



PRACTICE PEARLS

3 Tech Tools of Top-Performing Practices

DIGITAL EXCLUSIVE

When you want to grow and scale your practice on a high level, it's more than just a matter of having an amazing staff, putting in the extra time and providing excellent care. You've got to arm yourselves with the tools that will allow you to go the extra mile - technology that will automate outreach and communication, attracting patients like never before.

If you've already text enabled your practice, so you are able to engage and communicate with patients where they are; and your Google reviews are strong and powerful, then you've taken two important steps. But those two steps aren't quite enough. And of course, many acupuncturists likely haven't taken any steps along these lines - yet.

It's time to take advantage of available technology embraced by top-performing practices across the country that will automate web conversions, filling your calendar while you get back to what you do best: providing excellent care for your existing and new patients.



When a potential patient gets interested in your practice based on referrals or your powerful online reviews, their next stop before making an appointment is your website. You want to do everything you can to ease their way into your practice once they get to that point. To do so, enable three top technology tools that work hard at connecting with potential patients right when it matters most.

Tool #1: Web Chat to Text

Imagine the potential patient as they explore your website. If they've made it this far, they are clicking around to find out more. Likely, they have a specific question they want answered. This is the moment you want to know who is interested in your practice and how you can help them to take the next step.

Web chat to text is a helpful tool that will allow you to keep them engaged on their journey into your practice. If they have a question, they can type it into a chat box along with their phone number. You are then able to respond to their question via text, carrying on the conversation with the patient on their phone, where they are most likely to respond, and where it is easy and convenient to communicate. Your staff can easily answer their questions and lead them toward booking that first appointment.

Tool #2: Streaming Reviews

Because reviews matter so much to people in today's digital world, it's important to shout your reviews from the rooftop! A "streaming reviews" tool will continually display recent reviews on your website. This is key since, according to the 2019 [BrightLocal survey](#),¹ consumers read an average of 10 reviews before trusting a local business.

From the same survey, we also learn that after a person reads your positive reviews, the next steps are to 1) visit the business's website; and then 2) Search for more reviews. Why make them

navigate *away* from your website once you have a potential patient there and ready to go?

A potential patient's confidence in your practice will be amplified by a steady stream of patients just like them who love your practice. Show them great reviews while they are on your site, and help them to make the next step then and there.

Tool #3: Online Scheduling

Once you have a patient ready to make an appointment, you want to remove all barriers to making that happen. Clear the way! The best way to do that and to keep your scheduling tools available 24/7 is to make online scheduling available to your potential patients.

In fact, a [Healthgrades study](#)² found that, when given a choice between physicians with similar experience, proximity, availability, and patient satisfaction ratings, the vast majority of consumers - 77 percent for specialists - choose the physician who provides online scheduling.

An online scheduling tool can allow patients to request appointments at the moment they are interested; and many online scheduling tools allow you to maintain control of your schedule, even while offering online scheduling. You can keep days and times open, customizing available appointment requests so your calendar can continue to work for you, while offering patients the convenience of online scheduling.

The great news is, you likely don't need an entirely new website to put these tools to use. These technology tools are available as software and plugins that likely will seamlessly integrate with your existing website, so you can get the most out of your online presence without a complete overhaul.

A Bonus Tool: Broadcast Messaging

The COVID pandemic has revealed more communication holes for practices who need easy communication solutions. Another important technology tool that is incredible for saving practices time and communication with patients is broadcast messaging. Since people prefer communicating via text, consider amplifying your text communication plan with a broadcast messaging tool.

Broadcast messaging allows practices to quickly send a text messages to all patients at once. With this tool, your practice can send one text that can reach all patients - for example, in case of office closings, or to let patients know your practice is still open. It can help you keep your calendar full and up to date on changes that happen quickly during these times.

Practice Takeaway

These tech tools can amplify your website and communication, all while saving you and your staff time because of integration and automation. So it's time: arm your practice with an amazing web conversion toolkit so you can grow and scale like never before!

References

1. BrightLocal "Local Consumer Review Survey," Dec. 11, 2019.
2. Healthleaders Media: "Assessing Online Scheduling as an Emerging Trend in Scheduling Physician Appointments," Nov. 6, 2017.

