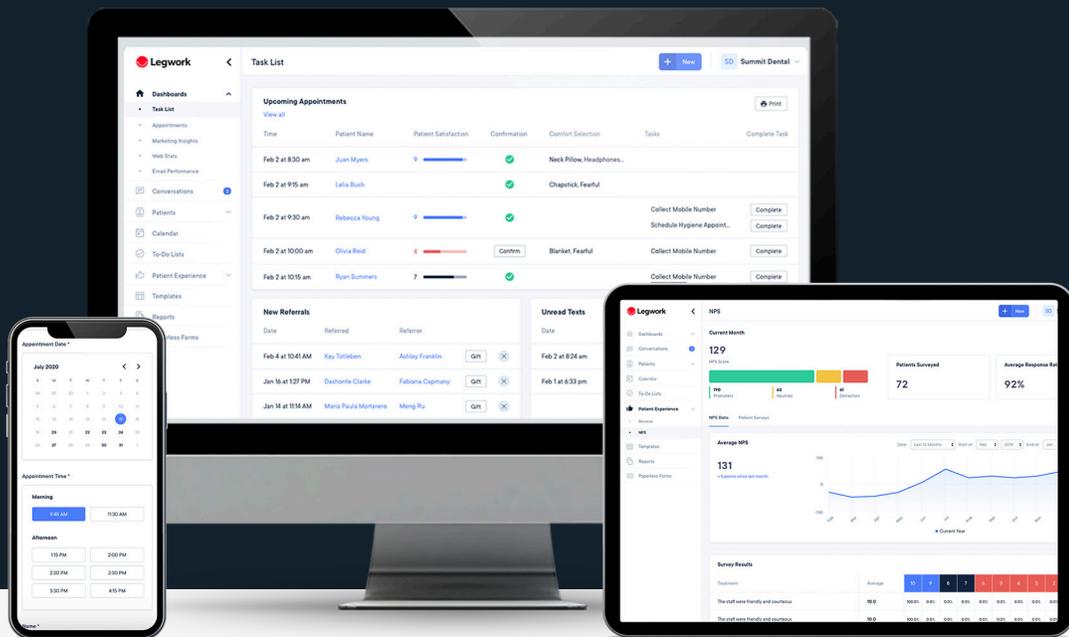


# DOES YOUR PRACTICE Need Patient Engagement Software?



Put Legwork to work for you.

*That's happiness delivered.*

You're constantly looking for ways to improve your practice, provide patient satisfaction and grow your bottom line. With that in mind, maybe you're wondering "would patient engagement software help achieve our goals for my practice?" To help determine whether or not your office would benefit from investing in patient engagement software, ask yourself these important questions:

## 1. Could your practice be more efficient?

Let's face it: running a healthcare practice is a ton of work. Seeing dozens of patients each day along with paperwork and scheduling takes a toll on you and your support staff. Add communication with patients, and you may often feel overwhelmed.

Patient engagement software can simplify many tasks to improve efficiency and reduce strain on you and your front office team. Here's a few things patient engagement software can make easier:

- **Scheduling Appointments Online**

Before a patient steps foot in your office, they have to contact your practice and find an open slot – a time-consuming process for everyone involved. Today, many customers prefer to schedule their appointments online, and patient engagement software can enable just that. Select open blocks from your calendar, let patients pick the slot they prefer, and keep your schedule booked with a minimum of effort.

