

INDUSTRY BRIEF

Medical Offices



Text messaging has revolutionized how we communicate, quickly becoming our go-to channel for daily use. That's why more medical offices are implementing texting as a vital part of their patient communication strategy. SMS Marketing Services' solution goes beyond simple mass texting by allowing medical professionals to automatically follow up with patients, send appointment reminders, and communicate with employees effectively.

USE CASES

01

Send Appointment Reminders

With 98% of all texts being read, there's no better way to ensure patients remember their appointments.

- Integrate with the scheduling software your office already uses to automatically send reminders the day before an appointment.
- Automatically confirm whether or not the patient can make it, and send corresponding messages based on their answer. For example:
 - If they confirm "Yes", send pre-op instructions.
 - If they say "No", send a link for them to reschedule.

02

Follow Up Automatically

After an appointment, make sure your patients are well taken care of with automated follow-up messages.

- Send periodic post-op care instruction and medication reminders.
- Text-enable your office's business phone number, so patients can text in to ask questions rather than be stuck on a call.

USE CASES

03

Communicate with Employees

SMS Marketing Services' makes sending important announcements and coordinating employee's schedules faster and more effective.

- Send internal messages for things like PTO requests or benefits reminders.
- Fill missed shifts with text alerts to get coverage.
- Send critical alerts or important memos to staff instantly.

CONSULTING



Due to HIPAA regulations, medical offices must be extra vigilant when texting patients. But while there are many restrictions, we won't leave you to fend for yourself. Our experienced consulting team is always here to advise you on the do's and don'ts of text messaging, as well as help construct compliant campaigns that return ROI.

UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1 hour average support response time during business hours.



365-day
Technical Support



1-hour
Initial Response Time



9.5/10
Customer Service Rating

