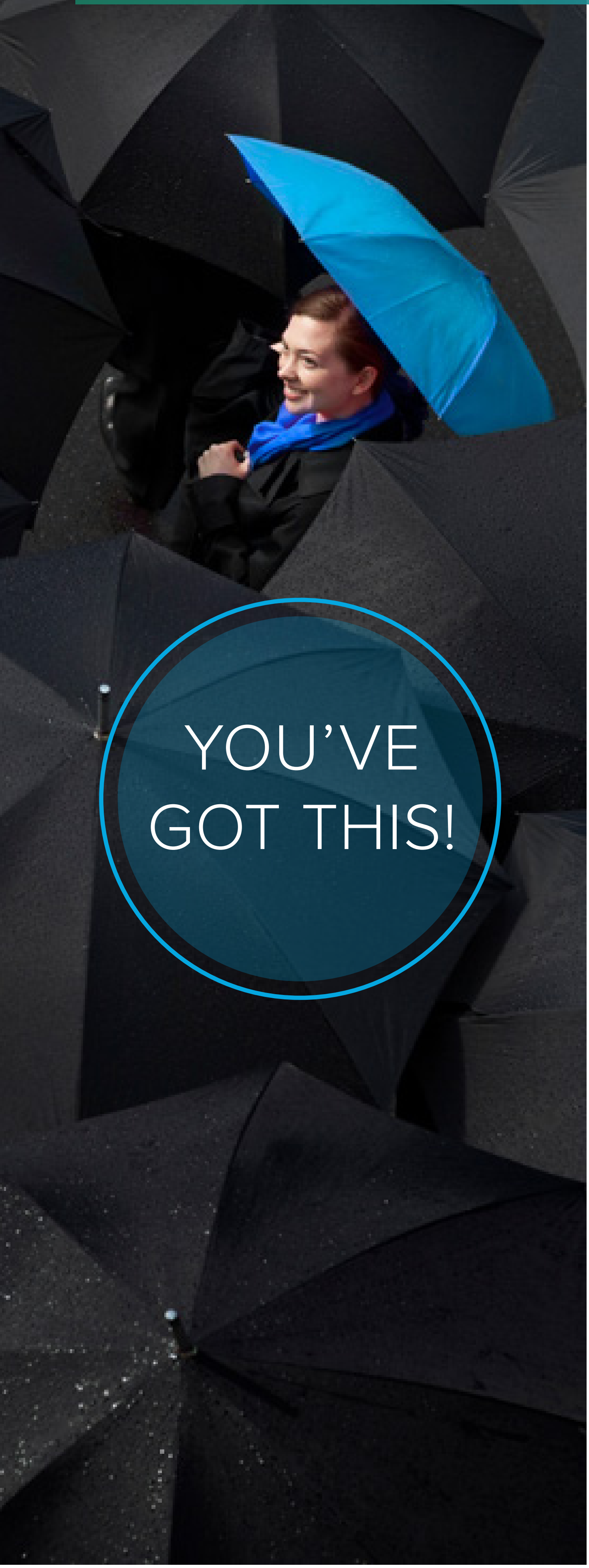
SOLUTIONREACH™
PATIENT RELATIONSHIP MANAGEMENT

2020 Practice Comeback Playbook

Everyone loves a good comeback story. Let’s write yours.

This has been an absolutely unprecedented time. It has been confusing, chaotic, and occasionally downright scary. And, as we all know, a huge swath of healthcare practices, along with businesses across every industry, have been asked to shut down or significantly reduce the number of patients being seen. But, in this dark tunnel, a strong ray of light shines. Healthcare practices are positioned to come out of this in much better condition than most businesses. Think about it—once this is over, all of those patients who failed to get a check-up during this time will be clamoring to get back on track. In fact, there is a good chance that you may be OVERWHELMED with work once you reopen.



The time to act is NOW!

Much of your post-COVID-19 comeback success depends on what you do now. There has been significant research into how successful businesses weather economic downturns. According to Harvard Business Review, businesses that prosper during difficulties like this approach the situation differently in three key ways.

1. **They act early.** We've been hearing reports that some practice owners and staff are using this time for a well-deserved rest (and we KNOW you deserve that rest!). But this is completely counter to what needs to happen to come out of this thing on top. NOW is the time to act. There are so many things you can be doing to tackle this challenge now.

2. **They take a long-term perspective.** It's easy to freak out when things are crazy like this. And of course there are short-term issues that need to be addressed. During this time, it is critical to sit back and take a look at your long-term plans. Companies that take a long-term view during a difficult time achieved four percentage points higher annual growth during the downturn.

3. **They focus on growth—not cost cutting.** The last piece seems a little scary. Studies show that businesses that succeed during difficult times are not those that hunker down and take on a "wait and see" attitude. It is the companies that take the scary step to invest and focus on driving new revenue that come out on top.

This may seem a bit overwhelming. But don't worry—you're not alone! We are in this together. So let's work together to position you to not just survive this ordeal…but thrive on the other side.

Your comeback playbook is divided into three key sections:

The **first phase** covers everything you should be doing now, while quarantine or shelter-in-place guidelines are being followed. Reopening may feel far away, but what happens at this time is critical to success in the near future.

The **second phase** walks you through what to do when you are ready to reopen and start seeing patients again. You are reaping the benefits of what you did during the first phase and honing in on any areas that need additional attention.

The **final phase** is for when things have settled in and you make sure you have everything in place to thrive going forward. This is where your comeback is complete.

Note: For Solutionreach customers, we have included a box to highlight which tools from our platform can be used for each step along with links on how to do so.

