

TEXTING TO KEEP PATIENTS INFORMED

Did You Know?

92% of American adults older than 65 text, and 95% of texts are read within 3 minutes

Making Communication Simple and Easy

Case Studies have Proven a Reduction in No-Shows by 34% and Reduced Post-Op Calls by 92%.

01 | Open Communication

Two-way texting between physician offices and patients has proven to be an effective and powerful tool in the healthcare industry. This technology allows for fast support and communication to patients. There are several options to get information to your patients and text messages help bridge the gap between those who do not have time to speak on the phone and those in office making calls. Some types of communications that can be sent are:

- **Surveys** – for quick feedback and immediate resolution when necessary
- **Web Links/Portal Links** – for payment processing, form submission, etc.
- **Large Scale Notifications** – for holiday hours, emergency communications, etc.
- **Appointment Reminders** – for easy notification and tangible record of appointments
- **Group Messages** – for quick verifications and updates to specific patients

02 | Initial Investment and Compliance

With a cloud based platform to utilize it is quick and easy to create the messaging you wish to share while keeping contacts and information organized. The platform allows practices to utilize technology currently in place and easily works with mobile phones patients already have. The platform is HIPPA, TCPA, and CTIA compliant, ensuring your patient's information is secure. All information is hosted, stored, processed, and transmitted through the same system where security is constantly monitoring all activity.

03 | Features

The platform allows for more efficiency and accuracy by keeping information readily available to patients. As a low-cost solution to staffing strain and business needs, text messaging can help alleviate practice pain-points. Some available features within a two-way texting platform are:

- Automated and Scheduled Broadcasts
- Reporting and Analytics
- Historical Data and Log
- Direct 1 to 1 communication
- Tier 1 connectivity

Learn More

Contact us today to learn more about two-way texting services and resources available, the benefits to physicians, and how to implement new and exciting services available to the health care industry. Click [here](https://matrixgpo.com/Content/preferred-portfolio-member) to visit the Matrix GPO website and fill out an enrollment form.

References

<https://matrixgpo.com/Content/preferred-portfolio-member>

<https://matrixgpo.com/Content/gpo-overview>