

WHY PATIENTS ♥ TEXT

Snazzy waiting rooms and upscale service are nice, but what patients really want is a better connection with their providers.

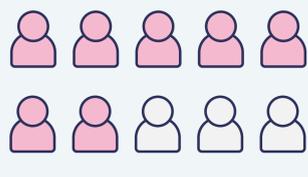


EMBRACE THE TEXT MESSAGE.



Patients Prefer Text

When providers implement texting capabilities for their patients, patient satisfaction is between 77 and 96%.¹



7 out of 10 patients want to be able to text or email their providers.²

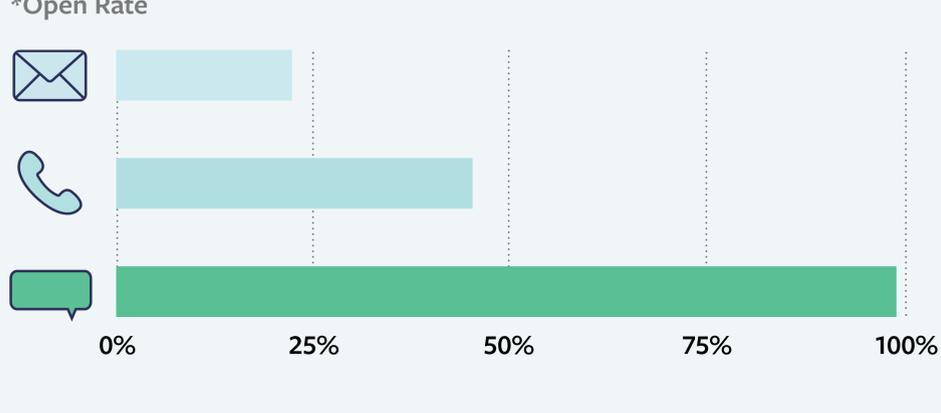
People of All Ages are Texting

Text messaging is the most frequently used smartphone functionality, and people of all ages and backgrounds are texting.³



Text > Email + Phone

Patients across the board are more likely to look at a text than they are to open an email or answer a phone call.⁴



Text Patients and Keep Things Secure

Any time personal health information is being sent, Luma Health will route the message to a HIPAA-compliant chat platform.



LUMA HEALTH DRIVES RESULTS FOR OUR CUSTOMERS THROUGH OUR SIMPLE, TEXT-FIRST TECHNOLOGY.

12% increase in appointment confirmations

46% patient response rate across all age groups

50% higher referral fill rate than average through text-first outreach



“I have overheard multiple patients say how much they love text messages!”

Becky,
Clinic Administrator
The Dermatology Clinic



We make smart, simple, and intuitive technology that streamlines the entire patient journey. Learn more about Luma Health by [requesting a demo](#).



Sources:
 1. Fischer, et al. (2017). Appointment reminders by text message in a safety net health care system: a pragmatic investigation.
 2. Kentico. (2015). Patient Attitudes Toward Healthcare on the Web Survey.
 3. Pew Research Center. (2015). U.S. Smartphone Use in 2015.
 4. Mclean, et al. (2016). Appointment reminder systems are effective but not optimal..., txtsignal, SMS Marketing vs. Email Marketing: The 2017 Comparison..