- **Sending Appointment Reminders**

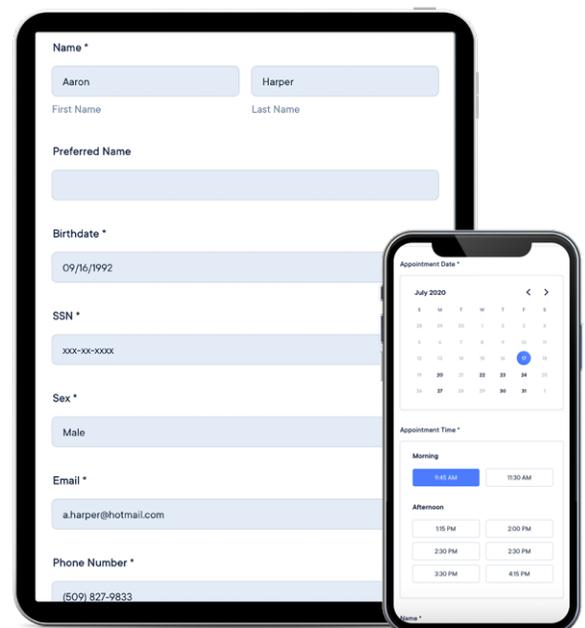
Scheduling is no small feat – a balancing act of timing appointments and planning availability. Missed appointments throw off your schedule and cost money! Reminding patients manually requires pricey mailers or exhaustively listing and calling each upcoming visitor. Patient engagement software removes this burden from your front office, syncing with your schedule and reminding patients of their appointments automatically.

- **Confirming Patient Appointments**

When a patient approves an appointment from a digital reminder, patient engagement software will automatically confirm the date and place it on your practice management system calendar. An additional confirmation can be sent to your email so you can keep track of appointments without checking your dashboard.

- **Completing New Patient Forms in Advance**

First appointments can be very stressful for new patients – it's jarring to enter a new office full of strangers and immediately get asked to fill out paperwork with one's full medical history. Patient engagement software makes life easier for new patients by allowing them to provide medical history by web or email in advance. Your office staff gets the information they need and your patients have one less thing to worry about on their first visit.



- **Recalling & Reactivating Patients**

Once your patients have completed treatment, it's easy for them to forget about regular cleanings or follow-up appointments. That's a long list of potential patients, and it's money left on the table if you don't keep in touch with each one. Patient engagement software keeps track of every patient's needs and can remind them to schedule follow-ups, bringing in new appointments and saving your front office valuable time.

- **Encouraging Unscheduled Treatments**

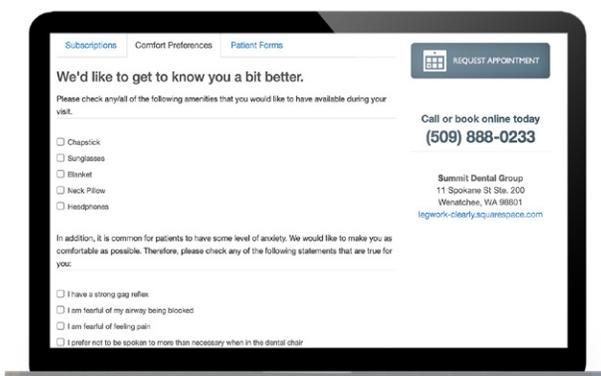
When a patient expresses interest in a treatment but isn't sure they want it right away, contacting them again can easily become an overlooked task no one completes. However, if you make a note of their interest in patient engagement software, it can send out educational and nurturing content related to that treatment, encouraging patients to schedule an appointment and increasing treatment acceptance rates.

- **Replacing Last-Minute Cancellations**

Last-minute cancellations are a problem that many offices struggle to handle. They hurt office morale, and they're expensive, costing tens of thousands of dollars per year in lost revenue. Patient engagement software can identify gaps in your schedule due to cancelled appointments, enabling you to contact everyone on your ASAP list at a touch of a button. The result is quick and easy booking, so you can see more patients and make back a lot of that money.

## 2. Would you like to deepen relations with patients?

Patient-centric care is changing the way that health industry providers offer care. But the constant demand of regular duties can cause you to neglect building a good patient experience. By centralizing communications, scheduling, and intake paperwork through patient engagement software, you'll make common tasks easier so your staff has time to create a great experience for your patients. Additionally, you can use patient engagement tools to nurture relationships outside of your office in the following ways:



- **Delivering Personalized Experiences**

Many practices collect patient information up front. But few go the extra mile and try to make new patients feel especially at home. Comfort surveys can collect patient preferences, fears, and needs before they step foot in your practice, delivering results directly to your patient engagement software. This information helps you deliver a personalized experience that wows patients and shows you really care, building patient loyalty and satisfaction.

