

Why Doctors Should Use Text Messaging

Ways to Use TextHub

- Appointment Reminders
- Coupons & Promos
- Inquiries (directions, hours, appointments, help)
- Appointment Scheduling
- Tip of the Week/Month

Sample Text Messages

Example of a Text Campaign:

Dear Mark, health tip of the month is: Eat carrots, the protein prevents disease. Also, consider our new diet system on sale this month for \$399! Thanks – Dr. Smith

Customer Service Text Messaging:

Dear Mark, as a reminder you have an appointment tomorrow at 3pm with Smith Family Doctor. See you tomorrow.

Thanks for the reminder, however that time will not work anymore; I have a meeting to attend. How about 4:30?

Ok, we can squeeze you in at 4:30 PM tomorrow, please let us know if there are any further changes. See you then.

Thank you so much, sorry about the last minute change.

Text Message Marketing

Like any business, doctors are always seeking innovative ways to communicate efficiently and effectively with their customers. While postal mailings, phone calls and email newsletters have been utilized to maintain good customer service and increase sales, text message (or SMS) is evolving as the preferred method of receiving "information updates" and promos.

Although text messaging started as a peer-to-peer communication, doctors like other businesses are adopting this practice in order to keep in touch with their customers. The advantage of text message marketing is your message arrives in the recipient's hand with no spam filters, snail mail, junk mail or hang-ups to worry about; it's read when it's received.

Broadly, it's all about the "psychology" of text messages. They reach people wherever they are, anytime, day or night with a sense of personal communication – "the message is right here in my pocket." TextHub's unique methods such as greetings, auto-replies and dedicated numbers (short code available too) entice the recipient to read and respond.

Signup at TextHub.com. No mobile phone is required to utilize TextHub. Simply send/receive messages from your computer.

A Proven Communication Method

While the original use of a cell phone was intended to place and receive phone calls, today text messaging is the fastest growing use of the mobile device. With nearly 85% of Americans owning a mobile phone, over 12 Billion text messages are sent and received each month.

A recent Nielsen Company report (3/08) indicates that of 58 million mobile subscribers who received ads on their mobile phone, 51% indicated they reacted to the ad, 26% of them sent a text message reply back. Unlike other marketing channels over 90% of all text messages received are read.

We are exiting the "early adopter phase" of text message communication and entering a phase of text messaging status quo.

A testimony to the robust nature of text messaging communication today, U.S. Federal Regulators approved a plan on 4/9/08 to create a nationwide emergency alert system using text messages. In specific test marketing campaigns where Dunkin Donuts text messaged coupons to customers who opted to receive special offers; store traffic and sales increased by 21%.