

# 5 Ways SMS Marketing Can Help Your Healthcare Practice

CP09, August 11<sup>th</sup>, 2021

HIMSS **21**

 Podium

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# *Welcome*



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# Agenda

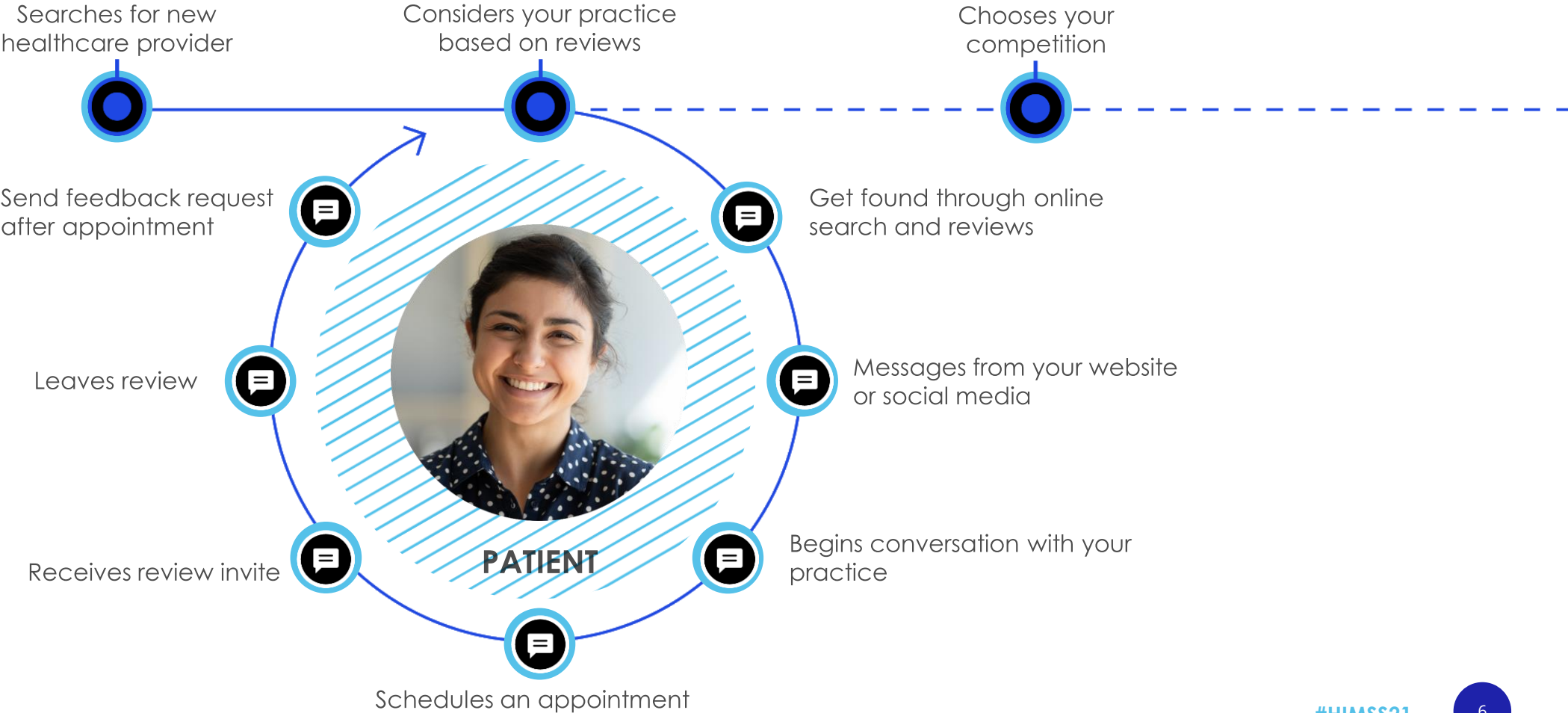
- The New Patient Journey
- 5 ways SMS marketing can help your healthcare practice
- Search is in for healthcare
- Your Patients want to communicate with chat
- Current collection methods don't work for healthcare
- Connect to patients the way they want to connect with you – via text
- Q&A

# *Learning Objectives*

- Maximize your opt-in list
- Implement key insights into your SMS marketing plan
- Engage via text at every stage of the patient journey

