

DOING BUSINESS IN THE NEW NORMAL

A Weave Guide for
Healthcare Practices
in the Age of
Social Distancing



WE LIVE IN CHALLENGING TIMES

The COVID-19 pandemic has impacted our economy, our politics, and every level of society. As government regulations and cultural expectations fluctuate in response to the virus, new methods are being developed for healthcare practices meant to help them protect their employees and their clients through social distancing.

In order to understand which methods for promoting social distancing appeal to patients and work for healthcare practices, **Weave commissioned a survey of 750 healthcare professionals and their clients.** Each section of this ebook addresses a different aspect of small practice social distancing, and offers actionable insights into how clinics can eliminate unnecessary contact without losing their personal touch.



As stay-at-home orders ease and small healthcare practices begin to return to their usual schedules, many practices are realizing that social distancing is not only a way to keep employees and clients healthy; it's a way to keep their practice healthy as well. Proper social distancing has become a competitive advantage for practices looking to recover and succeed in the new normal.

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Key Statistics

7x Healthcare practices are nearly 7x more likely to say **COVID-19** has improved their **quality of care** than to say it has gotten worse

5x Clients are 5x more likely to expect that their **quality of care** will improve during **COVID-19** than to say it will get worse



78% of healthcare clients are **reluctant to go into a healthcare practice**

70% of healthcare practices say they could provide a **better experience if they could improve their client contact rate**

74% of healthcare practices say that **Text to Pay** will help provide **contactless transactions**, but only 19% say they are using text messaging to its fullest potential

68% say most of their outgoing client communication will be **via text** within **3 years**

73% of healthcare practices say **outgoing communication that is personalized performs better** than communication that is not personalized



70% of healthcare practices say that **contactless payments** are a **competitive advantage**

64% of clients feel safer at healthcare facilities that offer **contactless payments**






PART ONE

MINIMIZING HUMAN CONTACT

KEEPING EMPLOYEES AND PATIENTS HEALTHY

Calling healthcare workers the “front line” during the COVID-19 crisis is an apt description. These workers risk their own health by working with patients seeking medical attention during a pandemic. Practices that employ healthcare workers have a duty to protect their health, and many practices are stepping up to the challenge.



KEEPING EMPLOYEES HEALTHY

73% of healthcare practices are confident they can keep their employees healthy in the new normal. Practices demonstrate this confidence by providing their employees with the proper protective equipment, including approved masks and copious amounts of sanitizer. They're also learning that communication technology is an effective way to create social distancing for their clients.

For instance, **77% of practices are offering video conference consultations to clients during the pandemic.** While rural practices are more likely than urban practices to offer video consultation, the fact that a majority of practices now provide this option suggests a real shift in healthcare communication.

KEEPING CLIENTS HEALTHY

Clients, especially older clients, are reluctant to enter a healthcare office unless they know safety measures have been put in place. Surprisingly, most practices report that their quality of care has actually improved as they innovate to reduce infection risk from COVID-19. **Small healthcare practices are nearly seven times more likely to say the virus has improved their quality of care than to say it has worsened it.**

“ **Small healthcare practices are nearly seven times more likely to say the virus has improved their quality of care than to say it has worsened it.** ”

According to the employees and managers in the survey, healthcare practices are promoting social distancing by reducing the number of patients in the office, spacing out their appointments, and using mobile payments. However, **27% of patients still aren't confident they'll be safe visiting their provider.**

That's almost certainly a contributing factor to **78% of healthcare clients being reluctant to go into a healthcare practice right now.** What's more, a staggering **93% of patients are delaying care until the COVID-19 pandemic eases.** The types of care most often delayed include dental cleaning, elective surgery, and eye examinations.

CARE MOST OFTEN DELAYED

- 1 **Dental Cleaning**
- 2 **Elective Surgery**
- 3 **Eye Examinations**

93% of patients are delaying care until the COVID-19 pandemic eases

The research commissioned by Weave indicates that patients are actively avoiding dentists, physical therapists, and even general physicians. In spite of this reluctance, clients are five times more likely to expect an improvement in the quality of healthcare because of COVID-19's effect.

