

ENGAGING PATIENTS TODAY

-what you don't know about text messaging.

In this eBook you will learn about a preferred way of communicating with patients and how stepping into the SMS text communication age could benefit your healthcare practice in more ways than just appointment reminders.

PXEngagement™
A Medfluence Advisors Company

WHY TEXT

Across medical practices in the US, healthcare providers and their teams have reported low success with common methods of communication like phone calls, email, and patient portals.

9/10

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9 of 10 consumers want to use SMS (short message service) text messages to engage with a company they do business with.¹ 85% of Americans report being texted by a corporation recently, and most of them say they feel secure about interacting via SMS.² Today's consumers want to engage with brands and welcome businesses they trust into their DMs. In fact, many consumers are more likely to ignore texts from friends and family than from corporations.²

There is broad interest, adoption, and comfortability with text messaging in the personal, B2B, and professional world. Gen Zers, Gen Xers and Baby Boomers prefer to communicate with their colleagues via text vs phone calls when working. More than half all of Gen Zers, Gen Xers, Baby Boomers and Millennials report they typically text their coworkers over other communication methods.² Yet, only 30% report using SMS text as the most used form of communication with corporations.² Corporations (B2C), particularly healthcare practices, have been slower to adopt text messaging to communicate with customers (patients) despite reports of consumer preference. When given the choice in methods of communication, 85% of American healthcare consumers would rather receive information via SMS text.³

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Some healthcare adoption delays were related to fears of HIPAA compliance and security within texting platforms. This is a valid concern that should be well-vetted before moving forward. Today, however, this fear can be safely and securely overcome.

Preference for texting began its steep ascent during the pandemic as large numbers of people sought ways to communicate and remain connected. In fact, when using text messaging to communicate elective surgical details with patients during the pandemic, engagement with these messages averaged 90%. This engagement occurred quickly, and 98.2% of recipients liked the surgical informational messages. 91.9% of patients shared that the text updates helped them avoid calling the provider's office, and 85.6% preferred text updates compared to email, phone calls, or patient portal messages.³

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90% of text messages are opened in 3 minutes and 99% in 20 minutes.⁴

Compared to a phone call, SMS texting is less intrusive. Texting a patient today can be done in a secure and HIPAA compliant way and consumers trust it as a communication pathway. Texting allows the recipient to respond on their time, often within 3 minutes, with most messages being opened within 20 minutes.⁴ The flexibility to act on the message remains with the recipient and consumers appreciate that. Phone calls require the immediate attention of the recipient and can be viewed as disruptive and inconvenient. Numerous studies show in excess of 85%, and as high as 97%, of people don't answer phone calls from numbers they don't know or recognize. As high as 19% of people don't even listen to voicemails left from unknown numbers.⁵ Connecting with a patient live via phone in today's hyper-connected and robocall world is difficult.

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Email message open and engagement rates also trend low. Research conducted in healthcare practices report email open rates to be 20%.⁶ Practices utilizing only email to communicate battle overflowing inboxes and aggressive spam filters. Practices dependent on email often find themselves following up many important emails with phone calls to confirm receipt. These added steps sap time and don't differentiate a practice.

While patient portal message engagement is high, enrollment with a particular portal has proven to be difficult. Portals are secure and can be seen by patients and staff as a great way to communicate, once enrolled and logged in. Many patients report difficulty enrolling, and once enrolled, they forget passwords or struggle to log in. Portals may be best suited for large multi-disciplinary practices where all facets of your care can be conveniently located in one place. However, portals may not be most effective for single-specialty practices.

There are significant barriers and limitations to all current methods of communicating with patients. Practices should strongly consider the efficiency and efficacy of their current mode of communication and pay special attention to the patient's perspective as well as the burden on staff. Sharing information clearly impacts more than just time required to share information as today's healthcare consumer wants information differently. Practices not utilizing text to engage with their patients are at risk.

MORE THAN JUST APPOINTMENT REMINDERS

Texting platform capabilities matter

Diagnostic screening solutions

Collect critical information from specific patient subsets or identify patients within your practice who may benefit from a particular intervention.

Patient engagement and retargeting.

Provides your practice the power to engage with a global or specific subset of patients and initiate an AI-assisted conversation or specific marketing campaign.

AI SMART automation

Enables templating and automation of processes and pathways to free staff time to improve the patient experience. Consider – pre-op/post-op instructions, pre-visit paperwork, etc.

Call deflection

Deflect inbound calls automatically with simple tasks to automated and personalized text engagements to focus your staff's time on more critical tasks without overloading them with scheduling, prescription refills, etc.

Webwidget communication

Give your patients the freedom and flexibility to communicate with the practice in real-time via mobile or desktop

Review and brand engagement

Your practice wants to know when things go well, and when they don't, your practice wants the opportunity to resolve the situation and improve. Most patients begin their patient journey online – online presence and patient reviews matter.

