

HealthTrack Text message integration

Confirming appointments with patients is typical for a modern practice; however the manner of doing so is changing. Integration of HealthTrack's automated SMS into the diary can save your administrative staff time, improve productivity and profitability.

Confirmation service

SMS confirmations can be sent to patients automatically 24 hours prior to an appointment, or any other predetermined time. Individual booking types can be customised with different rules applied to them. This allows:

- Traditional phone call confirmations to "new patients" (to check referrals and provide directions to the practice) with no SMS being sent.
- SMS sent to all repeat patient bookings
- Relevant procedure appointments could also remind the patient to fast.

Reminder service

No-shows can occur despite a confirmation being placed in the days before, reducing the productivity and profitability of both people and equipment. Integration of the SMS message reminder service with your HealthTrack diary can improve staff efficiency.

A reminder could be set for only a few hours prior to the appointment to prompt the forgetful or busy patient. Predefined protocols can prevent messages being sent at antisocial times. This will prevent a reminder being sent at 5:30am for a standard two hour reminder prior to a 7:30am appointment.

SMS provider details

HealthTrack has partnered with MessageNet who have provided SMS service to business and corporate Australia over 12 years. 'MessageNet is one of the most reliable, robust SMS services available.' (www.message.net.com.au)

HealthTrack customers can establish an account with MessageNet that is integrated with your HealthTrack system. MessageNet is an Australian provider, so unlike overseas service providers, you can be confident your patients' mobile number is covered by Australia's privacy laws.

Prepaid message costs

MessageNet pricing is straightforward with no hidden charges including:

- No setup fees
- No account keeping fees
- No licenses per user
- Unlimited users on all accounts

Service	Messages
P25 Prepaid \$25	100 messages valid for 12 months <i>25c per message</i>
P120 Prepaid \$120	500 messages valid for 12 months <i>24c per message</i>
P550 Prepaid \$550	2,500 messages valid for 12 months <i>22c per message</i>
P1900 Prepaid \$1,900	10,000 messages valid for 12 months <i>19c per message</i>
P3500 Prepaid \$3,500	20,000 messages valid for 12 months <i>17.5c per message</i>
P7500 Prepaid \$7,500	50,000 messages valid for 12 months <i>15c per message</i>
Other	POA
<i>All prices include GST</i> To view full pricing or the terms & conditions visit www.message.net.com.au/healthtrack , and then click on the relevant hyperlinks. Pricing correct as at October 2008.	

P550 service provides approximately 11 messages per business day per year (based on 230 business days per year). The P3500 service provides approximately 87 messages per business day per year.

A monthly account service is available to those practices that would prefer this option. Pricing is available at www.message.net.com.au/healthtrack

Improve productivity & profitability

SMS text messaging confirmations and reminders can improve the productivity of your staff and testing devices. This can lead to greater return on investment and improve your profitability.

Contact HealthTrack

For further information about the SMS integration, please contact HealthTrack's sales and marketing manager Peter Rutherford on 07 3105 9033 or peter@healthtrack.com.au