The Appointment Manager Function

What is the Appointment Manager?

□ The platform's interface for setting appointments, sending reminders, and requesting confirmations

□ Supports any business whose revenue depends on clients keeping their appointments, e.g., doctors, chiropractors, therapists, attorneys, accountants, etc.

And Why Should You Use It?

□ Because broken appointments can cost a practice thousands of dollars per week.

□ Estimated 10-20% of medical appointments are missed (ahec.health.ufl.edu/chs/2002/Noshows.pdf)

□ The email read rate for the medical industry is 30.9% (MailChimp), versus 94% for SMS

The ROI Case for Reducing 'No-Shows'

1. Analysis (right) assumes a 'good case' no-show rate of 10%

2. Assume SMS reminders only reduce no-shows by a modest 35%

3. Consider the incremental time/cost of having your staff make confirmation phone calls (vs. sending SMS) at $300

4. Assume your confirmation rate conservatively at 70% (94% is the average for reading TEXT messages)

5. Under these assumptions, a practice could recoup $23K per year in lost billing by using SMS reminders

Return On Investment Calculator - Appointment Tool

1	Number of appointments per day:	10
	Estimated number of 'no-shows' per day:	1
	Avg. appointment value:	$ 225
	Number of office days per month:	22
2	Reduced missed appointment rate:	35 %
3	Employee monthly cost (if making reminders calls):	$ 300
4	Avg. SMS appointment response rate:	70 %
	Monthly subscription:	$ 35

Calculate   Reset

Results

Cost of staff calling plus lost revenue from missed appointments

Cost per day:	$ 238.64
Cost per month:	$ 5250.00
Cost per year:	$ 63000.00

Potential recovered revenues

Revenues per day:	$ 88.30
Revenues per month:	$ 1942.50
Revenues per year:	$ 23310.00

5 Annual Estimated ROI: $ 22890.00

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The 'Appointment Manager' Feature

Mobile Marketing *made easy!*

Hello Mobile

logout | Back

Features	Contacts	Reports	Statements

- Text Message
- Mobile Coupons
- Mobile Websites
- Landing Pages
- Appointments
- Conduct a Poll
- Text to Win

- Questionnaire
- Auto Responders
- Vehicle Listing
- Property Listing
- Text To Screen
- Birthday Wishes

- Kiosk Builder
- Keywords
- QR Codes
- Scheduled Tasks
- Opt-in Wizard
- Reconnect Facebook Fan Page Pages
- Connect Twitter

- Use for scheduling & tracking appointments
- Send reminders and/or request confirmations
- Track confirmations, postpones, and cancellations
- Fully integrated with other features of the platform
- Interfaces for creating one or many appointment at once
- Supports message templates
- Supports import/export of schedules for 3rd party software

DID YOU KNOW?
90% of text messages are read within 3 minutes of being delivered.

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View Appointments and Check Responses

Appointment Manager

Set Auto Responders   Close

Create New   Create Multiple

Upload Mass Appointments

◄ **Jun 27, 2013** ►

Today

27   June ▼   2013   ... ►

Send	Appointment Time (EDT)	Phone Number	First Name	Last Name	Notification Time (EDT)	Response Time\Status	Edit	Delete
➡	06/27/2013 11:00 AM	15558881234	Art	Smith	06/27/2013 10:00:00 AM	Reminder Only	✏	🗑
➡	06/27/20		Kait	Johnson	06/27/2013 12:00:00 PM	Reminder Only	✏	🗑
➡	06/27/20		Nick	Smith	06/27/2013 01:00:00 PM		✏	🗑
➡	06/27/20		Gina	Johnson	06/27/2013 03:00:00 PM	06/26/2013 11:24:26 AM - Miss	✏	🗑

DID YOU KNOW?
91% of people have their phones within reach at all times. - Morgan Stanley, 2007

- View, Edit, Delete your appointments by day
- User responses are displayed in real-time
- Use the appointment upload or download functions to integrate with 3rd party scheduling products
- Use the 'Send' function to text customized messages, e.g., "Hi %FNAME%, we have an opening today at 3p. If you want to move up your scheduled appointment, call us at 1-555-888-1234"

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Adding a Single Appointment

Appointment Manager Wizard

Appointment Date and Time (EDT) ?

| 25 | June ▼ | 2013 | ... | 04 ▼ | : | 00 ▼ | : | PM ▼ |

Notification and Confirmation ?

⦿ Send Notification [1 Hour ▼] Prior to appointment
○ Send Now

Client's Info: (Optional)

Mobile Number: [15558881234]   First: [Gina]   Last: [Smith]

⦿ Just a Reminder ○ Confirmation ○ Short Confirmation ?