These statistics on patient expectations present healthcare practices with a real problem. Clients are afraid to step into their offices in light of the pandemic, yet expect services to improve at the same time. How can healthcare practices create an

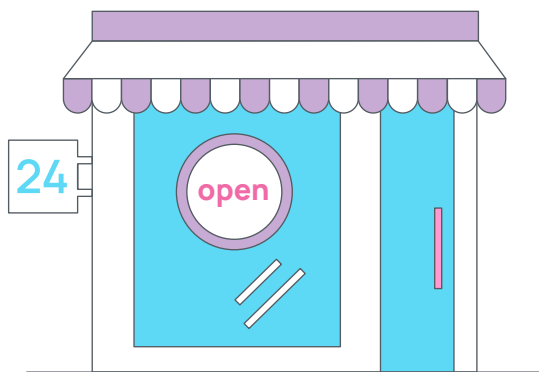
environment that's safe and inviting enough to bring their patients back?

SOLUTIONS FOR MINIMIZING HUMAN CONTACT

Healthcare practices have adopted a number of specific solutions to the social distancing demands that have arisen in recent months. These approaches are designed to allow practices to simultaneously protect their employees and their patients from the threat of disease. Providers can resolve their clients' justifiable concerns about visiting their facilities by implementing these practices.

MINIMIZING HUMAN CONTACT

- 1 **Curbside Waiting**
- 2 **Wellness Forms**
- 3 **Mobile App**
- 4 **Team Chat**



CURBSIDE WAITING ROOMS

Many providers are setting up curbside waiting rooms with their patients to cut down on the amount of clients in their office at one time. These curbside waiting rooms, also known as digital or virtual waiting rooms, are implemented by texting patients prior to their appointments to ask them to wait in the car

upon arriving for a visit. After checking in virtually, patients are notified by a text from the front desk that practitioners are ready to receive them, allowing clients to avoid waiting rooms altogether.

WELLNESS FORMS

As part of pre-appointment texting, healthcare practices are attaching wellness forms to their messages. These forms are designed to screen patients for potential COVID-19 symptoms. By asking patients to fill out a short electronic survey of their physical condition, their contact with potentially sick household members, and their recent travel, providers create another line of defense against infection for their employees and other patients.

MOBILE APP

To improve social distancing in the office, some practices are having administrative team members work remotely. Remote work is greatly simplified by having a mobile app available to employees that links with in-office communication and scheduling networks. Using a mobile app, employees can establish curbside waiting rooms and send wellness forms from any location.

TEAM CHAT

With many offices turning to remote work, employees want to have clear lines of communication with each other. As social distancing requirements make us more reliant on text conversations, it's critical that practices have secure forums for internal dialogue. An effective mobile app for healthcare practices should facilitate these conversations with a team chat.




PART TWO

MAINTAINING EFFECTIVE COMMUNICATION

CALLING, TEXTING, AND EMAILING PREFERENCES

Whether it's following up after an appointment, sharing news, or scheduling visits, practices need effective ways to communicate with their clients. Traditionally, phone calls have been that bridge, but as fewer people use their phones for calls, texting has become a more effective and preferred line of communication.



HOW TO COMMUNICATE WITH PATIENTS

Most practices report that it's now easier to reach clients via text because they don't get stuck in voicemail purgatory. On average, **healthcare practices go to voicemail 34% of the time when they call clients**. Prolonged games of phone tag are a legitimate obstacle to getting patients into your office during a pandemic and in good times.

34% of healthcare practices' client calls go to voicemail

While healthcare practices say texts are a more reliable way to reach patients, they're also anticipating future communication trends. **68% of healthcare practices say most of their outgoing client communication will be via text within 3 years**. Those that have brought texting on board are trying to get ahead of the curve when it comes to business communication.

“ **68% of healthcare practices say most of their outgoing client communication will be via text within 3 years.** ”

A majority of providers believe they could significantly improve not only their communication, but almost every aspect of their organization with texting. **71% of healthcare practices think they could increase their sales by improving their client contact rate,**

and 70% say they would enhance the overall customer experience by improving their client contact rate.