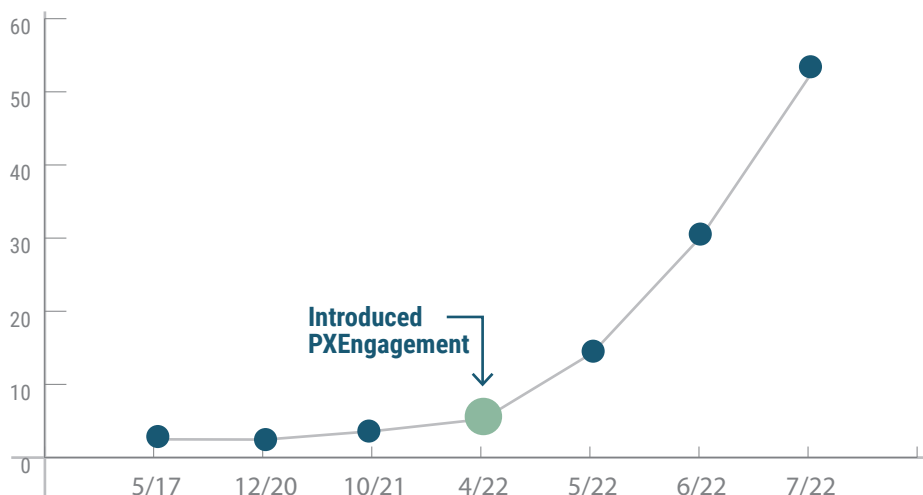


Figure 1: Illustrates google.com reviews from a practice in the US and shows the impact this practice experienced after implementing a review and brand engagement strategy supported by text messaging.⁷



84%

84% of people trust online reviews and 91% of people read them.⁸

HOW OFTEN & WHAT YOU TEXT YOUR PATIENTS MATTERS

Tips to consider prior to diving into DMs:

1. Engage with relevant content to set your patient experience apart. Rather than asking a patient to dig through an overflowing inbox and spam folder, share a link to their intake paperwork and invite them to communicate with your office through text.
2. Consider including important pre/post-surgical information via text. To further humanize a practice, some specialists have used text to reiterate the importance of healthy habits like smoking cessation, weight management, and managing comorbid conditions.
3. Be clear about response time. Ensure the patient knows you will read and respond to 100% of text messages. Some text platforms allow you to set up an automatic response after the first message. This lets the patient know there may be a brief delay in responding immediately as you are also tending to patients but will certainly respond ASAP (no later than COB).
4. Use AI and SMART technology to offset human interaction where possible. Simple tasks such as appointment reminders or patient screening tools can be administered quickly via text and will deliver near-immediate responses.
5. Relevance and Frequency matter. Overloading your patients with numerous surveys, practice details, appointment updates or reminders can be off-putting. As you consider frequency, understand most consumers prefer weekly reminders over daily reminders.
6. Ask for feedback. In today's review-dependent society, it is important to simplify and remind patients to share their experience with your practice in the virtual world. Texting a reminder with a link to review is an effective way to garner constructive feedback and receive reviews.

Across every generational group, text messaging ranks as the most popular communication platform on their cell phones, more so in women than men.² Businesses who have adopted text messaging platforms have seen significant improvement in customer service resulting in improved customer satisfaction scores and double-digit reduction in call volumes. Introducing a secure texting platform into a healthcare practice ensures the practice maintains communication and relevance with its patients. Texting can and should be used for much more than appointment reminders!

ABOUT THE AUTHORS

Greg Caesar received his undergraduate degree in Marketing Management from the University of Memphis and furthered his education with an MBA from The University of South Alabama. In his 20+ year healthcare career, Greg has worked with St. Jude Children's Research Hospital/ALSAC, Stryker, Advanced Biohealing, and Entellus Medical before returning to Stryker via an acquisition of Entellus Medical. Greg has enjoyed roles in Marketing, Sales, Training and Development, and Management. Greg recently returned to the U.S. from an international business leadership role where he looked after all commercial elements of the business in the UK, Nordics and Ireland. Greg uses his multinational experience in working with healthcare practices to adopt effective and proven elements that benefit healthcare professionals, systems, and the patients they serve. In his free time Greg enjoys watching live sports, running, cheering his kids through sport and life.

Stacy Cesler is the co-founder of PXEngagement and Senior Partner of MedFluence Advisors, which is leading medical device companies and physicians to generate patient awareness. Before joining Medfluence Advisors, Stacy was a Regional Manager for Entellus Medical and Stryker, leading a sales team covering 11 states in the Midwest. Stacy and her husband Jeff reside in Ames, Iowa with their twin boys Jakoby and Korbin.

ABOUT PXENGAGEMENT

PXEngagement enables healthcare providers to communicate with their patients using AI and SMART technology to automate processes and drive efficiency while feeling personal and relevant. Our HIPAA compliant and secure platform enables practices to interact with their patients in the format they desire and is most effective. Founded in 2021 by a team of healthcare professionals, PXEngagement brings over 45 years of experience across many surgical specialties with a hyperfocus on expanding practice efficiency. Based in Denver, CO, PXEngagement is rapidly growing its footprint in the healthcare enhancement space with its practice engagement and automation platform.

ENGAGE WITH US NOW!

Text **PXEngagement** at **83ENGAGEPX (833.642.4379)**,
visit our website at **www.pxengagement.com**,
or simply scan this QR code.



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