PHASE I: Urgent - Do This Now

1. Stay up to date with all of the latest information.

You need to be the expert your patients can turn to with questions. This means that each day you should be reading up on the latest recommendations so you can share that information with patients. Here are some of the places you can go to find good information.

Government and official websites:

- **World Health Organization** (WHO): https://www.who.int. One of our favorites from WHO is this page that shares common misconceptions and myths circulating about COVID-19.
- The **Centers for Disease Control and Prevention** (CDC) page does a good job of sharing symptoms and ways to clean your house effectively: https://www.cdc.gov/
- The **National Institutes of Health** (NIH). There are lots of great informational pieces you can find here: https://www.nih.gov/
- Local and state government sites: Most states have created individual pages to address your specific rules and regulations during this time. Simply put into a search engine ("State name" and "COVID-19").

Industry-specific sources:

- **American Dental Association** (ADA): For the latest updates on how the pandemic is impacting the dental industry, along with tips for managing your dental practice during this time, you can visit: https://success.ada.org/en
- **American Optometric Association** (AOA): For all of you eye doctors out there, this is a great resource to find information: https://www.aoa.org/
- **American Medical Association** (AMA): For our medical professionals, check out this site to get the latest data: https://www.ama-assn.org/

COVID-19 trackers:

- Johns Hopkins University has an interactive dashboard that uses official data from the CDC, WHO, and other organizations. Check it out here: https://coronavirus.jhu.edu/map.html
- A group of researchers and journalists created a U.S. state level tracker that does a great job as well. It includes information that you might not find elsewhere, including the overall numbers of tests given and the negative/positive results for those tests as well as the number of hospitalizations in each area. https://covidtracking.com/

News sources:

- Associated Press (AP) News: This is continually listed as one of the least politically biased news sources. It has also had excellent coverage of the pandemic, covering the story from multiple angles. https://apnews.com/
- National Public Radio (NPR): Another good source for relatively unbiased news is the NPR. You can read their coverage here: https://www.npr.org/

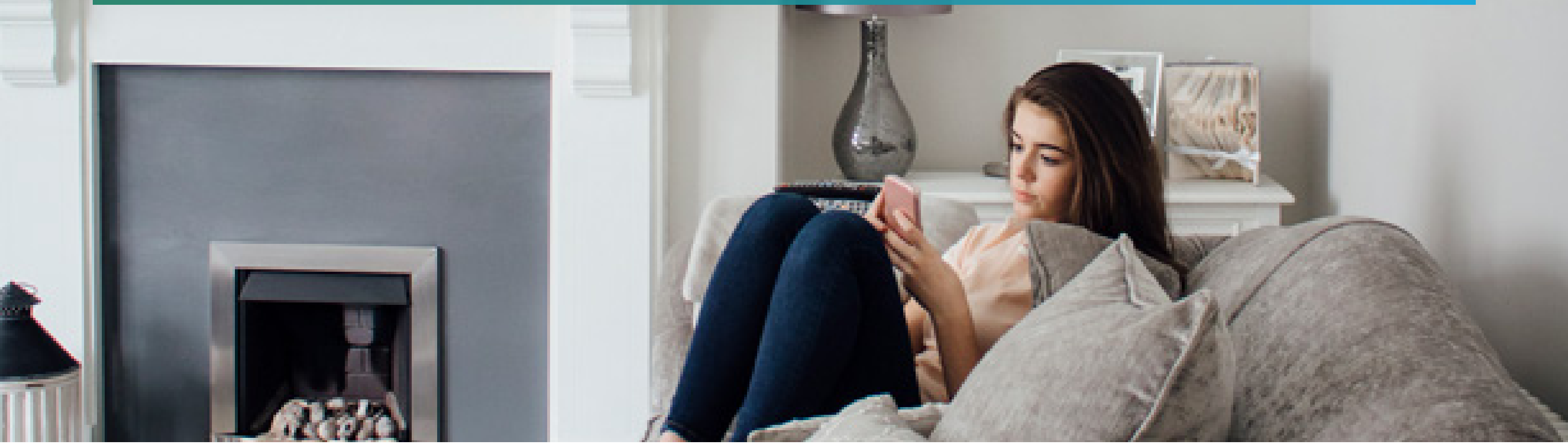
Telehealth and teledentistry regulatory updates and billing resources:

- The **Centers for Medicare and Medicaid** (CMS) Fact Sheet. Read this to understand changes to how Medicare will cover and reimburse telemedicine virtual services. https://www.cms.gov/newsroom/fact-sheets/medicare-telemedicine-health-care-provider-fact-sheet
- Medicare Telehealth FAQ. This will help you answer questions around telehealth coverage reimbursements. https://edit.cms.gov/files/document/medicare-telehealth-frequently-asked-questions-faqs-31720.pdf
- **American Dental Association** (ADA). The ADA has created this helpful resource for understanding telehealth in relation to teledentistry and COVID coding and billing. https://success.ada.org/~/media/CPS/Files/COVID/ADA_COVID_Coding_and_Billing_Guidance.pdf
- CMS list of telehealth services. Reference this for a list of services payable under the Medicare Physician Fee Schedule when furnished via telehealth. https://edit.cms.gov/files/document/medicare-telehealth-frequently-asked-questions-faqs-31720.pdf
- **American Academy of Family Physicians** (AAFP) Medicare Telehealth Coding Quick Guide. The AAFP has created this helpful list of telehealth HCPCS/CPT billing codes. https://www.aafp.org/dam/AAFP/documents/practice_management/payment/TelehealthTelemedDigitalHealthVirtualHealth.pdf

2. Look into financial resources.

There are a lot of loan and grant programs available to practices at this time. Here are a few places you can find those:

- Congress passed the CARES Act on March 27, which provides for small business loans, grants, paycheck assistance, and loan forgiveness. Applications can be found here: https://covid19relief.sba.gov/#/
- Small Business Association (SBA): A great resource to access the latest on everything SBA from local assistance to debt relief. Read their coverage here: Coronavirus COVID-19: Small Business Guidance Loan Resources
- Many states are offering additional aid for small businesses that extend beyond the federal programs. Check your state website for details.