Improving your client contact rate shouldn't be narrowly focused on texting, however. Other lines of communication remain as viable as ever, specifically calling and emailing. The most unproductive methods for contacting patients according to the survey are online sites like Twitter and physical mail.

So, **the most surefire way to maintain effective communication with patients is bolstering and unifying your texts, calls, and emails**. Despite healthcare practices knowing that calls, texts, and emails have the greatest positive impact on their communication channels, **only 18% of them believe they're using texting to its fullest potential**.

Responses in the survey show that texting is not the ideal way to reach older clients, but it's preferred for getting in contact with younger patients. This younger demographic is why healthcare practices are anticipating the adoption of texting as their primary communication with patients in the near future.

HOW CLIENTS WANT TO COMMUNICATE

Patients in the survey commissioned by Weave stated that they prefer texting, calling, and emailing for maintaining contact with healthcare practices during the COVID-19 pandemic. Of these clients, **43% say it's easier to reach them with a text compared to a call**.

However, **the younger generation (clients under 35 years old) is twice as difficult to reach with a phone call than older clients**. The disparity between older and younger clients is real, and offices that want to grapple with these generational disparities

should be considering a communication system that caters to both groups. A unified network allows for the optimization of both calling and texting, along with emailing.

A decisive advantage of texting is that texts get a faster response rate. **Clients said they respond to texts from their healthcare providers about an appointment within 13 minutes, compared to half an hour for voicemail messages.** The difference in response rates could be attributed to the relatively short amount of time it takes to compose and send a text.

The likelihood of clients forgetting about a call or text is roughly equal. **Patients forget about calls and texts from their healthcare providers 33% of the time.** However, the quicker response rate by text suggests that your follow-ups are going to be acknowledged by clients sooner with text messages rather than phone calls.

Texting has a clear advantage over calling when healthcare practices are looking for feedback or answers to surveys from their patients. **38% of healthcare clients say they would rather give**

feedback about a provider over text, which is notably more than the 24% who would rather respond on the phone. Additionally, 31% of healthcare clients say they have answered a survey from a practice via text, but only 21% have answered a survey over the phone.

Getting feedback by text is becoming a key part of marketing strategies for growing healthcare practices. When offices send online review requests to patients, they need them to act on the request by uploading a review to popular sites like Google and Facebook. These reviews then strengthen a practice's standing in online search results, leading to greater visibility with prospective clients.

SOLUTIONS FOR MAINTAINING EFFECTIVE COMMUNICATION

The methods for maintaining effective communication during COVID-19 that both providers and patients prefer are fairly conventional: calling, texting, and emailing. The emphasis on texting is noteworthy since most healthcare practices still haven't optimized their text outreach. Though emailing hasn't been discussed



at length, it's an additional tool for providers hoping to maintain social distancing and convey detailed information about how practices are adjusting to the new normal with their patients.

COMMUNICATION SOLUTIONS

- 1 **VOIP Phones**
- 2 **Text Messages**
- 3 **Email Marketing**
- 4 **Review Requests**

VOIP PHONES

The foundation for consolidated lines of communication is a VoIP (Voice over Internet Protocol) phone system. These phones rely on the internet rather than conventional landlines, allowing offices to connect and synchronize their phone calls with advanced software. Phone calls are not going away anytime soon, however; the older generation of patients still wants to hear from you by phone.

TEXT MESSAGES

Your younger patients are eager to text. Once you have a VoIP phone system set up in your office, texting can be linked with it to open up new opportunities for

maintaining effective communication with clients. For instance, with the right software, missed phone calls trigger automatic text messages to clients that let them know you're aware they called. This simple text then allows patients to start a text conversation with your office team.

EMAIL MARKETING

The study commissioned by Weave states that email is the third-most important communication outreach for healthcare patients. While email marketing is a powerful tool to reactivate customers and boost revenue, it's also one of the few ways you can send updates to your entire patient base. Many offices continue to compose emails without the assistance of an email marketing tool. Those looking to professionalize their emailing in order to grapple with the challenges of social distancing should consider the unique features available through email marketing software.

REVIEW REQUESTS

Research shows that healthcare customers are more likely to give feedback and answer surveys by text than by phone. What type of feedback should practices be requesting?