- **Sending Email Campaigns**

Patient engagement software can cover email communications beyond appointment reminders. With email campaigns, you can send everything from blog post links to special greetings on your patients' birthdays. Marketing materials are loaded into your dashboard and ready for manual or pre-scheduled delivery with just a few clicks.

- **Surveying Practice Health**

Knowing whether your patients are likely to refer you or not can tell you the health of your practice. If plenty are happy, you're on the grow. If you have many who are dissatisfied, you may need to make changes. Patient engagement software can monitor this sentiment for you, automatically sending survey requests to your patients, and delivering up-to-the-minute reports. You'll have a crystal clear view of how your patients feel, any time.

### 3. Do You Want to Grow Your Practice?

This is the biggest question all practice owners must ask themselves. Patient engagement tools deliver insights to help you craft great experiences that leave positive impressions on your patients. Those impressions are the foundation of two vital lines of practice growth: reviews and referrals.

- **Requesting Reviews**

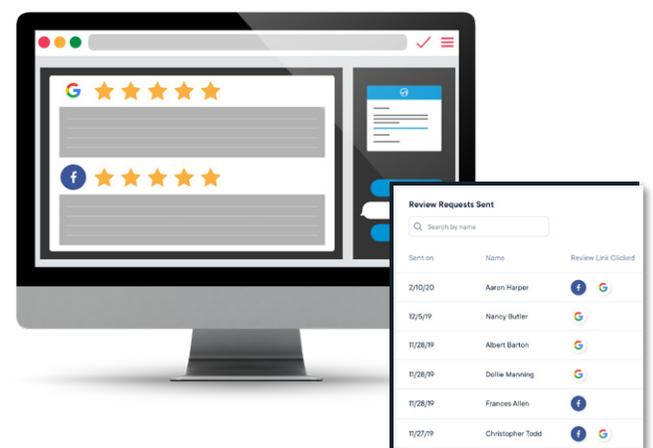
Some patient engagement software can automatically send review requests, and may be able to identify patients who are most likely to leave positive reviews. Review requests direct patients to platforms like Facebook and Google, making it easy for them to leave high-quality reviews about your practice.

- **Requesting Referrals**

Referrals are the lifeblood of every healthcare practice; however, many practices struggle to generate them and staff feel hesitant to even ask. Patient engagement software can help bring in more, sending requests to loyal patients to share with their friends at a time convenient for them. Some patient engagement systems can even track referrals and automatically send rewards, reducing strain on your front office team.

- **Monitoring Online Reputation**

Getting reviews is only the first step – monitoring and responding to them is an important ongoing process that provides social proof and improves your SEO. Patient engagement software can provide a quick picture of your reviews across multiple platforms, and let you send replies from one convenient interface.



Properly utilized, patient engagement software can help you generate glowing online reviews and quality referrals, bringing in new appointments as well as encouraging existing patients to receive more treatments. In short, patient engagement software can help simplify your day-to-day operations and enable you to provide your patients with the best experience possible, both of which fuel growth.

You might be surprised by how much patient engagement software can do for your practice! Legwork has all these tools and more. Schedule a demo to learn about the benefits of practice engagement software.

Legwork is the healthcare industry's first marketing growth platform that helps health practices build a better experience across the entire patient lifecycle. From engaging prospects to reactivating dormant patients, Legwork helps attract and retain satisfied patients. Integrating with practice management software, Legwork streamlines dozens of complex tasks.

Learn more: [www.legwork.com](http://www.legwork.com)

**Get started with Legwork.**

**SCHEDULE A DEMO**

**OR CALL 877-311-4690**