

A photograph of three young adults sitting together, smiling and looking at their smartphones. The man on the left is wearing a plaid shirt, the woman in the middle is wearing a blue patterned top, and the man on the right is wearing a dark blue shirt. They are all holding and looking at their phones with happy expressions.

THE NUMBERS DON'T LIE


16 FACTS ABOUT TEXTING THAT WILL CHANGE THE WAY YOU ENGAGE PATIENTS



Texting is everywhere. It's the most widely used feature on a smartphone, and if you look around you won't find that hard to believe. Cell phones and texting have become an inherent part of our society. People carry their phones with them wherever they go, and are constantly checking and responding to messages.¹

So what does that mean to you? It means that texting presents an opportunity for you to communicate with your patients. A way to reach them anytime, without seeming like you're intruding in their day-to-day activities.

But let's let the numbers prove it. We've done the research, and we found 16 stats that explain why your practice should be texting your patients.



72% of Americans own a smartphone

97% use their smartphone to text

You shouldn't always do something just because everyone else is, but in this case it's a totally valid reason. Almost every American is using their phone to text, so why not connect with your patients in a way they already prefer? Texting is an easy way to communicate with nearly all of your patients.²



For better or worse (better in this case), we're kind of a phone-obsessed society.

People are never far from their phones, and they almost can't resist checking their messages when they hear the familiar ding of an incoming text. Texting your patients means that you can reach them no matter where they are. And even if a patient somehow missed your text as it was received, they will likely see your message when they check their phone before they fall asleep, and again first thing in the morning.^{4,5}

91%

of people keep their phone within arm's reach

29%

say their phone is the first and last thing they look at every day

98%

of text messages
are read



22%

of email messages
are opened

Quick math tells us that texts are almost 5 times more likely to be read.

Don't waste time typing out and formatting an email just to have it sit unopened in an inbox. Sending a message through text almost guarantees that it will be read. Plus, text messages are shorter than emails, so they take less time to write, and there's no formatting to a text message.



Use your time more efficiently and send a message with the greatest chance of connecting with the intended recipient.^{6,7}

AVERAGE RESPONSE TIMES

90
seconds

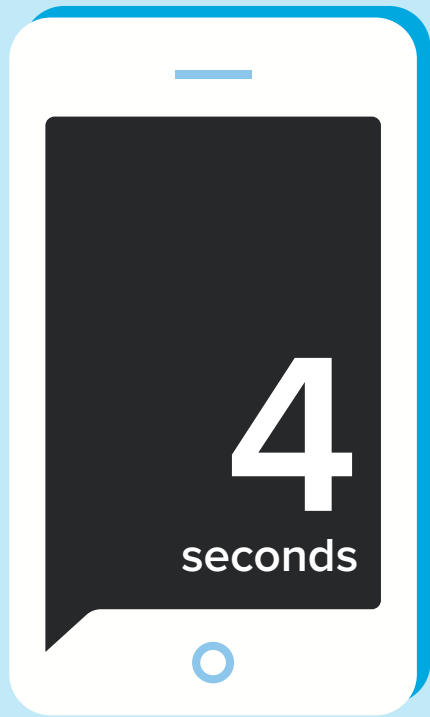


90
minutes



Seconds vs. minutes. It's almost poetic.

Not only is texting easy for your practice, it is also quicker for your patients. Writing a text takes less time than writing an email, and there's no need to format it. Giving your patients the opportunity to text you rather than email you means you will get a response from them in minutes rather than hours.^{8,9}



Texting your patients takes less time than a phone call. A lot less.

Although two minutes per phone call may not seem very long, the time adds up when you calculate how many phone calls your practice makes every day. With a text, you can quickly give a patient the information they need, and then continue with other office tasks until you receive a response. Nobody will need to be tied to a phone, waiting on hold while details are worked out. That's old school.¹⁰



19% of people never check their voicemail. Ever.

There's that ominous word – “ever”. That means anytime you don't connect with a patient on a call and leave crucial information in a voice message, there's a good chance it won't get heard. Ever. Not only does making a phone call and leaving a voicemail take much longer than sending a text message, there is a far better chance your patient will receive the information they need if it is sent through a text.¹¹



76% of patients believe texts are more convenient than a phone call

You don't want the messages you are sending to be intrusive to your patients. The majority of patients feel that a text message fits into their daily life more easily than a phone call, and they are more likely to read and respond to the messages you send them if they don't cause an interruption in their day.¹²



75%

of patients would prefer appointment reminders, payment reminders, and surveys through text

Here's the proof that texting is preferred in healthcare. But what should you text?

People don't usually mean to forget about their appointments or to pay their bill, it just happens sometimes. This is why your practice is probably already giving your patients reminders of these things. However, most of your patients would prefer to get these reminder messages as texts, rather than as emails or phone calls.¹³



209%
**higher response rate
than from phone calls**

Not only do patients prefer to hear from you via text, they are far more likely to respond to you this way. This makes sense. After all, texting is quicker and more convenient than phone calls and emails, so it's easy for your patients to reply to a text message you send.¹⁴

50

the number of phone calls the average front office employee receives each day

And if all of those phone calls last two minutes, that's almost two hours every day that your practice staff spends answering inbound calls. Giving your patients the option to text rather than call reduces the number of daily calls your practice receives. Surely there is something more productive that can be done with that extra two hours. The question is really just which opportunity to choose.¹⁵



\$20

cost of one phone call

Pennies

cost of one text

Getting in touch with a patient via a phone call is expensive for your practice. The whole thing is clunky. Manually dialing the number, waiting for an answer, leaving a voice message if there is no answer, and calling back later takes a lot of time. Not to mention the time spent on the phone when you actually connect with a patient to answer their questions or schedule an appointment. It is much more cost-effective and time-efficient to simply send a text message. ^{16,17}

(We know. “Pennies” isn’t exactly a number. But you get the idea.)



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