

# Medical Industry



## What they care about

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1. Reduce missed appointments
2. Keep patients informed
3. Offer patient support
4. Keep internal staff informed and updated
5. Manage multiple contact lists on a single database

## All-in-One Marketing Feature

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1. SMS appointment reminders, voice broadcasts
2. Email newsletters, SMS texts, shuffle responder
3. Two-way texting, sms text, mobile poll, mobile keywords
4. Smart blasts, SMS blast, email newsletters, SMS appointment reminders
5. Mobile keyword, online sign-up pages

## Opening Statement

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{Intro statement}

I'm calling today to discuss an all-in-one messaging service that many medical offices are already effectively using to reduce missed appointments and keep patients as well as staff well-informed.

## Questions

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1. What are you doing to make sure every patient makes it to their appointment?
2. What methods are you using to keep patients informed and updated?
3. How are you providing necessary patient support?
4. Are you making sure your staff is educated about latest medical news and on time for their shifts?
5. How are you managing your contact database?

## Benefits Statements

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1. Don't lose revenue with another lost appointment. Drastically minimize missed appointments with SMS text reminders. Easily schedule these reminders hours, days, even weeks in advance. You can even send a personally recorded voice message to remind patients who may not be akin to texting.
2. Keep patients informed by providing preventative care tips with sms texts. You can send a sequence of medically informative text messages with the shuffle responder, or send email newsletters for more in depth information.
3. Individual attention is key in providing a positive experience for your patients. Impart trust in your patients by making two-way texting available. Offer great customer service with appointment reminders as well. You can even use mobile polls to see how you can improve your service and better accommodate your patients.

4. Keep your staff organized and punctual with SMS text reminders by alerting them to show up for shifts on time. Make sure they stay well-versed in medical terminology and knowledge with frequent email newsletters as well.
5. Set up distribution lists to keep your contacts arranged in specific categories for easy messaging. Having all of these contact lists in a single database allows for simplified management. Categorize into lists or even send messages to specific targets through custom data field filtering.

To put your mind at ease, All-in-One Marketing comes with the following advantages:

- Online tutorial videos
- [insert customer service benefits here]