Because of the increasing importance of amassing positive online reviews, sending review requests by text to patients following appointments is a great place to start. These text requests come with a link to popular review sites, letting your practice communicate its value to prospective customers online without sacrificing social distancing measures.

“Your younger patients are eager to text. Once you have a VoIP phone system set up in your office, texting can be linked with it to open up new opportunities for maintaining effective communication with clients.”




PART THREE

CREATING A PERSONAL TOUCH

PERSONALIZING OFFICE COMMUNICATION

Personalized communication is the difference between your message being read or heard by a client and simply being ignored. Clients are clear about preferring messages from healthcare practices that are directly relevant to them. **Nearly half of clients say they have been annoyed by generic communication from their healthcare practice.**



PERSONALIZED COMMUNICATION

In the survey, healthcare practice employees and managers say the most effective ways to personalize client communications are: (1) Making a specific recommendation for their next visit, (2) Including the name of the employee who helped them during their last visit, and (3) Referring to the reason they recently visited your practice.

These methods for creating a personal touch all require providers to keep a detailed record of patient visits, then to communicate these details in calls, texts, and emails. With the right software, keeping personal histories is greatly simplified and including this information in communication is made easy.

73 % of small healthcare practices say outgoing communication that's personalized performs better than generic communication.

The healthcare clients in the study indicate that the most effective personalized communication arrives in the form of proposed follow-up actions, inquiries into the status of their physical condition, and references to their latest visit. Again, having an idea of the personal history of each patient with your practice and manifesting that knowledge with follow-up calls, texts, and emails is the best way to establish and maintain a personal touch in the age of social distancing.

SOLUTIONS FOR CREATING A PERSONAL TOUCH

Modern communication technology gives healthcare practices a number of tools for personalizing and customizing their calls, texts, and emails. As providers adjust to the new normal by implementing social distancing protocol, they need to be able to maintain

their rapport with clients in spite of decreased in-person contact. Utilizing software for keeping track of the specific situation of each patient is a simple and critical way to balance a personal touch with social distancing.

Customer Insights

VoIP phone systems are optimized when they're connected with software that populates customer insights onto your computer or smartphone screen when patients call your office. These insights include client names, birthdays, family members, preferences, upcoming appointments, and outstanding balances. By having all this information at the ready for your administrative team, your practice's communication can be both effective and personable.

Scheduling

The scheduling software available to healthcare practices builds on text messaging by aligning communication with the need to fill your schedule. What's unique about scheduling software is that it provides message templates that are able to be created and personalized by your office. Practices can ask about how patients are feeling, make reference to recent visits, and book an upcoming appointment all within a scheduling text.

Appointment reminders allow offices to personalize and automate their communication. Once custom templates are developed, receptionists and other administrators can schedule these reminders to go out on specific dates and at specific times. Sentiment analysis in this same software recognizes and interprets patient responses, from slang to emojis.




PART FOUR

PROTECTING CUSTOMERS AND STAFF WITH CONTACTLESS PAYMENTS

PERSPECTIVES ON TEXT TO PAY

Even before the COVID-19 crisis, healthcare providers needed to keep counters, payment portals and public surfaces clean. Today, that need has increased by many orders of magnitude. Expanding contactless payment options signals to clients that you take protecting their health seriously.



CONTACTLESS PAYMENTS FOR HEALTHCARE PROVIDERS

One easy way to keep clients away from surfaces and payment portals during checkout is to offer Text to Pay so clients can pay via text message as soon as they leave the office. Not only does this eliminate the need to touch a credit card portal, but it also helps reduce people waiting together in line. With Text to Pay, your clients can pay in your office, from the parking lot or from the comfort of their own homes.

