

Mission Control

Patient Rewards Hub Admin Training



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Member Portal

- ▶ Getting connected
 - Rewards cards and temporary registration codes
 - 24/7 access online or mobile
 - Receiving messages
 - Earning points
 - Reviews and referrals
 - Social media follows
 - Contests and surveys
 - Redeeming points
 - Linking accounts



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Office Portal

- ▶ my.patientrewardshub.com
 - Desktop shortcuts or integrations
- ▶ Dashboard
 - Activity, alerts, messages, tasks and support
- ▶ Navigating to member profiles
 - Profile and the importance of tags
 - Adding points
 - Sending messages
- ▶ **USERS tab**
 - **Staff and Admins**
 - Adding and deleting
 - Updating profiles
 - **New Patient Leads**
 - Converting, merging or deleting
- ▶ **MANAGE tab**
 - **Rewards Menu**
 - Add, edit, and inactivate
 - Reorder groups and items
 - Misc. points
 - **Prizes**
 - Inactivate PRH prizes
 - Add in-house prizes
 - **Orders**
 - Prizes fulfilled by the Hub
 - Fulfilling in-house prizes

Action List

- ▶ Log into the office portal
 - my.patientrewardshub.com
 - Your username and password:
- ▶ Download the Patient Rewards Hub app

 - Log in using your office portal username as your registration code
- ▶ Prepare for Team Training
 - Create desktop shortcuts on each computer
 - Add staff and admins, including photos and bios
 - Review rewards menu and edit as necessary
 - Add or inactivate prizes
 - Choose monthly contests and add to your marketing plan
 - Select monthly surveys and add to your marketing plan
 - Review Social Media Manager settings and approve content
 - Edit and add Communication Manager templates
 - Set up Referral Manager standard campaign
 - Set up automation
 - Create a promotion and save as a draft
 - Review account information

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Mission Control

Patient Rewards Hub Admin Training (continued)

- **Contests**
 - Contest gallery: filters and mobile-friendly
 - Scheduling contests
 - Preview
 - Available to everyone or selected groups
 - View flyer
 - Scheduled and multiple contests
 - Contest history and winner selection
- **Surveys**
 - Publishing and adding new surveys
- **Reviews**
 - Publishing reviews
 - Posting to social media
 - Requesting additional reviews for other sites
- **Social Media Manager**
 - Settings
 - Content library; categories
 - Social Calendar
 - Adding your own content
- **Communication Manager**
 - Composing messages to multiple patients
 - Creating and editing templates
 - Reviewing sent and scheduled messages
- **Referral Manager**
 - Standard and seasonal campaigns
 - Campaign communication
 - Social media posts
 - Referral history and reports
- **Promotions Manager**
 - Creating events and offers
 - Landing Page
 - Social posts, messaging, print materials
 - Editing or cancelling a promotion
- **Automation Manager**
 - Creating automated messages and points
 - Automation history

▶ ACCOUNT tab

- Practice Info and Locations
- Billing Info

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Keys to Success

- ▶ You and your awesome team!
- ▶ Consistency
- ▶ Remembering your program goals
- ▶ Making the Hub part of your marketing plan
- ▶ Feedback
 - Talk about your rewards program at staff meetings
 - Share successes and announce future events

Action List (cont.)

- ▶ Prepare for Launch
 - Send member data by due date
 - Edit/approve and print marketing collateral
 - Gather social media account usernames/ passwords (bring to launch meeting)
 - Build excitement for your rewards program (Review Hub Marketing Consultation)
 - Post on social media
 - Update your on-hold message
 - Decorate your office
- ▶ Request additional admin training, if desired

Need Help?

Support Center

- How-to articles
- Scripting ideas
- Live and on-demand webinars
- Submit a ticket

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