3. Create groups and send on-going messages through text or email.

Different patients will have different communication needs. You should send messages to these groups as issues come up.

Organize patients into different groups based on criteria they have in common. Send messages accordingly. Here are a few examples of groups you might want to create:

- Entire patient base
- Groups of patients with appointments scheduled on a certain day or within a specified time period (for example all patients with appointments in a single week)
- Patients who have special needs or high-risk for emergency care. Not only may these patients need to be seen during closure, but you will want to communicate with them differently once the practice is open again.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Send an email or text message to a group

Create a group from one or multiple days on the schedule

Create different types of patient groups

4. Let patients know how to reach your practice in case of an emergency.

Patients need to know they can still receive treatment if it's an emergency during this time of uncertainty. To accomplish this task, you should:

- Send an email. Your email should include information on what is and what is not considered an emergency. If you have texting ability, be sure to let patients know they can text you during this time.
- Post the same information on social media channels.
- Add this information on your voicemail message as well.

5. Send newsletters bi-monthly.

Newsletters have never been more important. They are a good way to send in-depth information during a scary time for patients. Make sure that you send newsletters at an even higher frequency than usual.

Patients are clamoring for information and, as the situation evolves, you can share that info. The key is to be a voice of expertise and knowledge for your patients in this difficult time. This will not only help your patients, but solidify you as someone they can trust. You can send newsletters to different groups of patients as outlined in the step above as well. Remember to cancel any previously scheduled automated newsletters. You want to be sending information that is timely and applicable to our current situation.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

- SR Conversations
- Group Messaging
- Newsletters

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Access our pre-made COVID-19 templates

Edit and send a newsletter using an existing template

6. Send pre-visit instructions.

Never before have we had a time where so much information needs to be send to patients before they visit a practice. If you remain open, even partially, during this time, it is critical that you send patient specific pre-visit instructions.

An example of pre-visit instructions may include something like, “If you are experiencing symptoms such as cough, fever, or shortness of breath, please contact our office before your appointment.” You can send these instructions in whatever way you send reminders. This may be via email, text message, or phone.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Create Pre-Visit instructions within Appointment Reminders

Enable Pre-Visit instructions within Appointment Reminders

Edit existing Pre-Visit instructions for Appointment Reminders

7. Deactivate recall messages.

If your practice is closed, you'll want to prevent recall messages from being sent to patients until your practice has opened back up.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Activate or deactivate recall schedules

8. Implement telehealth.

Transition as many services as possible to telehealth during this time. To support you in this effort, regulations have been loosened. For example, the following constraints have either been lifted or relaxed:

- Geographic location
- New-patient telemedicine
- HIPAA-compliant technology requirements

Efforts to reduce or waive cost-sharing for telehealth visits paid by federal healthcare programs are also in effect. The following commercial payers are all covering telemedicine:

- Blue Cross/Blue Shield
- Aetna
- Humana
- Cigna
- United

In addition, The American Dental Association (ADA) recently released COVID-19 Teledentistry Billing and Coding Interim Guidance to help dental offices incorporate these new regulations and processes into dental practices.

Given the very fluid nature revolving around regulations and billing requirements, we recommend you be extra diligent in documentation. Create processes around recording patient verbal consent, time of services, etc.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

The Solutionreach platform may facilitate two types of telemedicine appointments, telehealth visits and virtual check-ins. Providers may send unique telehealth links to patients using pre-visit instructions. Providers and practitioners may also provide virtual check-ins using SR Conversations texting and image sharing capabilities. Given there are many conditions and requirements around billing codes for medical, dental, and vision offices, we will elaborate more on these services in upcoming blog posts.

9. Track cancelled appointments.

All appointments that get cancelled need to be carefully tracked so you can know which patients should be messaged in the future. Tracking this information will help you be better prepared to fill your schedule when your practice returns to normal operating hours and full functionality.

10. Leverage mobile payments.

Text a link to patients to pay amounts due on their mobile device. You'll be able to collect at the time of service for both in-person and virtual visits without anyone touching money, cards, or shared devices.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Best practices for canceling appointments during an emergency.
Send a text payment request with SR Pay.

11. Leverage two-way text messaging.

Text messaging is one of the key tools for practices during this time. There are multiple ways to use two-way texting during this time, depending on if you are open or closed or somewhere in between.

- You are able to quickly respond to patients even if you are at home.
- Pre-set responses can be created to common questions that allow you to simply respond with the press of a button.
- If your practice remains open, it allows office staff to handle multiple conversations at once while still focusing on in-office patients.
- It allows patients to check in remotely from their vehicles and avoid the waiting room. The practice can text patients when it's time for them to see their provider.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

SR Conversations

Watch this 4-minute video: SR Conversations Quick Tips

12. Complete CE certifications and stay up-to-date with the latest trends in healthcare.

We offer the SolutionTeach University completely free for Solutionreach customers. There are other certifications and educational tools you can access during this time as well.

Many CE providers, including CDA and local dental societies, are in the process of converting their previously scheduled in-person CE offerings into webinars or online content to enable licensees to meet their CE requirements for licensure renewal.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

- Go to community.solutionreach.com and login.
- Click on University at the top, then select My Learning.
- Click the Patient Relationship Management Basic course.
- Then, click on the Healthcare Communication course.