70% of healthcare practices say that contactless payments are a competitive advantage that will also improve the overall patient experience. Practices oriented toward high growth are more enthusiastic about contactless payments; **they are over 40% more likely than low-growth practices to say Text to Pay definitely improves the patient experience.**

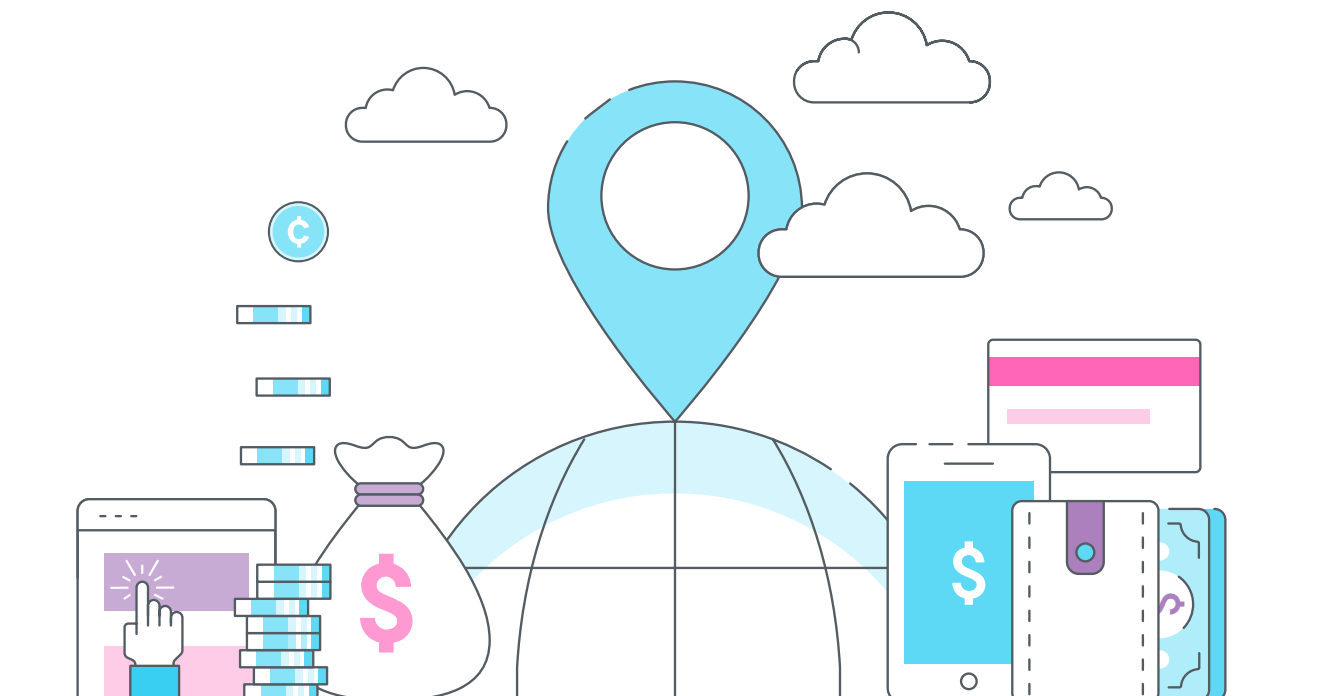
Regardless of your practice's growth model, **73% of healthcare practices say that contactless payments help support social distancing.** That's probably why **71% of healthcare practices say that COVID-19 has increased the demand for Text to Pay.**

However, **only 19% of the practices surveyed say they're using text messaging to its fullest potential.** So, while many providers recognize the demand for contactless payments, most of them aren't yet taking advantage of all the available solutions for practicing social distancing in the payments arena.

CONTACTLESS PAYMENTS FOR PATIENTS

In the survey commissioned by Weave, healthcare clients say they want healthcare practices to go contactless by using a credit card tap option, adopting mobile payments via phone, and installing Plexiglass dividers. **64% of patients feel safer at healthcare facilities that offer contactless payments,** so providers can best serve their clientele by adopting mobile payments, then adding tap options and installing dividers as supplementary measures.

Even if healthcare clients feel slightly safer making payments at their doctor's office, **43% of patients surveyed say it's riskier to touch a payment**



portal in a healthcare setting than most other public settings. The majority of patients are clearly concerned about their safety while taking care of payments. **68% of healthcare clients say they prefer a contactless payment method.**

“ **68% of healthcare clients say they prefer a contactless payment method.** ”

If providers want to build trust with patients at a time of heightened safety concerns, implementing Text to Pay is perhaps the best approach to protecting clients from the hazards of payment processing. Contactless payments are becoming the new normal.