# The new patient journey.

# The modern patient journey is all about engagement



# *Cell volumes are rising*

**52%**

Increase in call volume  
for telehealth

**29%**

Increase in call volume  
for urgent care

**23%**

Increase in call volume  
for hospitals

# *Texting is in*

**90%**

Of consumers prefer to interact with the business via text message. (Salesforce)

**98%**

Is the average open rate for text messages, compared to 20% for email. (Adobe)



**Only 17% of all patients currently engage with their providers in the most real-time channel -- text**

# 5 ways SMS marketing can help your healthcare practice

1

*Increase your quantity and quality of reviews*

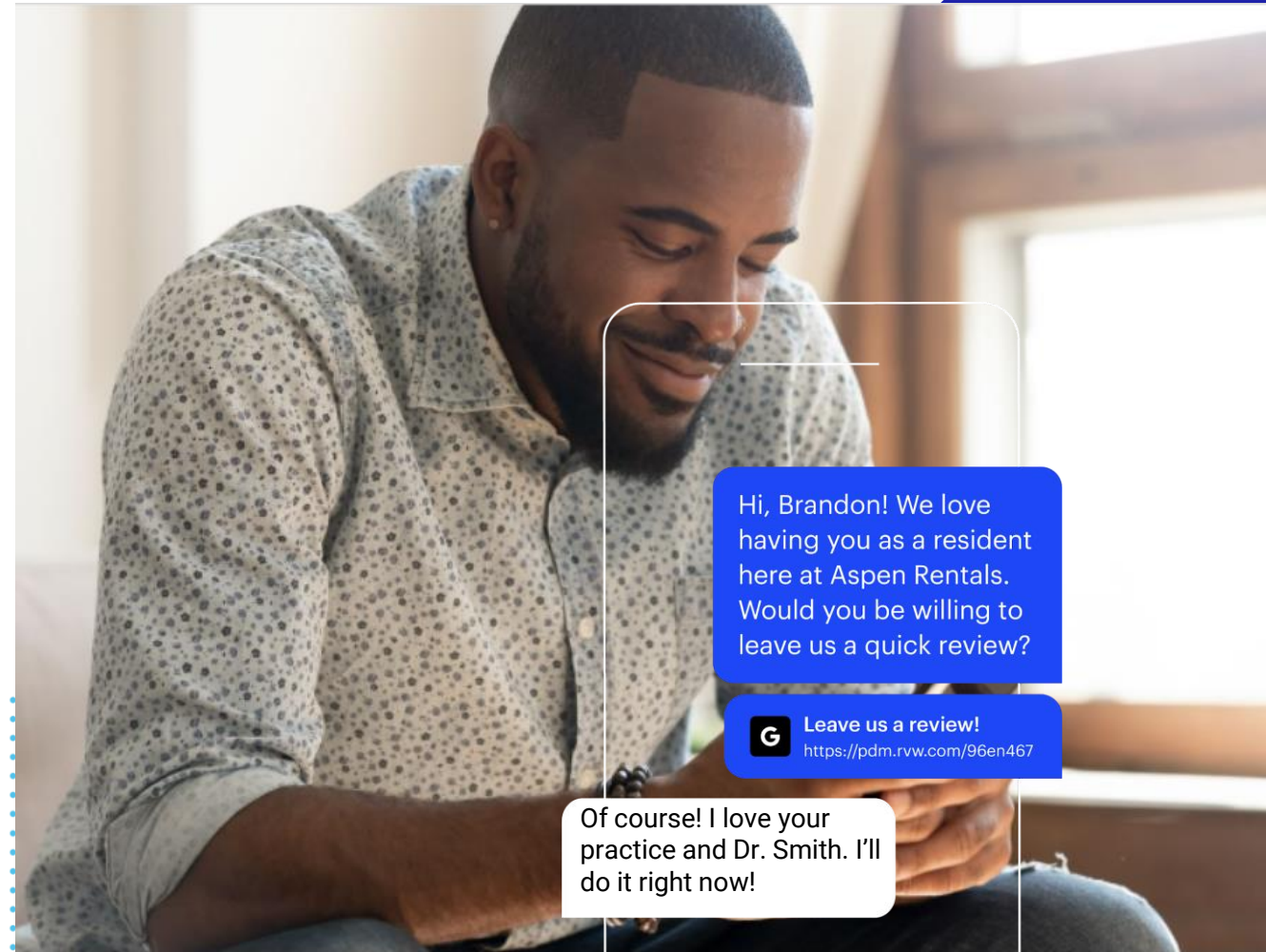
**85%** of health consumers under the age of 40 report that they will choose their next medical provider based on a strong online presence



