

Podium: A Patient Interaction Platform

The patient healthcare journey is driven by opportunities to connect. From online discovery to appointment scheduling, as well as check-ins and follow-ups, patients and providers are in continuous communication. However, many of those touch points fall short when convenience and speed are not top priority.

Texting is one of the best ways to engage with patients simply because it works.

Open and response rates for text messages are nearly 100%. Whether it's to confirm an appointment, ask for feedback, or keep patients in the loop in real time, texting is the way to go.

With such high success rates for texting, consider providing the option to manage appointments via text. You can stay in touch with your patients on a platform they prefer and send timely messages with appointment reminders and expectations. Additionally, this can also help you cut down on no-shows, which cost the U.S. healthcare system more than \$150 billion a year.

Podium directly integrates with your Office Management System, making it easy to automatically send text messages to your patients.

We currently have several texting automations available including:

- **48-hour appointment reminders:** texts a patient 48 hours before their appointment to remind them of the date, time and location of their appointment.
- **Same-day appointment reminders:** texts a patient the morning of their appointment and includes a GPS link to easily get directions to your office.
- **No-show messages:** texts a patient and asks them to reschedule their appointment if they do not show up.
- **Review messages*:** texts patients after their appointment asking them to easily leave a review on Google or Facebook. This also includes review reminders and automated text responses once a review is left. Businesses like yours see a 6% increase in revenue from reviews.
- **Webchat:** allows patients to message you on your website and ask questions. This starts a new texting conversation where you can engage with them. The average Podium customer sees 11x more inbound leads with up to 40% conversion on all webchat leads.
- **Facebook and WebForm Follow-up:** instantly messages your Facebook Leads and WebForm Leads letting them know that you will be contacting them shortly, allowing for an immediate interaction with that prospect.
- **Bulk Messages:** help you save time by letting you individually message a group of contacts with a single message. Other Medical businesses have seen up to \$80K+ revenue per 2-day campaign.
- **Net Promoter Score Surveys:** reach out to patients via text to measure customer loyalty by looking at their likelihood of recommending your business.

*required



9 out of 10 consumers say they want to communicate with businesses via text.



6.3%
increased
show rate
overall

Audibel Owned Retail has seen up to a 6.3% increase in show rate overall since starting advanced messaging with Podium, and specifically a 12.2% increase in show rate for digital leads.



12.2%
increased
show rate
for digital
leads



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Online Reviews and Offline Impact

Practices that use Podium get more reviews. That means more people are trusting your business, clicking, calling, and making appointments.

51%

**MORE LISTING
VIEWS**

60%

**MORE WEBSITE
VISITS**

60%

**MORE CLICKS
TO CALL**

74%

**MORE DRIVING
DIRECTIONS**

Aggregate of all Podium Medical customers as of February 2024 who have connected GMB

FAQs

Q: What Office Management Systems does this work with?

A: The Patient Interaction Platform can integrate with your office management system through a variety of different ways that we will work with you on during onboarding. We have direct integrations with Sycle, CounselEar, and BluePrint. We also have worked with updated versions of HearForm, HearingFusion, and TIMMS.

Q: Did Audibel create this program?

A: No, we have partnered with Podium, a well-established vendor in this space, allowing us to offer you proven best practices along with very competitive negotiated rates.

Q: How is the Patient Interaction Platform integrated with my Office Management System?

A: Your patient data will feed into the Patient Interaction Platform and send texts based off of appointment information to communicate with your patients.

Q: What is the cost of signing up?

A: \$95 per office/month with a minimum of 1-year commitment.

Q: Do I have to send review messages?

A: Yes, reviews are a crucial part of representing your business. The review phase is performing incredibly well. Participating clinics have seen monthly review increases of 100% per clinic location which is leading to incremental revenue.



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