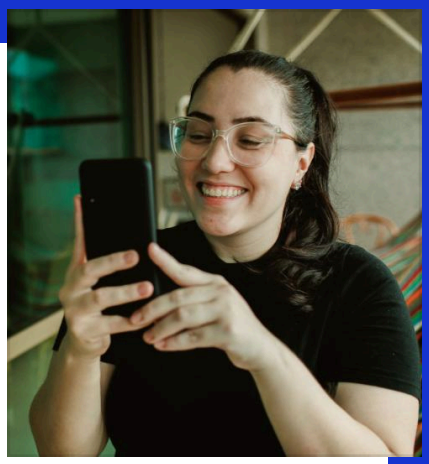
Wrapped Health

A more connected patient experience, without adding time to the visit.

A five-provider OB/GYN practice used Wrapped to make product recommendations easier for patients to act on, while keeping the experience tied to the care team.

Five-provider OB/GYN practice · Mid-Atlantic



Making trusted guidance easier to act on

Product guidance is a routine part of OB/GYN care. From prenatal support and nausea relief to postpartum recovery and other everyday health needs, OB/GYN providers make OTC product recommendations in many of their encounters.

Too often, patients left the visit needing to remember what was discussed, search for the right product, or contact the practice again for clarification. The practice wanted a better way to make those recommendations easy for patients to follow without adding another task for providers or staff.

Wrapped carries the recommendation forward

The practice integrated Wrapped into its athenaOne workflow so providers could send the exact products they recommend while the patient was still engaged.

In seconds, patients received a clinic-branded link with their care team's recommendations ready to review and purchase. Wrapped handled the connection from recommendation to checkout and fulfillment, without requiring the practice to manage inventory or create a separate workflow for staff.

Less repeated work. More follow-through.

By embedding recommendations straight into the care journey, the practice saw strong patient engagement while keeping the experience connected to the clinic.

Patients embraced the experience: 90% opened the recommendation sent by their care team, and one patient called Wrapped "the best thing I've ever gotten from a doctor."

Brand Continuity: The entire experience remained anchored to the practice rather than a generic retail search.

Streamlined Operations: Providers delivered essential product guidance without adding time to the visit or creating more work for staff.

90%

Patients who opened the recommendation sent by their care team

<60s

Time from opening the purchase link on the patient's phone to a completed transaction

55%

Overall purchase completion rate for sent checkout links, keeping care tied to the clinic

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