SOLUTIONS FOR ATTRACTING MORE CUSTOMERS WITH CONTACTLESS PAYMENTS

This section of the study has focused almost exclusively on the benefits of contactless payments. Most healthcare practices consider contactless payments to be a competitive advantage, but still aren't using text messaging to its fullest potential. Providers can attract more clients by offering more options for contactless payments.

Text to Pay

There's been a great deal of discussion about Text to Pay, but some practices may not have an idea how this contactless form of payment actually works. Text to Pay allows administrators and receptionists to send a payment request to patients by text. These texts include a personalized note and a link that customers can click to process payments.

This payment method gets around the hazards of handling cash, credit cards, or payment terminals in the office where there are many opportunities for transmission during a pandemic. Though our society isn't ready to completely do away with traditional payments forms, there's an obvious move toward eliminating these methods if possible.

Text to Pay is a major step toward making your practice's payments contactless.




PART FIVE

OPTIMIZING YOUR CURRENT PAYMENT PLATFORM

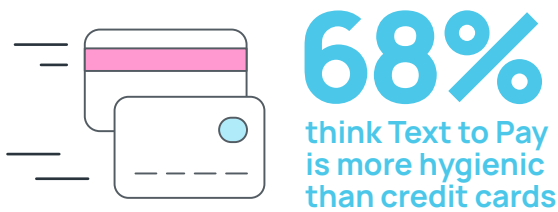
TEXT TO PAY VERSUS CREDIT CARDS

Mobile payments have already been gaining popularity compared to traditional credit cards, but the COVID crisis has accelerated this trend as more clients prefer to avoid touching payment portals used by the general public. Our survey data confirms that both practices and their clients see Text to Pay as a path toward improving payment processing and patient safety.



TEXT TO PAY VERSUS CREDIT CARDS

There's not simply a preference for contactless payments in general; when compared specifically with credit cards, the statistics show that Text to Pay is a better option for optimizing your current payment platform. **67% of healthcare practices would like to see more payments transition from credit cards to Text to Pay.** More than half of these same practices say contactless payments are more hygienic than credit cards.



The responses of healthcare clients closely mirror those of employees and office managers. Half of these patients say they would like to see more payments transition from credit cards to Text to Pay, while **68% of them think Text to Pay is more hygienic than credit cards.** Overall, patients are nearly three times more likely to say Text to Pay is more hygienic than credit cards.

SOLUTIONS FOR OPTIMIZING YOUR CURRENT PAYMENT PLATFORM

The previous section of this e-book explains how Text to Pay functions. This part involves a specific comparison of Text to Pay and credit cards, showing that healthcare providers are looking to transition to more contactless payments and healthcare patients consider contactless solutions like Text to Pay much more hygienic credit cards. However, it's important to note that a complete payment platform bridges

the gap between traditional payment methods and a contactless future.

A Complete Payment Platform

While contactless payment solutions offer healthcare employees and patients maximal social distancing, it takes time to convert each office and client over to methods such as Text to Pay. Healthcare practices can't rely on contactless payments exclusively. They need a system that guarantees full payment processing and merchant services.

A complete payment platform includes simple and secure payment processing, a terminal for point-of-sale transactions, and the ability to process a variety of payment methods. Beyond credit cards, a modern payment platform accepts HSA/FSA cards, mobile wallets, and text payments. These options allow patients to swipe, tap, or scan.

Analytics

Analytics offers healthcare providers the ability to analyze all their different payments, from cash to cards to contactless transactions. Software is now available that gathers data on your office's various payments, then allows you to view these data through a user-friendly interface. Analytics aren't limited to payments, either. Healthcare practices can also collect and analyze data on their call outreach and scheduling.

Conclusion

The issues stemming from the COVID-19 pandemic have ushered in a new normal for healthcare practices. Social distancing is at the center of establishing a safer environment for both employees and patients right now and in the future.

Practices that are serious about minimizing unnecessary human contact have taken action by setting up curbside waiting rooms, sending wellness forms to patients, and facilitating remote work with a mobile app. They're also maintaining effective communication by unifying calls, texts, and emails with a VoIP phone system.

