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 PROSITES’ PRACTICEMOJO SOLUTIONS CAN HELP YOU ATTRACT, ENGAGE AND RETAIN PATIENTS, CALL (800) 556-2580.