**72%** of consumers will write a  
review when asked

# Improve your online ranking and reputation

- Increase star ratings, search ranking, and online reputation
- Text a link and remove friction for patients willing to leave a review
- Encourage patients to use relevant keywords (e.g. knee replacement) to help Google see your practice as more relevant to a future patient's search



Hi, Brandon! We love having you as a resident here at Aspen Rentals. Would you be willing to leave us a quick review?

 Leave us a review!  
<https://pdm.rvw.com/96en467>

Of course! I love your practice and Dr. Smith. I'll do it right now!



***Start the conversation  
sooner***



**5%** of all Google searches are  
health related



# What we learn from Google Search

It is telling us what it wants, we just need to look...



Top 3 search results are ALL subspecialty pages dedicated 100% to hip surgery and hip replacement

A screenshot of a Google search for "hip replacement surgery near me". The search bar is at the top with the text "hip replacement surgery near me" and icons for clearing, voice search, and search. Below the search bar are three search results, each with a red box around the URL and a red arrow pointing to the title. The first result is from "https://www.hudanichorthopedics.com" with the title "Orlando Hip Surgery, Stryker® Mako™ Orlando Robotic Hip ...". The second result is from "https://www.orlandoortho.com" with the title "Hip Pain Treatment | Orlando Orthopaedic Center". The third result is from "https://www.orlandohealth.com" with the title "Hip Replacement - Orlando Health - One of Central Florida's ...".

hip replacement surgery near me

<https://www.hudanichorthopedics.com> › robotic-hip-re...  
**Orlando Hip Surgery, Stryker® Mako™ Orlando Robotic Hip ...**  
Hudanich is one of a few orthopedic **surgeons** in Florida performing the total robotic arm-assisted direct anterior approach for **hip replacement** surgeries. This ...

<https://www.orlandoortho.com> › Subspecialties  
**Hip Pain Treatment | Orlando Orthopaedic Center**  
Feb 23, 2021 — The fellowship-trained hip **surgeons** at Orlando Orthopaedic Center offer ...  
Outpatient **joint replacement surgery** is a viable alternative to ...

<https://www.orlandohealth.com> › ... › Hip Replacement  
**Hip Replacement - Orlando Health - One of Central Florida's ...**  
These choices can be confusing for patients. Our **surgeons** are experienced in all varieties and approaches to **hip replacement**, including less invasive techniques, ...

# What we learn from Google Search

It is telling us what it wants, we just need to look...



hip replacement surgery near me

5.0 ★★★★★ (14) · Orthopedic surgeon  
Orlando, FL · (407) 254-2500  
Open · Closes 5PM  
Their website mentions **hip replacement surgery**

4.0 ★★★★★ (12) · Orthopedic surgeon  
Orlando, FL · (407) 649-6878  
Their website mentions **hip replacement**

4.7 ★★★★★ (3) · Orthopedic surgeon  
Oviedo, FL · (407) 977-3500  
Open · Closes 5PM  
Their website mentions **hip replacement surgery**

→ View all

# What we learn from Google Search

It is telling us what it wants, we just need to look...



hip replacement surgery near me

The image shows a screenshot of a Google search for "hip replacement surgery near me". The search bar is at the top with the text "hip replacement surgery near me" and icons for clearing the search, voice search, and search. Below the search bar is a map of Orlando, Florida, with several red location pins. Under the map are three local business listings, each with a star rating, address, phone number, and a link to their website. The first listing has a 5.0 rating and 14 reviews. The second has a 4.0 rating and 12 reviews. The third has a 4.7 rating and 3 reviews. Below the listings is a "People also ask" section with four questions: "What is the best hip replacement hospital?", "What is the average hospital stay for a hip replacement?", "How much does a hip replacement cost in Melbourne?", and "What is the best age for hip replacement?". At the bottom, there are three search results with titles and snippets of text, all related to hip replacement surgery at Orlando Orthopaedic Center.



