



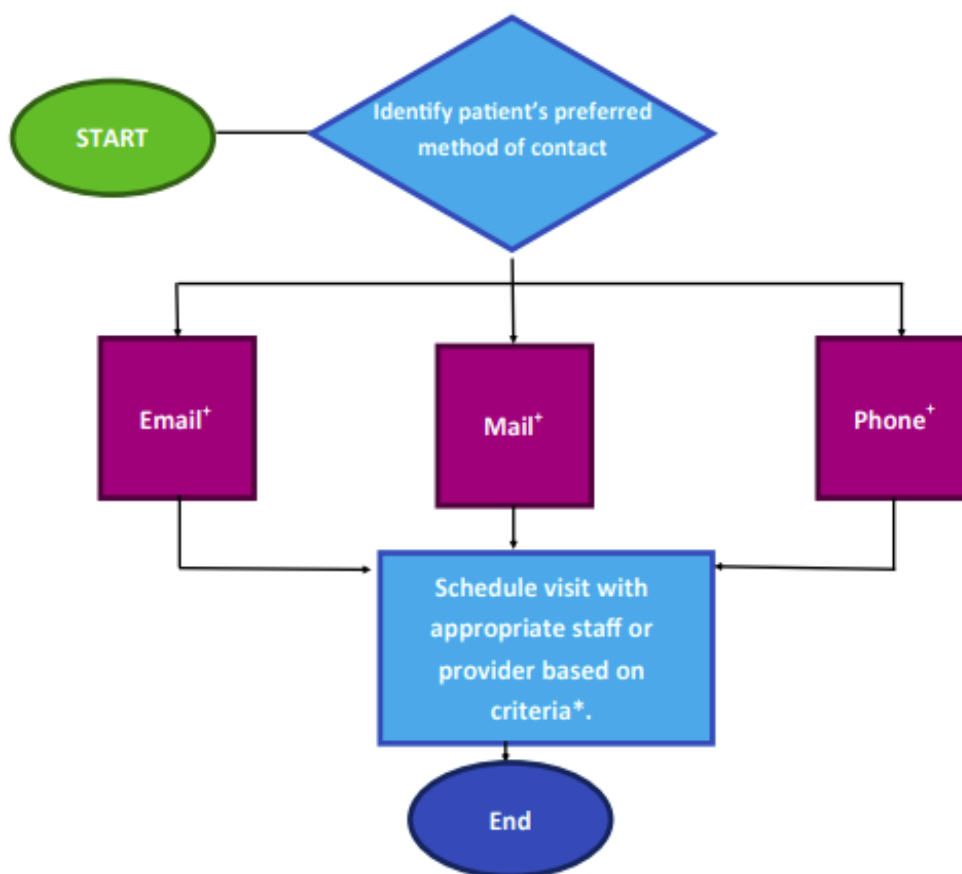
Effective Outreach

September 2021

Outreach through text messaging, a patient portal, phone calls, or letters is an effective method for encouraging patients with elevated blood pressure and/or using nicotine products with no scheduled follow-up appointment to schedule a follow-up visit. Described below is one approach to setting up an outreach process using multiple modalities at your clinic. Please review and modify this process flow to best fit your clinic.

Potential method for measuring Effective Outreach: Percent of adults with hypertension and/or smokers who schedule an appointment within one month of the outreach attempt.

High Level Process for Outreach Using Multiple Venues



*If last blood pressure was elevated in the last year and no follow up scheduled in the next 30 days OR smoker with no referral to cessation resources in the last 3 months