Template: [Dr. Jones Appt ▼] [Update] [Delete]

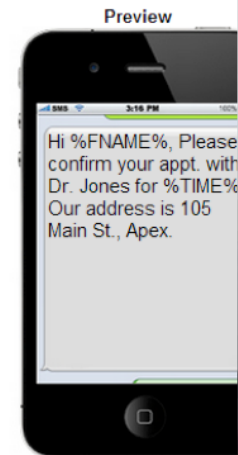New Template Name: [   ] [Save as new]

Message:

Hi %FNAME%, Please confirm your appt.
with Dr. Jones for %TIME%. Our address
is 105 Main St., Apex.

* Merge Tags ?

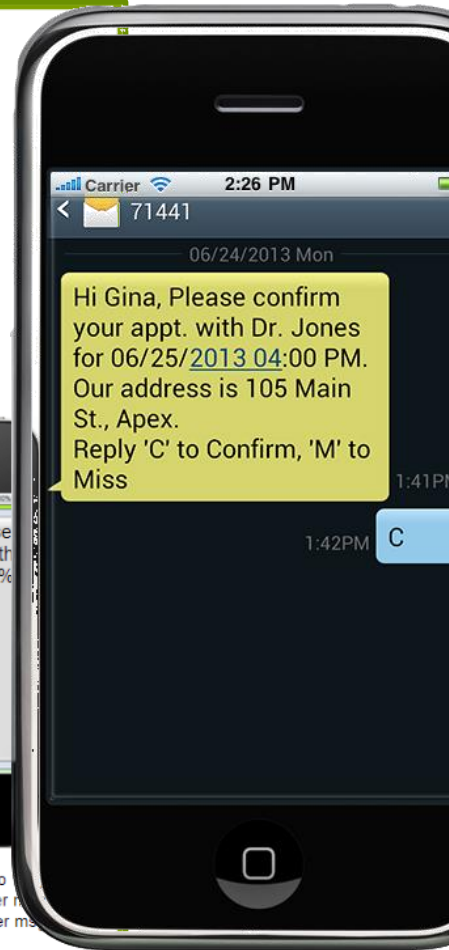**Would customer like to be added to an opt-in list?** ?

Choose Opt-in list: [Opt Ins ▼]
☑ Notify this number: [15558881234]

Preview

Hi %FNAME%, Please
confirm your appt. with
Dr. Jones for %TIME%.
Our address is 105
Main St., Apex.

Character count: 0 (limited to
US&UK = 160 Characters per
Canada = 132 Characters per ms

[Save] [Cancel]

Carrier 📶 🔋   2:26 PM

< ✉ 71441

06/24/2013 Mon

Hi Gina, Please confirm
your appt. with Dr. Jones
for 06/25/2013 04:00 PM.
Our address is 105 Main
St., Apex.
Reply 'C' to Confirm, 'M' to
Miss   1:41PM

1:42PM C

- Add appointments as needed
- Set your reminder to be sent anywhere from 48 hours to 30 minutes prior to appointment
- Three types of reminders:
  a. Reminder Only (no user confirmation requested)
  b. Full Confirmation (user requested to send 'C'onfirm, 'M'iss, 'B'ehind, 'R'eschedule)
  c. Short Confirmation (user requested to either send a 'C'onfirm or 'M'iss)
- Custom templates allow uniform communications
- Recipients can also be added to 'opt-in' lists automatically
- User replies can be sent to a designated mobile number

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Add Multiple Appointments at Once

Add all of your appointments for a given day at once

Use defaults to prepopulate fields

Automating Your Replies

Auto Responders

Close

When Reply 'C' to Confirm:

Thanks %FNAME%. See you then!

When Reply 'M' for Miss:

Sorry to hear you won't make it %FNAME%. Our staff will contact you shortly to reschedule.

When Reply 'B' for Behind Schedule:

Thanks for letting us know %FNAME%. We will expect you to be a little late today.

When Reply 'R' to Reschedule:

Ok %FNAME%, our staff will contact you shortly to reschedule.

Save

Automated replies provide a personal touch to your client communications.

DID YOU KNOW?
According to Pew Research, many mobile users actually prefer receiving text messages (over voice) for certain types of communication.

.ıl Carrier   2:26 PM

06/26/2013 Wed

Hi Gina, Please confirm your appt. with Dr. Jones for 06/27/2013 04:00 PM. Our address is 105 Main St., Apex.
Reply 'C' to Confirm, 'M' to Miss   11:23AM

11:24AM   M

Sorry to hear you won't make it Gina. Our staff will contact you shortly to reschedule.   11:24AM

160/1
Enter message

Tezz Mobile Marketing Solutions!

Reduce Costly No-Shows with SMS Reminders

Help your clients keep their appointments and avoid costly cancellations

- ☐ **Add, view, edit all your appointments in one place**

- ☐ **Use custom templates to streamline appointment-setting**

- ☐ **Request confirmations from your patients and clients**

- ☐ **Integrate appointment reminders with your other SMS campaigns**

Our solution provides an easy, affordable, and fully functional platform for engaging with clients in the way they prefer to communicate – Text Messaging!