13. Invest wisely for the future.

Remember, businesses that invest now are the ones that are likely to thrive after this downturn. What tools do you need once you reopen to optimize efficiency and patient satisfaction? Make a list of the tools or technology you already have and the ones you might want to install or upgrade. Experts recommend tools such as:

- **Digital tools.** There are a lot of digital options out there that can boost efficiency. Online scheduling, online intake processes, and online bill pay are just a few. If you're not yet using these types of tools, this is a great time to play around with them. You can become trained and ready while you're at home.
- **Mobile-friendly website.** Is it time for your website to go through an upgrade? Now is the perfect time to make it as patient-friendly as possible. This means mobile friendly and easy to find. You may want to dedicate a little effort into improving your SEO as well.
- **Strong social media presence.** Your patients are stuck at home. A great way to interact with them is via social media. You can regularly post updated information and tips for staying healthy. You can engage them in games and get-to-know-you activities. The more you interact with them now, the more likely they are to reschedule once this has passed (and continue to boost your online presence long after this is over).
- **Cloud-based software.** Never before have we understood the importance of cloud-based tools! Your practice management software and your patient relationship management software should all be accessible on the cloud.
- **Chatbots.** Chatbots on your website can make your life a lot easier. They will chat with patients and answer common questions like the services you offer, financing options, how to pay a bill, and so on. Now is a great time to look into adding a chatbot to your site.
- **Videos.** Always wanted to make your own "Happy Birthday" video? Or an educational series? Now is the perfect time to do so. You don't need a lot of fancy equipment to make a fun video. Read this blog post for easy instructions on creating your own.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

- Use SR Schedule to schedule patients online
- Use SR Intake for a paperless intake experience
- Use SR Smart Reviews to help build your social presence

PHASE II: Recovery - Ready for Reopen

1. Prepare your office.

The demand for treatment will be high when your practice reopens. You'll want to make sure your office is clean, organized, and ready to rock 'n roll when you reopen. Cleaning and disinfecting will continue throughout a typical day.

- **Prepare treatment rooms:** Follow counsel of CDC, WHO, state and local officials, and national associations. (ADA, AOA, AMA)
- **Prepare waiting room:** Deep clean tables, chairs, door handles, magazines, clipboards, front office counter.
- **Check supplies:** Make sure you have the necessary supplies for treatment, check expiration dates, place orders of needed materials.
- **Test equipment:** Test all necessary equipment needed for treatment.

2. Determine patient priority.

You need to take some time to consider your patient population during this time. You may want to adjust the way you see patients based on these needs. Hopefully you created a group to communicate with these priority patients during the previous phase. That will enable you to reach out easily.

- Consider dedicating specific days to only treating patients at high risk for COVID-19 such as the elderly where you can take strong precautions to lower the risk. Communicate this information to your full patient base via email, text, and phone.
- We recommend that you keep current appointments on the schedule and then work those overdue patients in to the schedule based on who has been waiting the longest or has the most urgent needs.
- Share priority information with patients. Let them know the order in which you will see patients. If you have a large flood of patients wanting to be seen, this will reduce some of the frustration.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Download a group template from the Solutionreach platform.

Using the reporting functionality in your practice management system, create a spreadsheet with all applicable patients. This spreadsheet must contain the information found in the Solutionreach group template.

Upload the template as a custom group in the Solutionreach Platform.

3. Let patients know you are reopening.

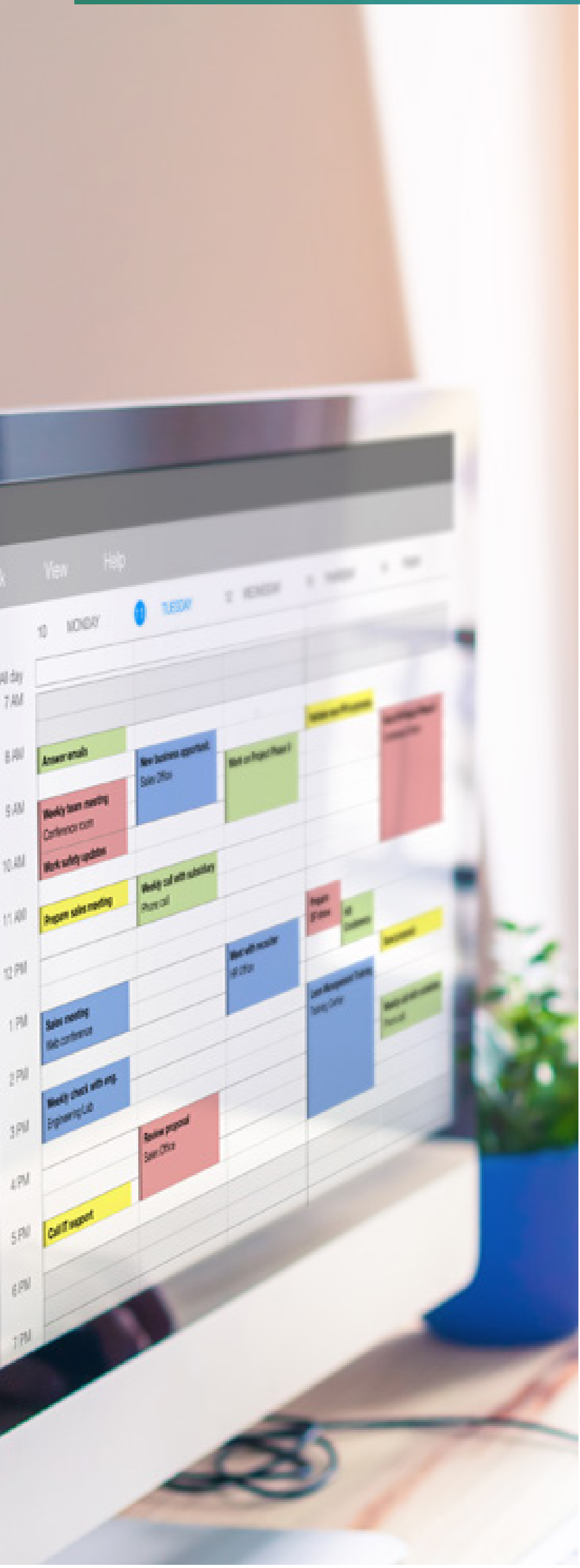
Send a message via text and email to let patients know that you are reopening and what the date will be. Include information on how to schedule an appointment and your current priorities for scheduling. Share this same information on social media. You can include a link to your online scheduling platform if you have one.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Send an email or text message to a group