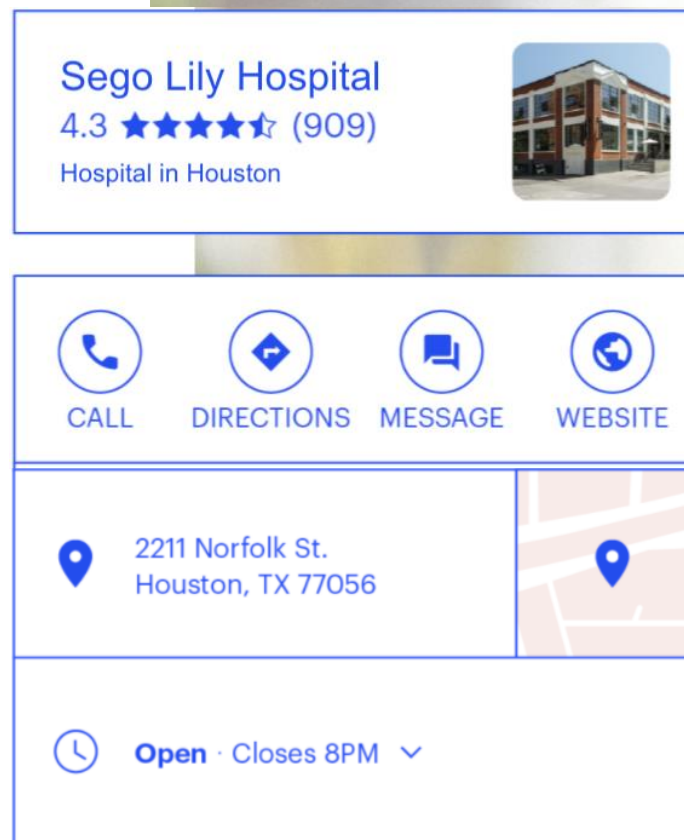
**Patients who book a healthcare appointment typically run **3x more searches** than those who don't book an appointment**



# Search is in for healthcare.

# Enable click-to-text on your Google My Business listing

- Allow patients to text you directly from search results
- Add a textable number to your Google My Business listing
- Plus! Show up higher in search results with more reviews, better keywords, and higher average star ratings



3

*Communicate in the channels  
your patients prefer*



**50%** of all mobile website visitors  
expect your website to offer a  
chat option



# *The power of web chat conversation*

**42%**

Of consumers prefer live chat (compared to 23% for email).

**63%**

Of consumers are more likely to return to a website that offers live chat.

**Your patients want to  
communicate via chat (and  
need the option to talk on the  
go via text).**

# Move chat conversations to text

- Convert chats to text message threads for a more convenient experience
- Bonus: automate chats/texts to answer
- FAQs and quickly get patients the info they need

Do you have any openings with Dr. Smith this afternoon?



Hi, Sarah! Thanks for reaching out. We do have an opening at 2:00 today. Would you like it?

Yes! Thank you so much.

Perfect. Please come about 15 minutes early. See you then!

4

***Make it easy to make a payment***



**77%** of consumers want  
businesses to continue offering  
contactless payments after the  
pandemic



**87%** of healthcare providers still use outdated collection tactics, like printed invoices through the mail, to send bills to patients



**70%** of providers report that it takes more than 30 days to collect a payment of any amount from patients

**Current collection methods  
don't work for healthcare.**



# Implement mobile payments

- Patients want contactless, convenient payment options, like pay via text
- 83% of consumers report that they want an electronic payment option for medical bills
- Touchless payments remove friction
- Send a payment link via text



Hi, this is John with Aspen Healthcare. Here is a link to your current bill. Thank you for being a patient.

 Payment Request of \$1300.00  
<https://pdm.pay.com/6137jm!>

Thanks! I'll do that now.

