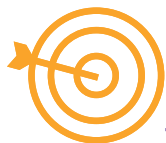


According to research, 60 percent of people find it important that doctors use technology as part of their job. Patients want their doctors to be tech savvy — your patient education efforts should reflect that. Make the transition from LUMA or Online to Echo to show you care both about technology and patient education. Echo works on your website, and can be easily emailed and shared on social media and mobile, keeping patients engaged and satisfied.



Our webinar, “Product Sunsetting: What You Need to Know,” offered all the details and steps for switching from LUMA or Online to Echo, but here are the top 5.

What do you need to know about making the shift from LUMA or Online to Echo?

1 LUMA and Online content will be unavailable after December 31, 2015. Don't wait — give yourself time to make the switch so your patients aren't without educational content.

2 Echo is a platform for the modern doctor. With the ever-changing health care environment and a growing demand for health information by consumers (72% of Internet users search for health info online), **Echo can help position you and your practice as a go-to source of health care information.**

3 We built Echo based on your comments and input. With Echo, we improved upon LUMA and Online, adding some new features to make it more functional, efficient, and effective for your practice. **Echo features better website compatibility, easy social media posting and email sharing, and instant access from any Internet-connected device.**

4 Educate your patients everywhere they think about their health. Fifty percent of patients leave doctor's visits confused. Even worse, they begin forgetting what they did learn as soon as they leave the office. **Echo can help you educate and engage your patients, not only in the exam room, but in the waiting room, on your website, or at home via email follow-up.** And Echo can be used on Macs, PCs, and on mobile devices.

5 Speaking with your account representative is the best way to get started. With pricing based on practice size and intended use, **Echo is a monthly subscription service with unlimited support and no set-up fees.**

Want more detail? Watch the recorded webinar.