Create a group from one or multiple days on the schedule

Create different types of patient groups



4. Get patients on the schedule.

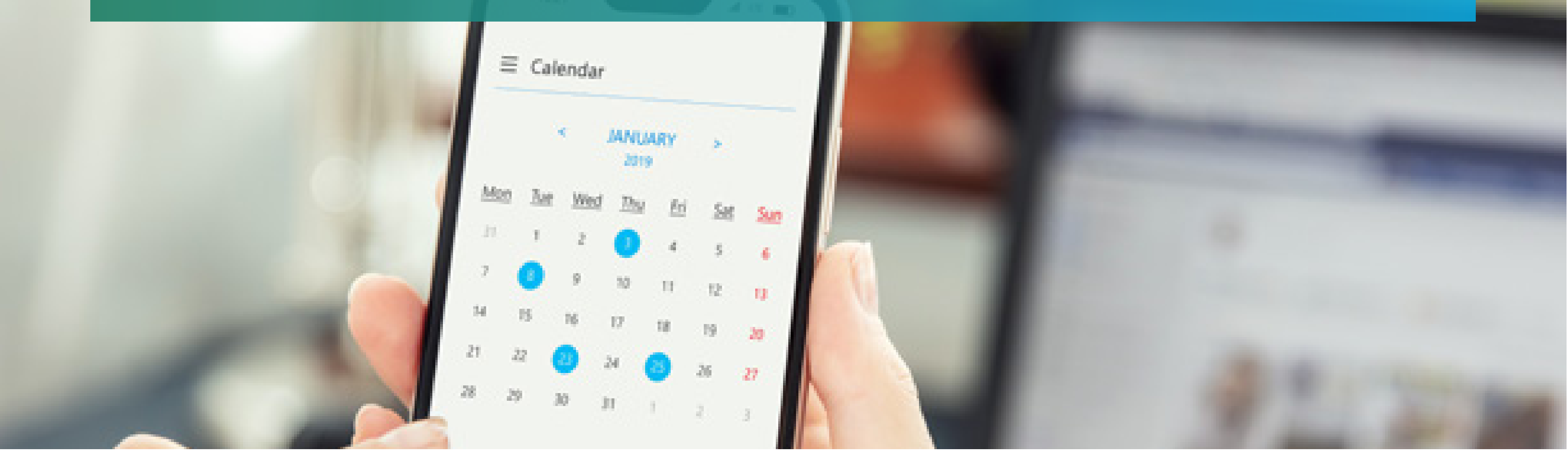
We recommend waiting until you are closer to a reopen date to reschedule patients. For now, cancel appointments one week at a time. Once it is time to reopen, we recommend keeping any current appointments as-is rather than rescheduling them.

In other words, if you had patients already on the schedule when it is time to reopen, go ahead and leave those. You can then work in the patients who missed appointments wherever possible. Please note: due to a high demand, it is likely you may need to offer extended hours and weekends to provide care to overdue patients. Here are a few tips for getting your schedule ready:

- It is a good idea to add an extra 5-10 minutes between appointments for additional sterilization during this time. If you decide to do a “high risk” day each week, you may want to factor in even more time.
- Let patients know that you will be flexible with any cancellation policies. Patients may feel uneasy about visiting the office at this time. Be patient with them and they will be patient with you.
- If you have online scheduling, make sure that is still available for patients to access. You may want to even send a text message with a link to your online scheduling program to help patients reschedule missed appointments.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Send a message to this group via email or text inviting them to schedule an appointment. If you’re using SR Schedule, provide patients with a link to request an appointment in the email message. Make phone calls only as necessary at this point.



5. Make sure your reminder cadence is set up.

If you have automated reminders of any type that have been shut off, turn them back on. Data has shown that the most effective way to do this is with a 3-week, 3-day, and 3-hour cadence. Until you have caught up on some of the missed appointments, you may want to turn off the weekly reminder and just keep your daily and hourly reminders.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

- Edit the reminder-settings-for-all-patients
- Activate-or-deactivate-recall-schedules
- Enable-or-disable-the-post-appointment-survey
- Enable-or-disable-automated-birthday-messages
- Enable-or-disable-automated-review-invites-for-SR-Smart-Reviews
- Enable-or-disable-automated-payment-reminders
- Create and then enable Pre-visit instructions
- If necessary, reactivate your newsletter campaigns

