



PatientPoint

A leading digital health platform providing a comprehensive suite of patient engagement and education solutions at the point of care and beyond.

<https://www.patientpoint.com/>

Overview

PatientPoint is a digital health company that offers a full-service patient engagement ecosystem designed to empower better health outcomes by influencing patient behavior. Its solutions are delivered through the largest network of connected digital devices in doctor's offices across the country, reaching over 750 million patient visits each year.

The platform encompasses a coordinated communication strategy across the entire care journey, including Pre-Visit, Waiting Room, Exam Room, and Post-Visit engagement. Key products and capabilities include:

Digital Point-of-Care: Educational content delivered via digital screens in waiting rooms and interactive touchscreens (PatientPoint® Interact™) in exam rooms.

Patient Education: Access to a vast library of medically accurate content, including 3D anatomicals and procedure videos, to improve patient comprehension and adherence.

Mobile Engagement: Solutions like PatientPoint® Extend™ and PatientPoint® Proximity™ allow for branded, integrated, and trackable communication before, during, and after a visit, including geofencing-based messaging.

Practice Engagement Hub: An in-office digital hub for healthcare professional/staff communication, streamlining workflows and reducing administrative burdens.

Targeted Messaging (PatientPoint Precision™): Enables 1:1 patient engagement via check-in and patient portal experiences, leveraging consented EHR data for hyper-targeted brand and educational content.

PatientPoint offers full-service support, including content creation and account management, often at no additional cost to the provider. The platform is proven to drive measurable clinical and financial results, such as increased screenings, flu vaccinations, and patient portal sign-ups.

Target Users: Healthcare Providers (doctors, practice administrators, health systems, specialty groups), Life Sciences Brands (Pharmaceutical, Consumer Health, Medical Devices).

Key Features

- Digital Point-of-Care Patient Engagement
- Interactive Exam Room Touchscreens
- Educational Content Library (40,000+ assets)
- EHR/EMR Integration (40+ EHRs)
- Mobile Engagement (Pre/Post-Visit)
- Patient Portal Integration (Check-in/Intake)
- Practice Engagement Hub (Staff Communication)
- Targeted Messaging (PatientPoint Precision™)

Pricing

Model: enterprise

Custom, contract-based pricing with a fixed fee for programs/services. Full-service support and content creation are typically included at no cost to the provider. Pricing is not publicly disclosed.

Target Company Size: medium, enterprise

Integrations

Electronic Health Records (EHRs), Patient Portals, Datavant (Data Tokenization/De-identification), Social Climb (Online Marketing/SEO), Practice Management Systems (PMS)

Compliance & Certifications

HIPAA (Business Associate)