Though social distancing often means less in-person contact with patients, providers can create a personal touch with their clients by sharing scheduling texts and using software that's linked to customer insights.

Healthcare practices are discovering the importance of contactless payments as a result of the pandemic, and adding Text to Pay to your office's payment options is one of the most fundamental ways to protect your employees and clients from COVID-19.


Weave gives healthcare providers the ability to adapt and excel in the new normal. Our combination of hardware and software solutions is uniquely positioned to enable practices to implement social distancing in almost every aspect of the customer experience. We invite you to learn more about how to promote social distancing with our complete business toolbox.



ABOUT THIS STUDY

ABOUT THIS STUDY

Weave commissioned an independent market research firm to survey a random sample of 750 healthcare leaders and their patients. The study took place in July 2020 in partnership with Lucid, a global survey sampling leader. The study's margin of error is +/-3.58% at the 95% confidence level.





STATISTICAL INDEX



STATISTICAL INDEX

The survey yielded 72 distinct and insightful statistics regarding the preferences and practices of healthcare professionals and patients during the COVID-19 pandemic. These facts have been organized by section for your consideration and use.

PART 1: MINIMIZING HUMAN CONTACT

1. 73% of healthcare practices are confident they can keep employees healthy at work
2. 77% of practices are offering video conference consultations to clients
3. 74% of healthcare practices say that offering Text to Pay will help keep employees healthy, but only 19% say they are using text messaging to its fullest potential
4. Rural practices are more likely than urban practices to offer video consultation
5. 48% of small healthcare practices say their quality of care has improved because of COVID-19
6. Urban practices are more likely than rural practices to say their quality of care has improved because of COVID-19
7. Small healthcare practices are nearly 7x more likely to say COVID-19 has improved their quality of care than to say it has gotten worse
8. Top ways healthcare practices are going "no touch"
 - Reducing number of patients in office at the same time
 - Spacing out appointments
 - Mobile payments
9. 69% of healthcare practices are cleaning payment portals after each transaction
10. 65% of healthcare practices say that clients have requested to pay without touching a portal
11. 27% of healthcare patients aren't confident they will be safe visiting healthcare facilities
12. 48% of small healthcare practices say their quality of care has improved because of COVID-19
13. On average, healthcare practices are cleaning client waiting areas 9.4 times per day
14. On average, healthcare practices are cleaning client restroom areas 9.7 times per day
15. Men are more likely than women to be confident they will be safe visiting healthcare facilities
16. 78% of healthcare clients are reluctant to go into a healthcare practice
17. 93% of healthcare clients are delaying care until the COVID-19 pandemic eases
18. Types of care most often delayed:
 - Dental cleaning
 - Elective surgery
 - Eye exam
19. Where clients don't want to go because of COVID-19:
 - Dental practice
 - Physical therapist
 - General physician

20. Healthcare services for which clients would rather have a video conference during COVID-19
 - General physician
 - Dermatologist
 - Physical therapy
21. 57% of healthcare clients will not visit a healthcare facility unless masks are mandatory
22. Women are less likely than men to visit a healthcare facility unless masks are mandatory
23. Clients are 5x more likely to expect that their quality of care will improve during COVID-19 than to say it will get worse
24. Younger clients are more likely than older clients to expect their quality of care to get better at a healthcare facility during COVID-19
29. The easiest ways for small healthcare practices to reach clients:
 - Phone
 - Text
 - Email
30. The hardest ways for small healthcare practices to reach clients:
 - Phone app
 - Twitter
 - Physical mail
31. 71% of small healthcare practices say they could increase sales if they could improve their client contact rate
32. 70% of small healthcare practices say they could provide a better experience if they could improve their client contact rate

PART 2: MAINTAINING EFFECTIVE COMMUNICATION

25. 53% of healthcare practices say it's easier to reach clients with a text over a phone call
26. On average, healthcare practices go to voicemail 34% of the time when they call clients
27. 68% of healthcare practices say most of their outgoing client communication will be via text within 3 years
28. 36% of healthcare practices say the future of client communication is text, compared to 35% that say it is the phone
33. The communication channels that have the greatest positive impact on small healthcare practices:
 - Phone
 - Text
 - Email
34. Only 18% of small healthcare practices say they are using text to its fullest potential
35. How best to reach young clients:
 - Text
 - Phone
 - Email
36. How best to reach older clients:
 - Phone
 - Email
 - Text

