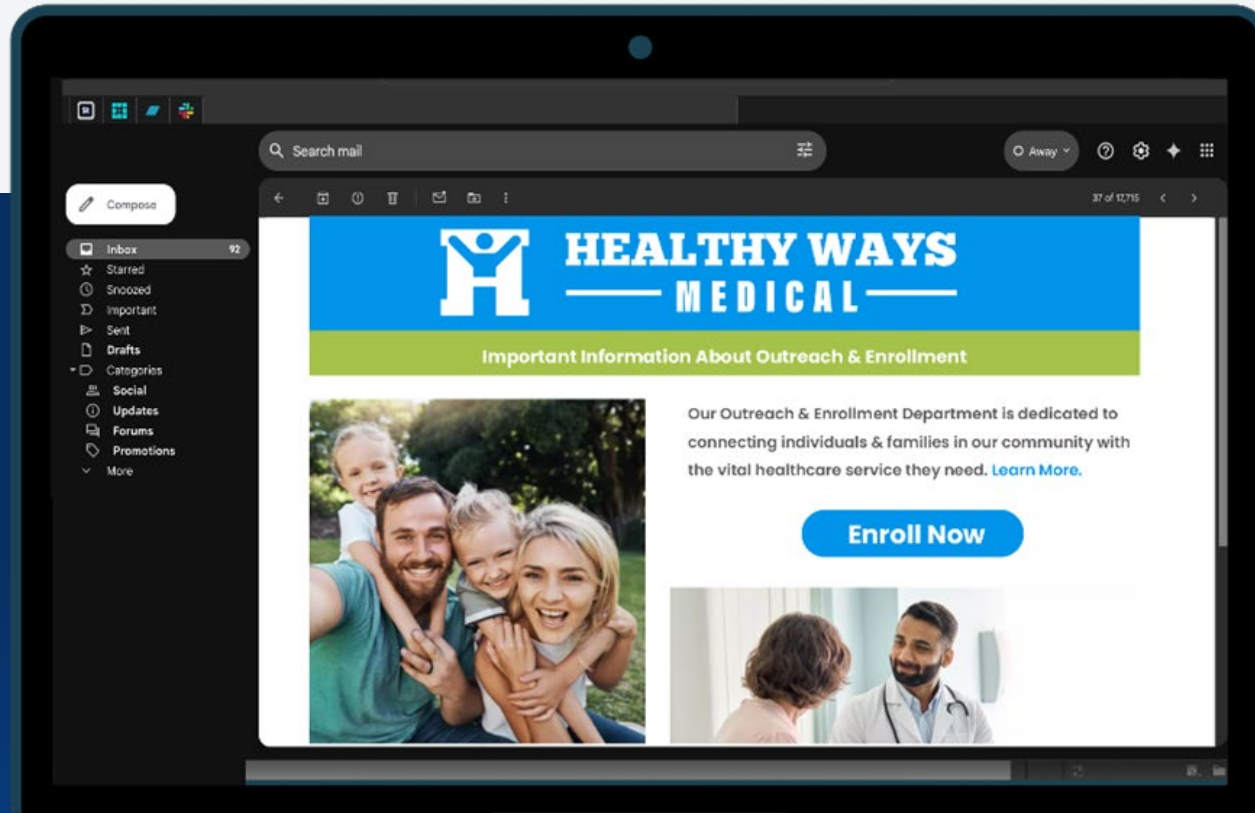
“Hi, this is Dr. Argawal from Healthy Ways Medical. I hope you’re doing well. I wanted to reach out because I noticed it’s been a while since we’ve had you in for your annual wellness visit, and I want to make sure we’re staying on top of your health. To schedule your visit, press one to speak to the front desk or go to healthywaysmedical.com/schedule to book online. I look forward to seeing you soon.”

Reducing Staff Burden While Meeting Quality Goals and Improving Patient Care

- **UDS Tables 6A, 6B, and 7**
- **Patient Centered Medical Home (PCMH)**
- **Accountable Care Organizations (ACOs)**
- **Clinical Integrated Networks (CINs)**
- **Transitions of Care (TOC)**
- **Custom Campaigns for Quality Measures**
- **Payer Programs**



