Improving Patient-Reported Outcome Measures With Dialog Health Text Messaging

Healthcare organizations are transforming patient care by using Dialog Health's two-way texting to improve Patient-Reported Outcome Measures (PROMs)—**gaining real-time insights**, **enhancing engagement,** and **delivering more personalized support**. With our easy-to-use messaging software, providers can collect meaningful patient feedback, improve care coordination, and ultimately drive better health outcomes.

Sample Result: Postpartum Text Campaign

95%	**21 Min**	**35%**
Patient Reach-Rate	**21-Minute Median Response Time**	**Patient Response Rate**

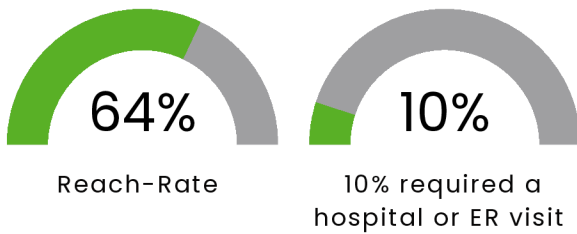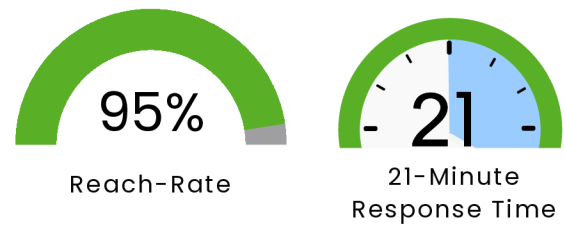**See more results! Read full case study.** ➡

Results Summary

By implementing Dialog Health's two-way texting for PROMs, our healthcare clients have achieved **significant improvements** in **patient engagement, response rates,** and **overall care outcomes**.

Key Results Summary
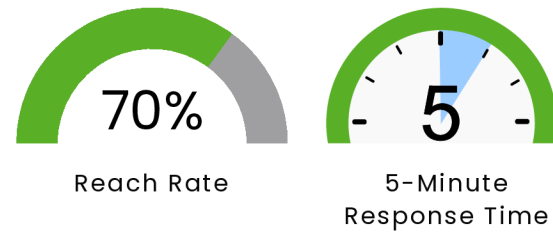
30-Day AMI Patient Check-in:

64%
Reach-Rate

10%
10% required a hospital or ER visit

Postpartum Text Campaign:

95%
Reach-Rate

21
21-Minute Response Time

Post-Appointment Check-in:

66%
Reach Rate

40%
Response Rate

4-Day Check in of CHF Patients:

70%
Reach Rate

5
5-Minute Response Time

Postoperative Recovery Text:

96%
Reach Rate

71%
Response Rate

Postoperative Check-in Text:

91%
Reach Rate

71%
Response Rate

Post-Visit Texts Across Specialties:

83%
Reach Rate

4
Over 4 years, Reach Rate Improves Each Year

Contact us to learn more.
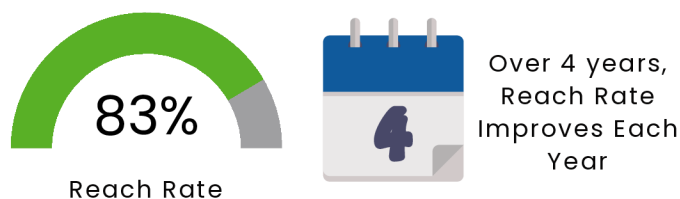
- Real client results. Results may vary.

Two-way texting helps collect PROMs, improving outcomes and patient satisfaction

Patient-reported outcome measures (PROMs) deliver valuable insights into how treatments and services impact patients' daily lives, often looking beyond traditional clinical metrics. By prioritizing PROMs, providers gain information that empowers them to better tailor services and treatments to individual needs, improve overall outcomes, and decrease the need for additional — and avoidable — services and treatments.

Strong PROMs also contribute to higher patient satisfaction and engagement as well as alignment with value-based care models. These models increasingly tie reimbursement and performance metrics to how patients perceive their progress toward improved health and wellness.

To strengthen their ability to collect, analyze, and then act on PROMs, **healthcare providers nationwide are turning to two-way text messaging**. With texting, organizations are communicating with their patients about a variety of topics and gaining insight into ways to achieve more successful, cost-effective, efficient, and patient-driven healthcare.

The Problem

Healthcare organizations often struggle with PROMs. Many face difficulties due to a combination of ineffective communication tools; low patient engagement with a PROM questionnaire that leads to a low response rate; and feedback unrelated to the intended focus of the outreach. Without the means to engage patients using the communication technology they prefer, execute personalized outreach strategies, and efficiently review and act upon responses, engaging patients in PROMs will remain a persistent challenge.

The Solution

By partnering with Dialog Health, organizations are improving their PROM survey response rates and the value of the information patients are providing via the questionnaires. **By implementing best practices for text questionnaires and two-way texting, these organizations are gathering actionable insights, delivering more personalized patient support, enhancing care coordination, and driving better engagement and health outcomes.**

30-Day AMI Patient Check-in Text

Reaches Nearly Two-Thirds of Discharged Acute Myocardial Infarction (AMI) Patients

Text message: "Main Street Heart Center: To update your records, we need to know if you have required an Emergency Room visit or Hospital Admission since your discharge. Must reply YES or NO."