37. 43% of healthcare clients say it's easier to reach them with a text compared to a phone call
38. How healthcare clients prefer to be reached by practices during the COVID-19 pandemic:
 - Text
 - Phone
 - Email
39. Healthcare clients under 35 years old are nearly 2x harder to reach on the phone than older clients
40. On average, healthcare clients say they will reply to a text from their healthcare provider about an appointment within 13 minutes, compared to half an hour for voicemail messages
41. 33% of healthcare clients say they have forgotten to return a call to their healthcare provider about an appointment, and 33% have forgotten to return a text
42. 38% of healthcare clients say they would rather give feedback about a provider over text vs 24% on the phone
43. 31% of healthcare clients say they have answered a survey from a practice via text but only 21% have answered a survey over phone
44. 55% of healthcare clients have let a call from their healthcare provider go to voicemail

PART 3: CREATING A PERSONAL TOUCH

45. 73% of small healthcare practices say outgoing communication that is personalized performs better than communication that is not personalized
46. The most effective ways to personalize client communications:
 - Make a personalized recommendation for their next visit
 - Include the name of the employee who helped them last time
 - Refer to the reason they recently came in
47. 48% of healthcare clients have been annoyed by impersonal communication from practices
48. The most effective ways to personalize client communications:
 - Propose a follow-up action
 - Ask if my specific condition is doing better
 - Refer to what occurred in my last visit

PART 4: PROTECTING CUSTOMERS AND STAFF WITH CONTACTLESS PAYMENTS

49. 70% of healthcare practices say that contactless payments are a competitive advantage
50. 70% of healthcare practices say that contactless payments will improve the patient experience
51. High-growth healthcare practices are over 40% more likely than low-growth practices to say that Text to Pay definitely improves patient experiences
52. High-growth healthcare practice are more likely

- than low-growth practices to say their clients prefer to pay with a contactless method
53. 73% of healthcare practices say that contactless payments will help support social distancing
54. 74% of healthcare practices say that Text to Pay will help provide contactless transactions, but only 19% say they are using text messaging to its fullest potential
55. 71% of healthcare practices say that COVID-19 has increased the demand for Text to Pay
56. 69% of healthcare practices want all their payments and merchant services to be on one platform
57. 62% of healthcare practices say their clients prefer a contactless payment method
58. 67% want practices to transition to contactless checkout
59. Top ways clients want to go "no touch"
- Credit card tap option
 - Mobile payments via phone
 - Plexiglass dividers
60. 64% of clients feel safer at healthcare facilities that offer contactless payments
61. 67% of healthcare clients say that Text to Pay will help with contactless transactions
62. 63% of healthcare clients say that COVID-19 has increased the need for Text to Pay
63. 68% of healthcare clients say they prefer a contactless payment method
64. 43% of healthcare clients say it's riskier to touch a payment portal in a healthcare setting than most other public settings
65. Riskiest places to touch a credit card payment portal
- Grocery store
 - Big box store (ex: Target, Walmart)
 - Mass transit kiosk
66. Top ways clients want to go "no touch"
- Credit card tap option
 - Mobile payments via phone
 - Plexiglass dividers
- ## PART 5: OPTIMIZING YOUR CURRENT PAYMENT PLATFORM
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67. 67% of small healthcare practices would like to see more payments transition from credit cards to Text to Pay
68. 51% of small healthcare practices say that Text to Pay is more hygienic than credit cards
69. High growth healthcare practices are 41% more likely than slow-growing practices to say they want to transition to more Text to Pay over credit cards
70. 50% of healthcare clients would like to see more payments transition from credit cards to Text to Pay
71. 68% of healthcare clients owners say that Text to Pay is more hygienic than credit cards
72. Clients are nearly 3x more likely to say Text to Pay is more hygienic than credit cards