

# Improving Patient Communications with Text Messaging

How many times does your office team have to call, then call again, to give patients simple updates? Updates that aren't covered by HIPAA Compliance requirements?

Simple notifications can be easily communicated via text messaging. For example, notifications and updates concerning lab work being back in the office, back-ordered supplements or products becoming available, new office hours, expanded services and more can all be easily communicated via text messaging.

Conversational text messaging from SMS-Magic helps improve patient communications across the globe for our healthcare-related customers. Patients actually read the notifications, thanks to the natural feel of text messaging, so they get your updates. Office staff saves time and frustration since they no longer have to make those repetitive, time consuming calls.

Following are a few examples of how you can use conversational text messaging to better communicate with your patients.

## How to Send Real-time Updates

Thanks to SMS-Magic's seamless integration with CRM data, or your own database, you can automatically trigger real-time updates whenever new information is added to a patient's record.

*Please note: In the conversations below, green represents an automated conversation, yellow represents a 1:1 conversation.*

Let's say your patient has had some lab work performed. When the results arrive, the patient's record is updated. SMS-Magic automatically sends an update to the patient, letting them know that their results are back. You can also ask them to call the office directly for a secure discussion of the results, or [automatically schedule an appointment](#).

SENT

Hi <firstname>. It's Becky @ IMH. Your test results are back. Please call the office at <insert #> to discuss them privately. Thanks.

SENT

Hi <firstname>. It's Becky @ IMH. Your test results are back. Click here to schedule an appointment <insert calendar link> to review them. Reply #HELP with questions.

You can also set up real-time alerts for back-ordered product availability, service updates (for example a new service offering,) or for any repetitive actions that your office staff needs to take manually.

When a patient replies with the HELP keyword, (or any keyword), SMS-Magic can immediately alert your office staff so that they can initiate a rapid response in a 1:1 conversation.

SENT

Hi <firstname>. It's Becky @ IMH. The supplements you wanted are in stock in our office. Just swing by to pick them up. Reply #HELP with questions.

SENT

Hi <firstname>. It's Becky @ IMH. Your dermatology products are in stock in our office. Just swing by to pick them up. Reply #HELP with questions.

SENT

Hi <firstname>. It's Becky @ IMH. Wanted you to know we have a new dermatologist specializing in acne scar removal. Reply #HELP with questions.

RECEIVED

#HELP

SENT

Hi Mary. It's Becky @ IMH. What can I do for you?

RECEIVED

Hi Becky. Could you ship me the supplements? I can't get to your office for a while. Would help a lot.

SENT

We'd be happy to, Mary. Is your address and payment option the same as last time?

RECEIVED

YES

SENT

Please reply #CONFIRM to accept the charges for the supplements and your shipping. Thanks much, Mary!

RECEIVED

#CONFIRM. Thanks Becky!

## Summary

Patient communications have never been easier than they are with SMS-Magic text messaging. Your patients will appreciate the convenience messaging offers to them, and they'll appreciate you for your quick updates and responses. You'll take patient service to a whole new level with conversational text messaging. Your patients will love you for it.