

Why Two-Way Texting Matters

Two-way texting is a unique way to communicate; it's immediate, but we can answer at our convenience. It's familiar, but doesn't invade our personal space the way a phone call does. Texting is also an ideal solution for healthcare providers and their patients:

Patients can text their medical provider's office staff.

They don't have to call and be on hold to schedule an appointment. In turn, staff members can respond quickly without disrupting their workflow.

Texts call for attention, and that's a good thing.

Leave a patient a voicemail and they're free to ignore it. But the evidence shows 90% of text messages are read within 3 minutes. Simply put: texts capture our attention.

Patients can engage with staff in a neutral space.

A patient who needs to cancel last minute or book an appointment for a sensitive issue is spared the embarrassment of talking on the phone. Instead, they can simply text a message.

Healthcare providers are also uniquely positioned to text their patients. While the 1991 Telephone Consumer Protection Act prevents most businesses from texting potential or current clients, it makes exceptions for many healthcare-related messages including appointment reminders, pre-op instructions, updates on lab results, and many others.

This allows doctors and their staff the ability to communicate with their patients using the channels that patients prefer, making it more likely their text messages are read, and that their patients will take action.



98% of text messages are opened, compared to 22% of emails

80% of people want to use their smartphones to engage with healthcare providers

People are **more than twice as likely** to respond to a text than a phone call

26 minutes per person are spent texting daily, compared to about 6 minutes on voice calls