Care360®

Practice Marketing

Attract new patients. Connect with existing patients.

Promote positive patient reviews and maintain a strong online presence for your practice.

Patients these days are savvy consumers who know how to find the best options available to them. They read online reviews and social media comments before choosing a doctor.

That's why it's important to have a professional web presence with consistent business location data across search engines, directories, applications, and maps.

Get noticed faster on sites like Google and Yelp, and allow patients to find you quickly, no matter where they are searching.

Shine online and connect with patients.

How you connect with your patients is very important. By using marketing automation services, you can make your patients' lives easier and ensure they write positively about their experience.

> "In a short time we have seen our no-shows drop by 70 to 80%, and I'm gaining direct visibility into the patient experience."
>
> *—Daniel Soteldo, practice manager*
> *Westgate Skin & Cancer, Austin, Texas*
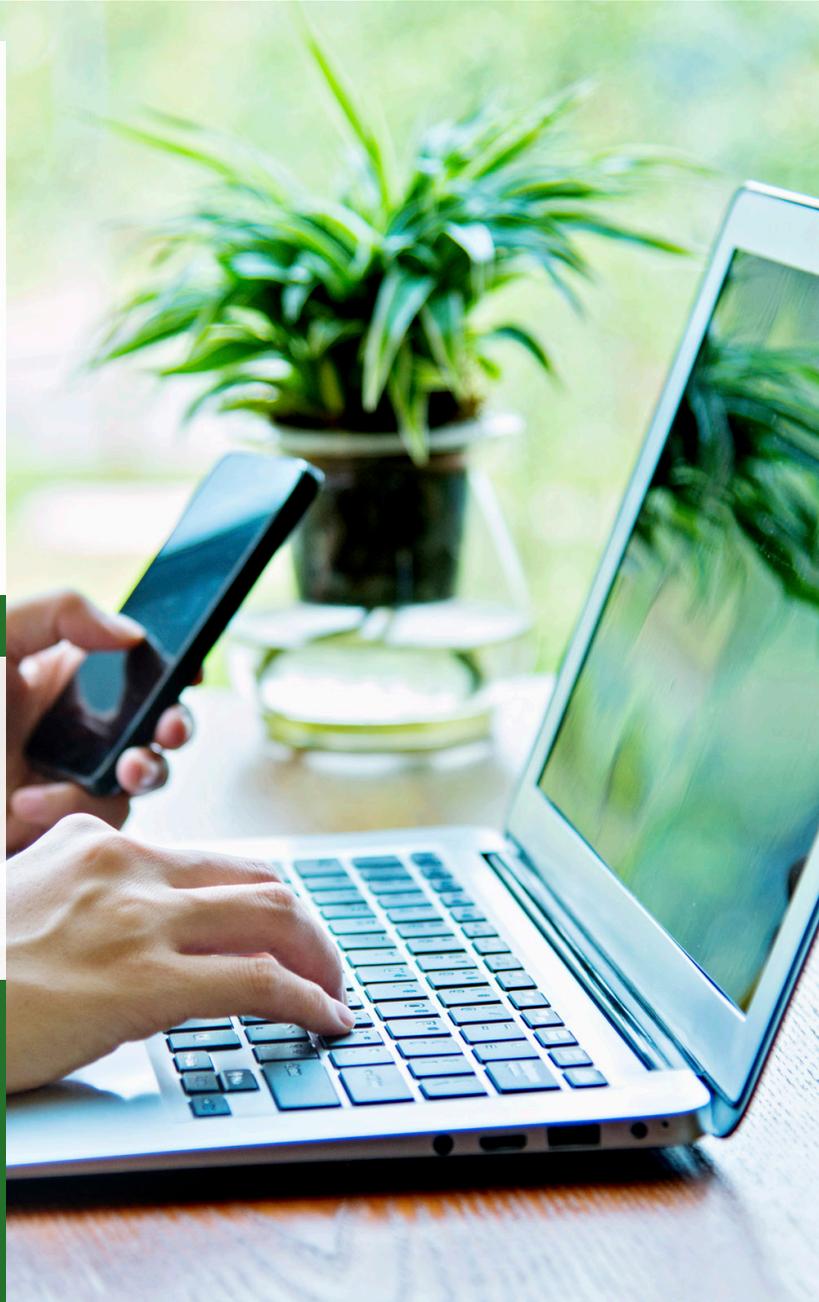
Care360 Practice Marketing • Advantages

Connecting with your patients matters

- 45% of smartphone users want online scheduling
- 30 to 50% of no-shows can be reduced with appointment reminders
- 90 seconds is the average response time for text messages
- 9 in 10 patients say they prefer doctors who offer email communication with patients
- 83% of patients said they would like to receive follow-up emails after visits to their doctors

Your online presence is important

- 77% of patients use online reviews as their first step in finding a doctor
- 47% of patients are willing to go out-of-network for a doctor with favorable reviews, versus a similar doctor who is in-network
- 5 to 9% potential increase in profits with a one-star boost in online ratings

Care360 Practice Marketing is a complete patient engagement and communication tool that helps reduce manual tasks by:

- Updating and instantly synching your practice location data to dozens of websites, strengthening your online presence and helping new patients easily find you
- Collecting and promoting good patient reviews
- Providing easy online scheduling and registration
- Reducing no-shows through automated appointment reminders
- Alerting your patients when you are running behind schedule via secure messaging
- Receiving post-visit feedback from patients
- Allowing a view of referrals and appointment reminders in one place through the Practice Analytics dashboard
- Synching automatically with your electronic health record (EHR) and billing system to work better, faster

Care360: Everything works together

Our integrated suite of solutions makes it easier to manage your practice so you can focus on what matters most—your patients.

- Revenue Cycle Management
- Practice Management
- Electronic Health Records
- ePrescribing
- Lab Ordering and Results
- Practice Marketing
- MyQuest™ Patient Portal

Your patients rely on technology. They visit your website or social media pages. They request an appointment online. They want a text message reminder before their visit, and will respond to an email survey after their visit. In order to provide an exceptional patient experience from start to finish, you need an exceptional practice marketing platform.

With Care360 Practice Marketing, that's exactly what you get.

To learn more, call 1.888.835.3409 or email SalesSupport@Care360.com.

Quest Diagnostics™