

EFFECTIVE PATIENT COMMUNICATIONS

How to utilize various communication channels to effectively reach your patients.

TEXT MESSAGES



BENEFITS

- Easy for patients to confirm appointments at their convenience
- Preferred by most patients



DRAWBACKS

- Limited amount of content



BEST USED FOR

- Confirmations and reminders
- Review requests
- Filling last minute appointments

EMAIL



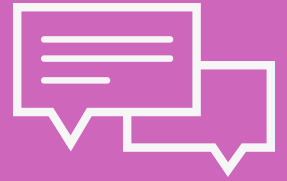
BENEFITS

- Room for more content and branding
- Ability to link to your website's appointment request forms



DRAWBACKS

- Lower open rates
- Easy to get lost in the mix
- May not be read right away



BEST USED FOR

- Practice marketing
- Appointment reminders and confirmations
- Birthday greetings

DIRECT MAIL



BENEFITS

- Catch attention
- Staying power - patients can hang on fridge or leave on counter



DRAWBACKS

- Cost
- Difficult to track engagement



BEST USED FOR

- Patient retention
- Recalls and reminders
- Announcements
- Holiday cards

SOCIAL MEDIA



BENEFITS

- Wealth of data
- Ability to showcase reviews
- Create a community
- Build trust and transparency



DRAWBACKS

- Requires frequent attention
- Must be well-versed in technology



BEST USED FOR

- Responding to reviews
- Demonstrating attentiveness
- Collecting info via polls and surveys

To learn more about how PracticeMojo can help you reduce no-shows and improve profitability, call (800) 556-2580 or visit www.PracticeMojo.com.