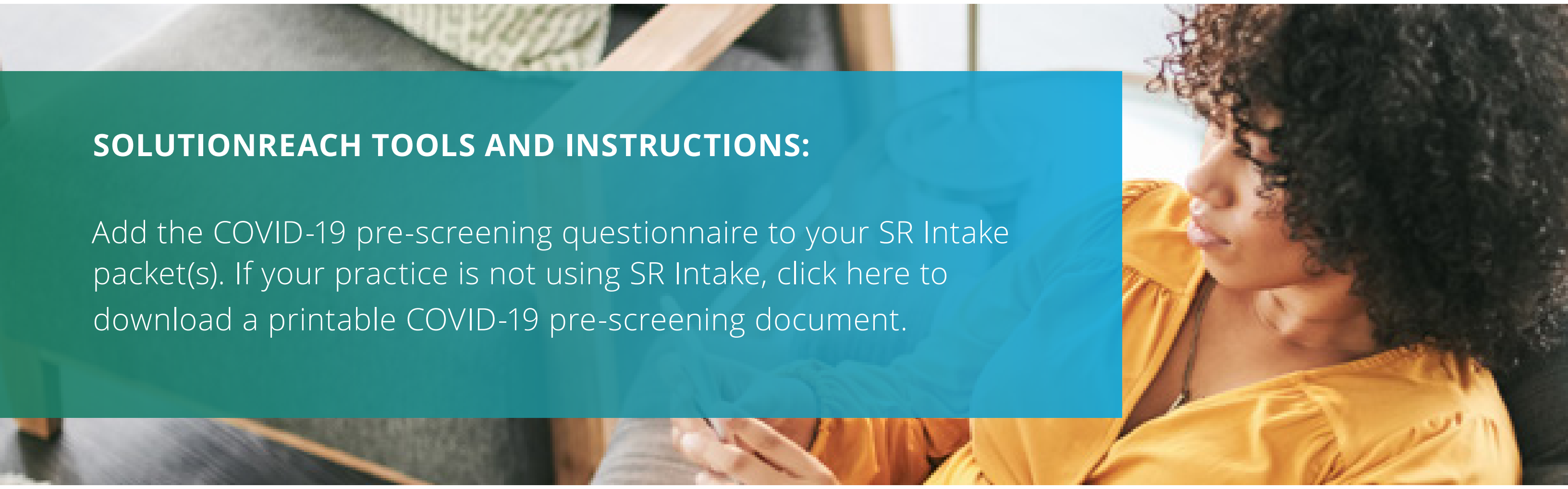
***NOTE:** We recommend you regularly check your sync to make sure your system is running smoothly when it is time to reopen.

6. Offer mobile payment options.

Continue to offer text bill reminders and mobile payment options so patients can quickly pay and avoid touching money, cards, or devices in your practice. Whether it is at the time of service or afterward, you'll get paid faster and provide another way for patients to reduce possible exposure to COVID-19.

7. Set up a COVID-19 prescreening form.

It is highly likely that your office will reopen while COVID-19 is still being monitored. To prevent its spread and to save your staff and patients time, create a virtual patient check-in experience that includes COVID-19 pre-screening questions.



SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Add the COVID-19 pre-screening questionnaire to your SR Intake packet(s). If your practice is not using SR Intake, click here to download a printable COVID-19 pre-screening document.

8. Add pre-visit instructions.

If you have been completely closed and did not create pre-visit instructions, make sure you do so now. The demand for treatment will be high when your practice reopens. Using a virtual check-in process (for Solutionreach customers, that would be through SR Intake) will allow you to work more efficiently and see more patients per day.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Add pre-visit instructions with coronavirus symptoms warnings.

- Create Pre-Visit instructions within Appointment Reminders.
- Enable Pre-Visit instructions within Appointment Reminders.
- If your practice is already using this feature, we recommend you Edit existing Pre-Visit Instructions for Appointment Reminders to include coronavirus symptoms warnings.

Note: Some practices are asking patients to call or text once they've arrived in the parking lot to prevent multiple patients from waiting in a close proximity in the waiting room. Once the provider is ready, the front desk staff can either text (using SR Conversations) or call the patient to come inside. You may want to include these instructions in the pre-visit instructions.

PHASE III: Growth - Thrive Going Forward

1. Encourage two-way texting.

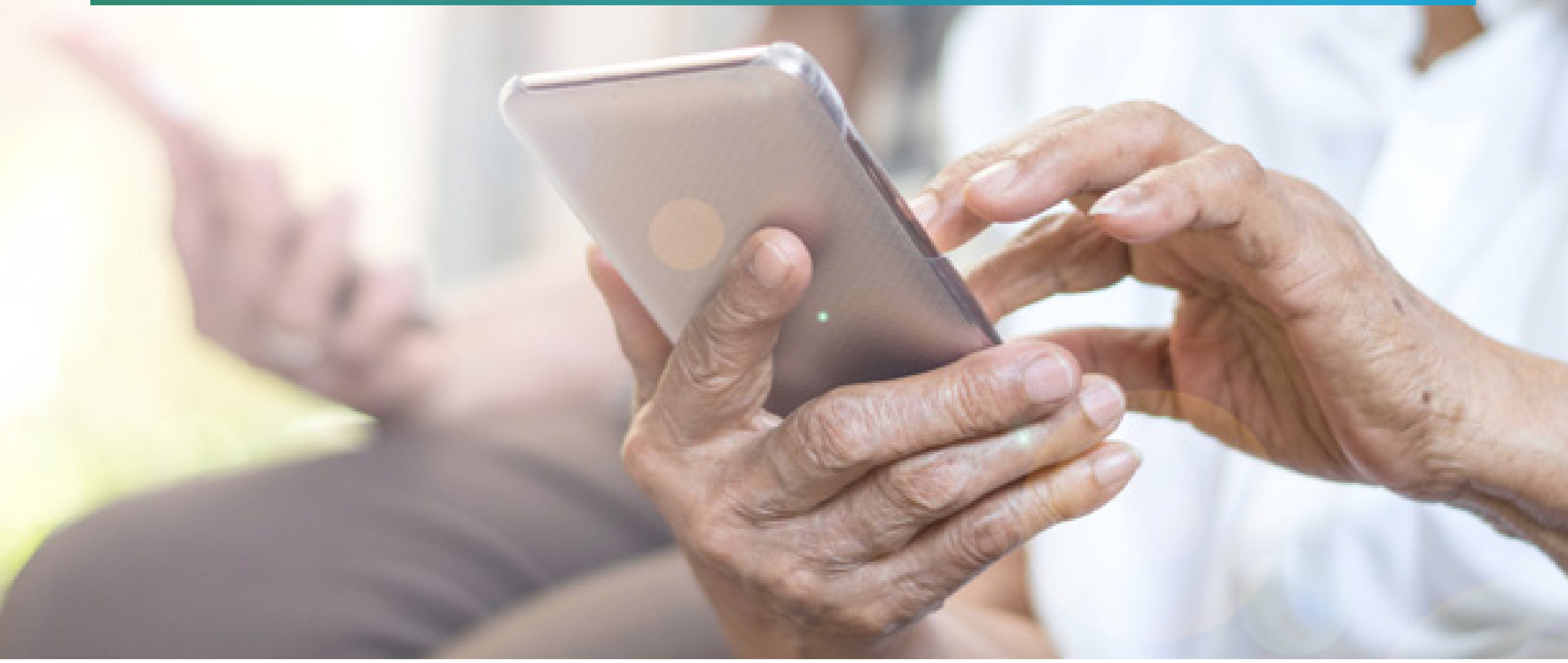
Two-way texting is one of the most effective and impactful things you can add to a practice. If you are not currently using two-way texting, now is the time to do so. It makes it convenient for patients to communicate with your practice to ask simple questions, schedule an appointment, or get directions. Most people would prefer to text than call. If you are currently using two-way text, you need to encourage patients to start using it. Here are some ways to help do that:

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Strategy Guide: Get Your Patients Using Text

Best Practices for Success with SR Conversations

- Wherever your phone number is posted (website, social media, advertising, etc.), make sure you add “text” along with the word “call.”
- Post a sign in your practice letting patients know they can text. Here is a sign we’ve created if you’d like to use it.
- Put it on social media and your website. Make sure to include your phone number when you share the info online!
- Use voicemail. Add a note to your voicemail and hold messages letting patients know they can text you. It can be as simple as: “If you’d prefer a text message instead of a phone call, send us a text at XXX-XXX-XXXX.”



2. Set up a paperless check-in process.

To treat as many overdue patients as possible and to save your front desk staff time, we recommend implementing a paperless check-in process. Going paperless is also a more hygienic approach to combating COVID-19 and any other infectious diseases.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

SR Intake enables you to create a paperless intake experience. Patients can complete the intake form on their mobile device prior to their appointment.

As part of our services, we will create the first patient intake packet free. Additional packets may be created for an additional fee.

While SR Intake does not currently offer write-back capability back into your PM, it is a great way to move to a paperless intake experience for your patients.

Buy SR Intake

Best Practices for Success with SR Intake

If you are already an SR Intake customer, please email your SR-Intake Packet Creation request to: upshare@solutionreach.com

3. Use online scheduling.

Your practice is going to be juggling dozens of calls from patients who are overdue for treatment. Give your patients the option to schedule their appointment on your website at their convenience. Online scheduling can be a life-saver for practices and patients alike. If you already have an online scheduling option, here are some ways to get patients using it.

- Use your website, social media, advertising, online listing, and voicemail. Basically, try to get the information out anywhere you can.
- Make it very obvious on your website. If you've simply put a tiny box at the bottom of the page letting people know about your online scheduling tool, they will likely ignore it. Instead, make it impossible to miss.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Best Practices for Success with SR Schedule

Buy SR Schedule

4. Strengthen your online reviews.

We all know that online reviews are the lifeblood of every practice. You can have a huge impact on the quality of reviews that are left on your site. Here are some ways you can encourage strong reviews:

- Ask! There is no greater substitute than simply asking your patients for a review. Develop a plan and prepare your staff with ways to bring up the topic when they are speaking with patients.
- Use a survey. Reviews can be collected through post-appointment surveys.
- Send a text message or email inviting patients to leave a review. It's easy and effective.
- Incentivize your staff to ask for reviews through contests and rewards.
- Put up signs in your waiting and treatment rooms asking patients to leave a review.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Strategy Guide: Reviews

Strategy Guide: Incentivizing Staff for Reviews and Referrals

Best Practices for Success with SR Smart Reviews

FOR SOLUTIONREACH CUSTOMERS ONLY: COMPLETE TRAINING ON THE SR SUCCESS FORMULA

1. Complete training for SR Success Formula: Reduce No-Shows and Cancels.

The average practice has a no-show rate of 10 to 30 percent, which costs them $40,000 to $100,000 per year, per provider. Sixty-nine percent of physicians say no-shows and cancellations are one of the top three biggest challenges. Increase held appointments by as much as 156 percent using the SR Success Formula.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Go to community.solutionreach.com and login.

- Click on University at the top, then select My Learning.
- Click the Patient Relationship Management Basic course.
- Complete the Reduce no-shows and cancellations section.

