

Teligent®IP Interactive Solution

CASE STUDY: ORTHODONTIST



✓ The Cause:

The orthodontist practice was facing the challenge of the ever-growing need to communicate with its patients. With many patients being younger generations, they needed to broaden their ability to communicate. Orthodontists, in general, are considered a highly professional service, with many potential patients turning to the internet to find trusted local orthodontists. With mobile internet browsing surpassing desktop browsing, this orthodontics office knew it was time to do a technology refresh by updating its website and make it as easy as possible for patients to get in touch.

✓ Client:

Orthodontist Office located in Denver, CO
15-20 employees

✓ Company Bio:

This orthodontists office located in the suburbs of Denver, Colorado. This practice serves, on average, 300 patients per month.

The Benefits

No Show
appointment rate
reduced to 2%

2,604
SMS messages sent
& received monthly

7 hours per week
saved by
automating appt
reminders

✓ The Problem:

An overwhelming number of patients began to ask if they could text appointment reminders instead of email or call. Needing to stay competitive in the market, the practice knew it was important to give their customers what they were asking for.

✓ The Solution:

Using Teligent®IP's Interactive Solution, the orthodontists' office is now sending appointment reminders via text message automatically 2 days prior to each appointment. If a patient needs to reschedule, they simply reply back asking to reschedule. The system then automatically sends a reply message with a link to the office calendar where the patient can select an available appointment that works best with their schedule. If they'd prefer to work with someone to schedule an appointment, they can do so by texting back (where the message will be delivered to an office member) or simply tap on the message and call the office. Additionally, perspective clients now had the ability to get information without the pressure of calling. The practice could email sales brochures, practice information and more with ease.

✓ The Benefit:

Giving the patient the ability to reschedule their own appointment has increase office productivity by spending less time taking calls to reschedule appointments. Since patients can reschedule their own appointments during their own free time, even at night when the office has closed. It has greatly reduced the rate of missed appointments. The ability to use both automatic and manual text message reminders also reduces the robotic feel of text messages and allows the practice to give a more personalized approach with communicating to their patients.

About Teligent®IP

Teligent®IP is a leading services provider merging advanced voice and communication applications with cloud. Teligent®IP offers complete end-to-end IP telephony over one of the largest all IP networks in the country.

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