5

## *Collect feedback and manage call deflection via text*

# *Patients are looking for real-time responses*

**82%**

Of consumers expect an immediate response when they have a question

**75%**

Of consumers report that it takes too long to reach a live person

**35%**

Of consumers on hold will hang up within one minute

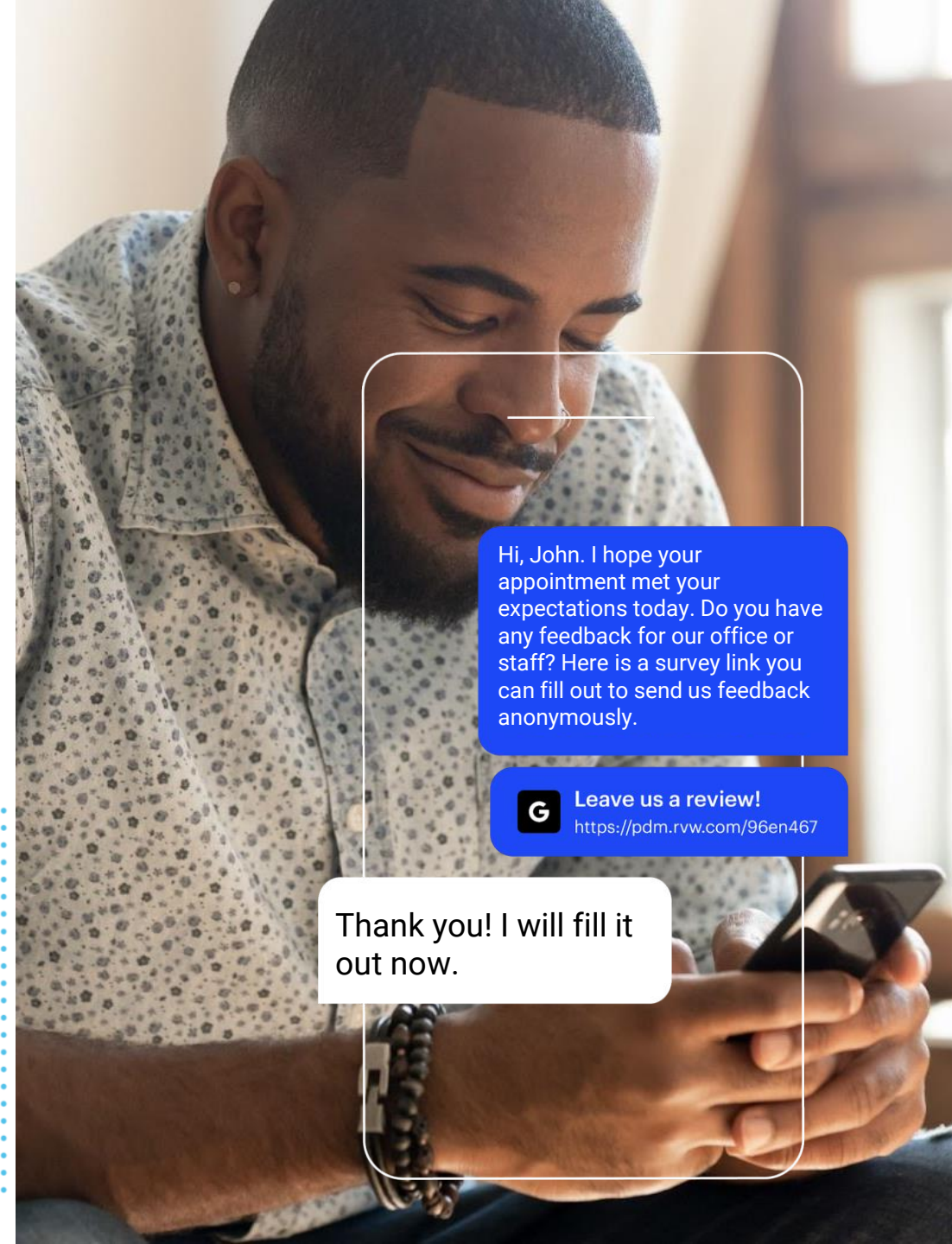


**Only 10% of consumers are satisfied with their phone tree experience, while 35% find them difficult to use**

**Connect to patients the way  
they want to connect with you  
– via text.**

# *Communicate via text for patient feedback, appointment scheduling, and more*

- Reduce incoming calls by offering a text option instead
- Text call deflection allows front desk staff to handle up to 8 conversations at the same time
- Send personalized appointment reminders via text
- 70% of millennial and Gen Z patients prefer providers that send a follow-up message via text



Hi, John. I hope your appointment met your expectations today. Do you have any feedback for our office or staff? Here is a survey link you can fill out to send us feedback anonymously.