Those who responded YES received a follow-up text: "Please reply with one of the following: 1. ER Admission 2. Hospital Admission 3. Both ER and Hospital Admission"

→ **Results:** The initial two-way text from a hospital **reached 64% of all AMI patients,** with about half responding and about 10% indicating they required an emergency room visit or hospital admission. Patients also submitted questions via text about topics like exercise assistance, cardiac patches, and handicap (disability) placard.

Postpartum Text Campaign

Reaches 95%+ of Patients

Text messages: This campaign from a pregnancy care center included a series of 11 post-discharge messages to new mothers, covering topics including whether patients were experiencing infection symptoms, requesting that patients rate their pain level, and asking patients whether they had concerns about feeding their infant.

→ **Results:** Texts consistently **reached more than 95% of all patients, with the campaign achieving a 35% response rate and 21-minute median response time** across all messages. The pregnancy care center assisted new mothers with a range of issues, answering questions and sharing information that further supported a successful postpartum recovery and newborn health.

Post-Appointment Check-in Text

Reaches 65% of All Patients

Text message: "Main Street Hospital: Please respond with "Yes" or "No", do you have any questions/concerns that you would like to discuss with one of our nurses?"

→ **Results:** The text sent by a hospital **reached nearly two-thirds of all patients, with a more than 40% response rate**. Patients who responded did so with a median time of 9 minutes. In two months of sending the post-appointment check-in texts, nearly 70 patients sought support. Patients who requested phone calls received them. Others asked questions via text, with topics covering removal of surgical bandages, showering rules, and wound care.

4-Day Check in of CHF Patients:

Reaches 70+% of Discharged Congestive Heart Failure (CHF) Patients

→ **Results:** The text sent by a hospital **reached more than 70% of all CHF patients, with several indicating they desired a call from the hospital.** Those who responded did so with a median response time of 5 minutes.

Mon, Aug 10 at 10:15 AM

MAINSTREETHEALTH: Hi Jackie, it is critical that you contact us if you are having trouble breathing when resting, have a dry cough that is getting worse, or have experienced weight gain in excess of 2lbs in a 24 hour period. If any of these apply to you, you can reach out to your primary care provider for direction or text CALL.

Post-Visit Texts Across Specialties:

Reaches 80%+ of Patients

Text messages: Over four years, a large hospital sent post-visit texts to patients who came in for treatment in a variety of specialties. Topics for text messages included whether patients felt like the hospital was a partner in planning their care; requests for patients to complete their discharge assessment; and postoperative admittance to another hospital or emergency room.

→ **Results:** Over the four-plus years, the hospital expanded its use of text messaging throughout the organization and achieved an **average text reach rate of 83%.**

MAINSTREETANESTHESIOLOGISTS:
We hope your recovery is going well, Have you had any anesthesia-related complications / nausea / vomiting since your visit? Reply YES/NO."

No

MAINSTREETANESTHESIOLOGISTS:
Great! If anything changes, please let us know

Post-Operative Recovery Text

Engages 70+% of Patients

→ **Results:** This message sent by an anesthesia provider **had a 96% reach rate and 71% response rate, with a median response time of 12 minutes.** For patients indicating that they had experienced complications/nausea/vomiting, the provider followed up with recommendations to address the specific postoperative symptoms. Several patients responded to the text with words of gratitude for their care team.

Postoperative Check-in Text

Reaches 91%+ of Patients

Text message: "Main Street Surgical Center: Thank you for choosing us for your healthcare. We're checking in regarding your procedure. Are you having any complications related to your procedure such as discomfort, pain, fever, bleeding or any other issue? Please reply Yes or No."

→ **Results:** This message from the surgery center **reached 91% of patients and had a 71% response rate.** Patients replying "Yes" were asked to share their complications and then told when they could expect to receive a phone call from the provider and/or received instructions on what to do.

The Conclusion

Key Takeaways from the Case Study

Boost Patient Engagement & Response Rates – Text-based PROMs make it simple and convenient for patients to share their experiences, leading to higher participation and more reliable data.

Personalized Support & Better Outcomes – Two-way messaging allows providers to address concerns in real time, ensuring patients get the guidance they need for better recovery and overall health.

Actionable Insights for Smarter Decision-Making – By gathering real-time patient feedback, organizations can proactively adjust treatments, improve care strategies, and enhance patient satisfaction.

Streamlined Workflows & Operational Efficiency – Automating PROMs collection through text reduces administrative burden, saves staff time, and ensures a seamless patient communication experience.

Contact us to see how you can leverage two-way texting to transform patient care

About Dialog Health

Built for Healthcare by Healthcare Experts

With more than 14 years in mobile communications, Dialog Health has insights on how to use two-way texting to improve communication and engagement.

Dialog Health has helped thousands of organizations improve their communication with their patients and employees while strengthening engagement, compliance, reducing workload and costs, and enhancing workflow and outcomes.

🌐 www.dialoghealth.com

@ Email: info@dialoghealth.com

Contact us today for a free demo

The platform is very user friendly and provides the ability to personalize messages to an individual or send out campaign messages to a group. This feature has been very helpful in our collections department.

- Kristen M, Director of Revenue Integrity