Reaching the Right Patients, With the Right Message, When it Matters Most



Healthy Ways Medical

24
Facility Count

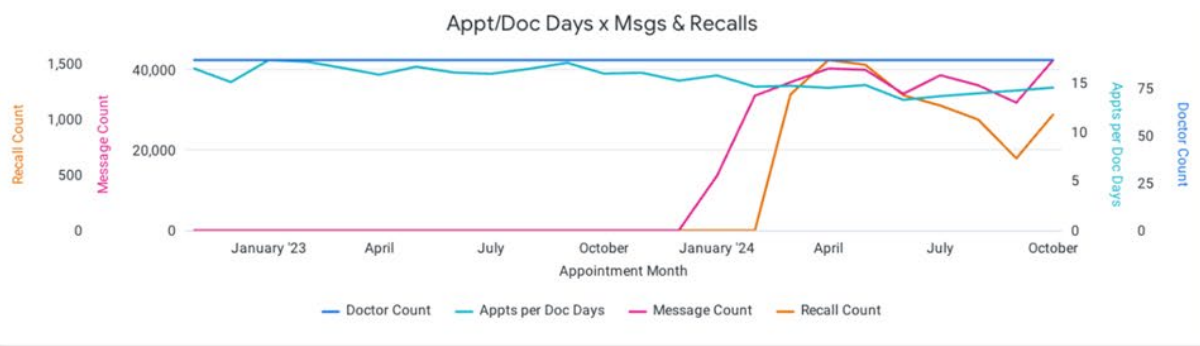
53
Active Provider Count

45,050
Active Patient Count



Message Volume (last 6 months) by Kind/Type

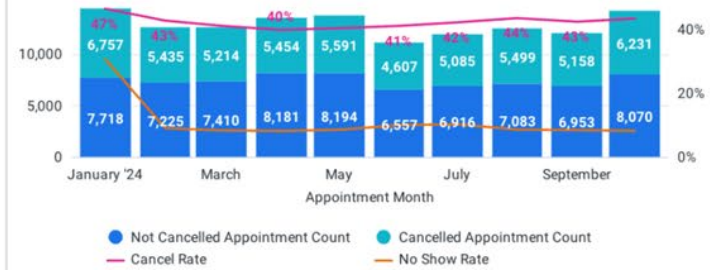
Message Delivery Method (Type)	Email	IVR Cell	IVR Home	IVR Work	Text	Total
1 Appointment Reminder	20,770	24,640	2,219	0	28,865	76,494
2 Birthday Note	9,019	0	0	0	0	9,019
3 Product Pick Up	399	30	45	0	631	1,105
4 Appt Cancellation	144	254	189	194	741	1,522
5 After Appointment	40	1	1	0	71	113
6 Custom Message	1	0	0	0	16	17
7 Re-Appointment	0	0	0	0	0	0
Totals	30,373	29,297	3,053	1,098	2,051	125,915



No Show Details

9.1%
22.2% Last Calendar Year

Cancel / No Show Rates



No Show Rates

Health Center Results



Case Study#1: 102 Provider Health Center

Reducing No-Shows Comparison, February- April 2024

	February 2023	March 2023	April 2023
Total Appts	6,323	8,087	7,608
Total No-Shows	728	841	754
No-Show %	11.5%	10.4%	9.9%

	February 2024	March 2024	April 2024
Total Appts	6,530	6,693	7,486
Total No-Shows	593	544	603
No-Show %	9.1%	8.1%	8.1%

Case Study #2: No Show Rate Comparisons

Comparing Q1 2023 to Q1 2025

	Jan '23	Feb '23	Mar '23
Total Appts	6,023	5,153	5,868
No-Shows	444	382	450
No-Show Rate	7.4 %	7.4 %	7.7 %

	Jan '25	Feb '25	Mar '25
Total Appts	7,850	6,695	7,625
No-Shows	457	383	416
No-Show Rate	5.8 %	5.7 %	5.5 %

30% increase in average appointment volume and **24%** decrease in average no show rate

Case Study #3: 99 Provider Health Center

Reactivation Patients

Recall Type	Count Patients with Recall Message	Count Patients with Recall Message and Scheduled Appointment	% of Messaged Patients with New Appointment Loaded within 60 Days
Canceled Medical	2,251	976	43.40%
No Show Medical	1,375	601	43.70%
Hypertension Reactivation	312	95	30.40%
Diabetic Reactivation	204	64	31.40%
Well-Child Visit Reactivation	47	13	27.70%

In just 90 days, 1,749 patients were brought back into care. Easing staff workload, strengthening continuity, and creating greater stability for the health center workforce.

Reflection: Think of One Patient...

Think of one patient who missed care because of a non-medical barrier. How would you reach them differently?

Helping Health Centers Reach Patients, Strengthen Care, and Empower Teams to Succeed



Reach Patients Where They Are

Timely, personalized outreach that overcomes barriers.



Strengthen Care Continuity

Keep patients connected to preventive, chronic, and follow-up care



Empower Teams to Do More With Less

Reduce manual workload through smart automation

3 Big Takeaways

- ✓ **Closing care and social gaps creates real equity**
- ✓ **Technology should amplify the human touch, not replace it**
- ✓ **Every data point is a patient waiting to be reached**

**Data is Connecticut's next great invention,
turning insight into impact**

Interested in Learning More? Let's Continue the Conversation



<https://guidance.vitalinteraction.com/fqhcdemo>



VITAL INTERACTION™

Thank you.

*Hyper-personalized patient
engagement powered by AI.*

POLL: Which Non-Medical Driver Most Impacts Your Patients Today?

- Transportation challenges
- Housing Instability
- Food Insecurity
- Digital Access & Broadband Gaps
- Social Support & Behavioral Health
- Something else you are seeing in your Parish/community?