**G** Leave us a review!  
<https://pdm.rvw.com/96en467>

Thank you! I will fill it out now.

# *5 ways SMS marketing can help your healthcare practice*

1

Increase online reviews by requesting reviews via text.

2

Start the conversation sooner.

3

Communicate in the channels your patients prefer.

4

Make it easy to make a payment.

5

Collect feedback and manage call deflection.

# Podium is your platform to power patient engagement with convenient conversations.

## START THE CONVERSATION

Get found online and then instantly start working leads through messaging.



Reviews



Webchat



Campaigns

## RETAIN & GROW

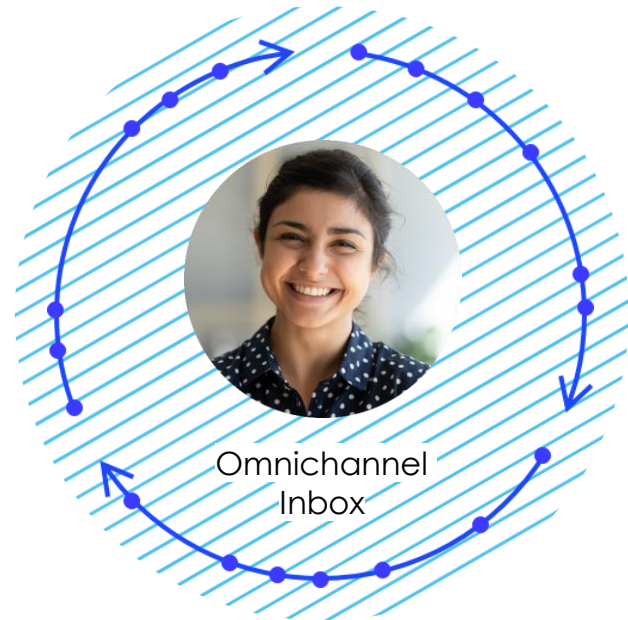
Keep patients engaged and leverage conversations to grow your practice.



Reviews



Feedback



## CONVERT & TRANSACT

Use modern, convenient interactions to drive conversions.



Appointments



Workflows



*Podium works with 100k+ businesses, reaching 1 in 2 cell phone users in the U.S.*



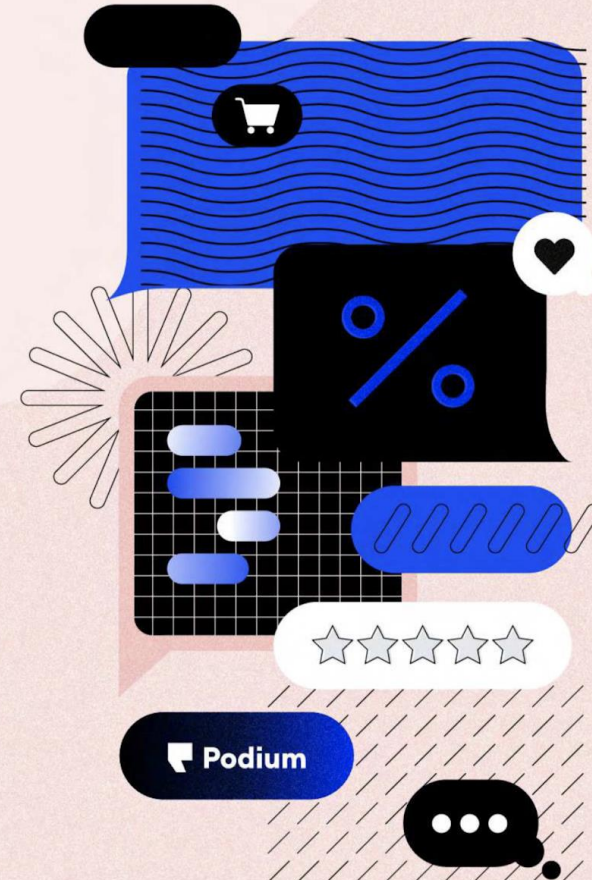
# Q&A

Get the guide at  
[i.podm.co/sms101](https://i.podm.co/sms101)

 Podium

## SMS Marketing 101:

Marketing that gets  
a response



# *Thank you!*

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