

SMS for Healthcare

Integrate text messaging to keep your patients and staff informed with critical and important communications.



How to use text messaging for healthcare



Increase patient data security

Use two-factor authentication to verify accounts and protect patient and clinic data.



Appointment reminders

No more no-shows. Confirm details with patients where they are - their phones.



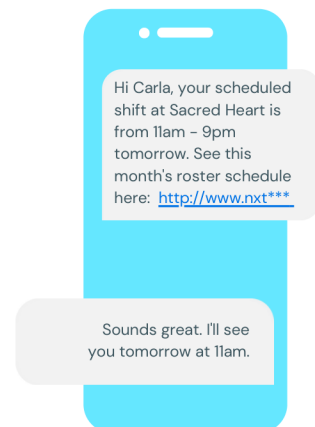
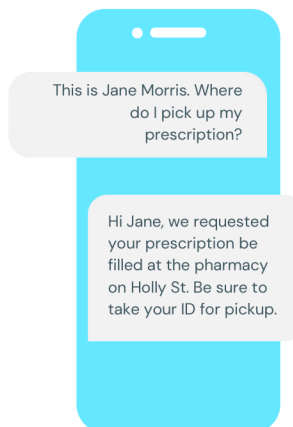
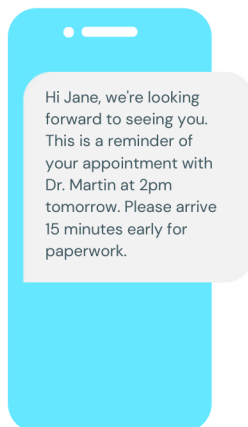
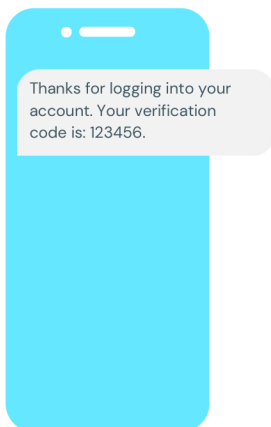
Improve patient communications

Connect with patients using two-way messaging, and track interactions without clinic visits.



Shift reminders

Automate on-call staff roster for better clarity, efficiency, and employee engagement.



Customer Story: Estia Health



Estia Health Aged Care (Estia) is a residential aged care provider and uses multiple components of TimeTarget, a workforce management solution.

Estia Health was experiencing challenges in communicating vacant shift availability to their staff.

For many businesses, such as health services, a quick way to alert providers is critical for filling last-minute roster vacancies.

Systems Manager, Jeremy Cassidy, said that text messaging has made a significant impact on the business where alternative communication methods had been less effective.

Because of its success, Estia also uses SMS for staff communication and notification alerts.

"Specifically, we have been able to reduce our agency costs and fill shifts more efficiently. I would estimate our agency costs have fallen by as much as 20% for the Estia facilities utilizing the service."

Jeremy Cassidy, Systems Manager,
Estia Aged Care

"The integration of MessageMedia, Zapier and Google Sheets made me look good! It has added tremendous clarity to our on-call roster and everyone is very pleased with how well it works."

Riaz Hooshmand, Anaesthetist,
CAPAnesthesia

Why Text Messaging?

Reach anyone with a mobile device

97% of adult Americans own a cell phone*, and 70% open a text message within 5 minutes of receiving it ^

Increased engagement

36% of customers prefer business communication via text – more than any other channel ^

Efficient and personalized communication

32% of customers expect immediate responses, and 36% ignore non-personalized messages ^

*PEW Research - MobilePEWResearch - Technology Ownership
^MessageMedia consumer research, December 2022



Ready to see more?

Visit us online and schedule a demo today!

