

# AUTOMATED PATIENT OUTREACH (APO)

The partner clinics that are participating in the UCRCCP have access to a few different text outreach campaigns that are part of the [Azara Population Health Management](#) platform. Below is an example from the return FIT campaign. This is intended as a “set and forget” campaign that will automatically send text reminders to patients who have an open FIT order. They will receive up to three messages reminding them to complete and return the FIT. There is also a way for the patient to ask for a new kit to be sent to them if they need it. The UCRCCP is also working on an open referral campaign that will help clinic staff to close the loop on referrals for colonoscopy.

## Patient Text Journey