Strategy Guide: An Effective Cancellation Policy

Edit the reminder settings for all patients

2. Complete training for SR Success Formula: Replace and Reschedule Appointments.

Patients will cancel, but having an effective cancellation policy and an effective reminder strategy helps patients be more aware of upcoming appointments, which means they are less likely to cancel. Treatment rooms without patients are like apartments without tenants.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

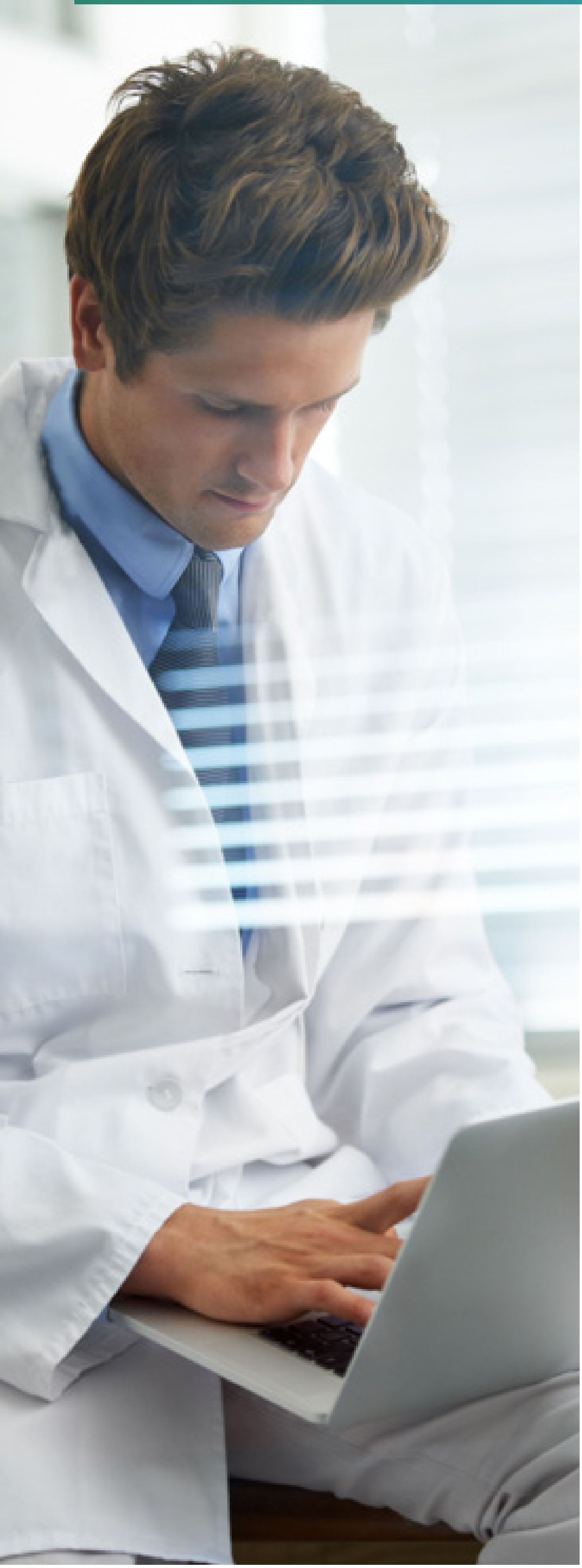
Go to community.solutionreach.com and login.

- Click on University at the top, then select My Learning.
- Click the Patient Relationship Management Basic course.
- Complete the Replace and Reschedule section.

Fill appointments with three different patient groups:

- ASAP/Wait list
- Patients who are overdue for recall
- Patients with outstanding treatment

Strategy Guide: Managing Reminders and Replacements



3. Complete training for SR Success Formula: Increase Appointments.

Many patients want follow-up and routine care but forget. Postcards are not the answer. Some practices continue to use them for the "personal touch" but keep in mind: 73 percent of patients want text reminders. Average practices using Solutionreach for recall generate $95,000 in additional revenue per year per provider.

Improve the practice by sending surveys to patients, which allows them to provide feedback before escalating to doing this on social media or public review sites.

Educational content in newsletters aids treatment acceptance. If patients don't understand why they need to come in for regular visits or why they need to have treatment performed, they won't. When they DO come in, 40 to 80 percent of medical information provided by healthcare practitioners is forgotten, and half of what patients DO remember is remembered incorrectly.

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Go to community.solutionreach.com and login.

- Click on University at the top, then select My Learning.
- Click the Patient Relationship Management Basic course.
- Complete the Increase Appointments section.

Strategy Guide: Boosting Appointments

4. Complete training for SR Success Formula: Increase Patients.

Unless prompted, most patients only leave reviews if they had an amazing or a terrible experience. Place review invitations in applicable post-appointment messages (survey invitations, newsletters, etc.).

SOLUTIONREACH TOOLS AND INSTRUCTIONS:

Go to community.solutionreach.com and login.

- Click on University at the top, then select My Learning.
- Click the Patient Relationship Management Basic course.
- Complete the Increase Patients section.

Strategy Guide: Getting More Referrals
Strategy Guide: Reviews
Strategy Guide: Incentivizing Staff for Reviews and Referrals

SOLUTIONREACH
PATIENT RELATIONSHIP MANAGEMENT

Solutionreach is 100 percent focused on providing the technology, and the expertise on how to effectively use it, to deliver better care and build a more profitable practice. We did it first, and after nearly 20 years, we're continuing to lead the way.

We show practices how to improve the patient experience and connect with patients in the way they want to connect. The result? More patients schedule more appointments and actually show up for them. More patients leave glowing reviews of their providers for others to see, and then they book appointments. And all patients get regular communications that keep them connected to the practice and coming back.

But we can't do it alone. Each practice we work with has to be "all-in". When practices commit to working with us, we bring all the experience we've gained working with 52,000 other practices to the entire process, whether it's that first welcome email or a practice check-in five years down the road.

If a practice is willing to roll up their sleeves and get to work on making patients happier and healthier, then we're the right partner. If a practice is ready to start growing and increasing revenue hand over fist, then we're the right partner. To learn more about whether or not we're the right partner, schedule a personalized consultation now at www.solutionreach.com.