

# Why Text? Why Now??

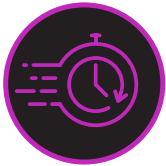
4 Factors Driving Providers to Adopt Two-Way Text Messaging



SR Health

The pandemic has healthcare providers adopting text messaging in record numbers as an essential patient communication tool. But what about text makes it ideal for today's communication needs? And why should you join them??

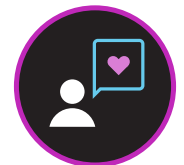
## Speed is critical.



COVID isn't waiting for anyone. If flaws in your patient communication strategy were exposed by the pandemic, the return of patient appointment volume won't make that any easier. Every scheduled appointment, every patient interaction, every moment is an opportunity to get patients quicker access to information in a manner that's most efficient for your staff. A two-way texting tool can be up and running for you in just days.

## Focus = adoption.

While many practices are adding new tools to manage both in-office and virtual visits—digital intake, telehealth tools and workflows, etc.—patient text messaging is the starting point. Why? It's the most impactful tool to implement as you get these other pieces sorted out. It helps keep the staff off the phones. You can create "park and text" strategies to keep patients out of waiting rooms. And starting with simple text communication, you don't risk overwhelming patients or staff with too much at once. Keep it simple to start.



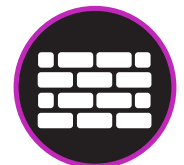
## Patients don't want phone calls.



The numbers have proven it time and again. An SR Health survey of patients just before and immediately after the start of COVID found that patient satisfaction has dropped 7 percent. The reasons are related to communication: messages from providers aren't timely, patients don't feel heard, etc. At the same time, there's been a 14 percent drop in preference for phone calls in communication from those patients' providers. They're simply too inconvenient for today's busy patients. Meet the growing preference for text communication and get them more timely responses to their questions and concerns.

## Personalization has to extend beyond your walls.

How are you creating that 1:1 personal feel outside of the exam room when MGMA stats show that nearly 9 in 10 patients<sup>1</sup> are reluctant to come in because they don't feel safe? Two-way text messaging allows you to have a back-and-forth dialogue with patients at their convenience—whether that's on the go from their mobile phone or from the comfort and safety of their own home. No need to tie up your time on the phone. Or theirs.



To learn more about adding two-way text messaging to your patient communication strategy, visit [www.srhealth.com](http://www.srhealth.com)

<sup>1</sup> MGMA STAT POLL, JULY 2020