

Text Message Appointment Reminders & Informational Messages

Tens of thousands of businesses use Texting marketing as part of their overall business strategy. Why? Because it works. Texting has repeatedly been proven to be, by far, the most successful medium to reach customers. Texting advertising works because it cuts through the noise generated by other direct marketing channels. More than 90% of people have a mobile device constantly within reach all day, every day (study by Morgan Stanley).

Appointment Reminders

- Dr. Know integrates with your current Patient Management software to send customized appointment reminders to your patients.
- A quick report lets you know which patients read their reminder.
- Patient's will send back a "1" to confirm or a "2" to reschedule. These messages appear on the Receptionist's computer.
- The receptionist can reply to patient's messages right from the computer.

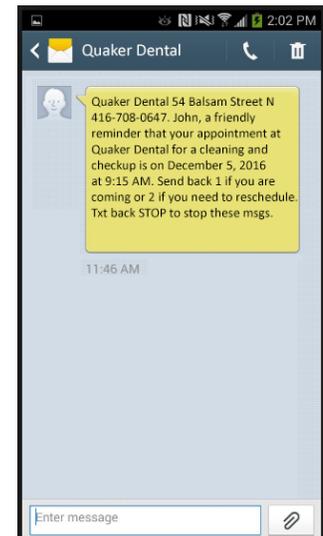
Informational Messages

- Dr. Know integrates with your current Patient Management software to send customized messages to a group of your patients (i.e. patient's who have not been for seen recently).
- A great way to announce new staff, holiday schedules, new products or services.

How Does Text Messaging Stack Up? Here are the numbers...

Below are just a few of the statistics that indicate how well text messages are received compared to other forms of communication.

- ❖ Dr. Knows Texting System is affordable. One low monthly rate for appointment reminders and "pay as you go" informational messages.
- ❖ 94% of Text messages are read with three minutes of delivery, compared to a mere 22% open rate for emails (Impiger Mobile Strategy) and nobody checks their phone messages reliably.
- ❖ 44% of consumers prefer offers via Text compared to email (18%), smartphone apps (11%) and voicemail (8%). (Direct Marketing Association).
- ❖ When used for coupon redemption, Text Messaging produces engagement rates eight times higher than retailers normally achieve via email marketing (Cellit).
- ❖ Text Messaging marketing performs four to five times better than online advertising for creating brand awareness and increasing purchasing intent (Nielsen).



Request more information/demo: Sales@DrKnow.com / 905-852-3519