

**HEALTHCARE  
MARKETING SUMMIT**

*Sponsored by SocialClimb*

# From Click to Care

4 Marketing Strategies to Get the Patient to See You Now



# TODAY'S SPEAKER



Matt Harrell

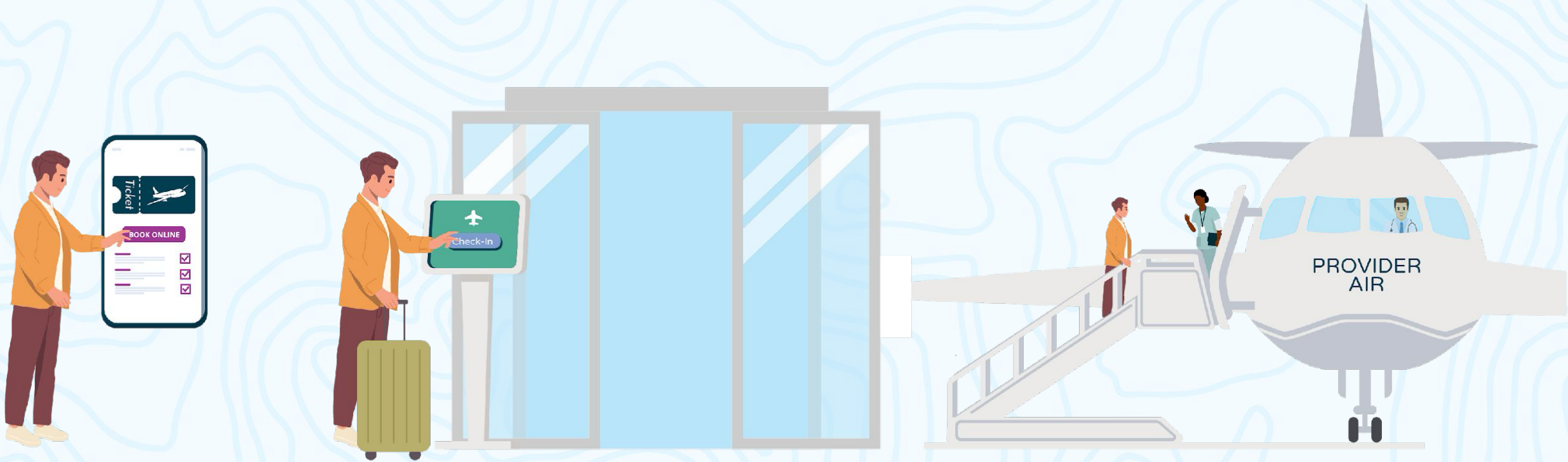
Director of Demand Generation | Clearwave



# What we'll cover

1. Importance of online patient self-scheduling
2. Retention matters too!
3. Creating patient experiences worthy of 5-star reviews
4. Happy staff = happy patients

# Consumers Drive Change



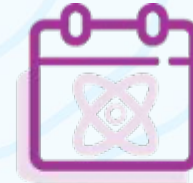
# Survey Says!

#1



Staffing is the top roadblock to patient acquisition

#1



Self-scheduling is the top priority for 2025

## Practice Impact

When patients book with our smart online scheduling tool, we know it will be accurate, which **you can't guarantee in an over-the-phone interaction.**

- Director of Operations at Practice with 26 Providers

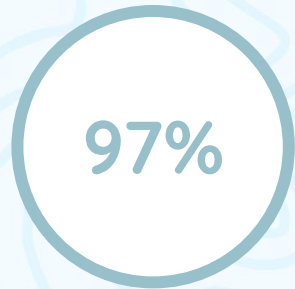
# #1: The Case for Online Scheduling

## Age is irrelevant

The majority of patients say they would use online scheduling if offered.



of Millennials



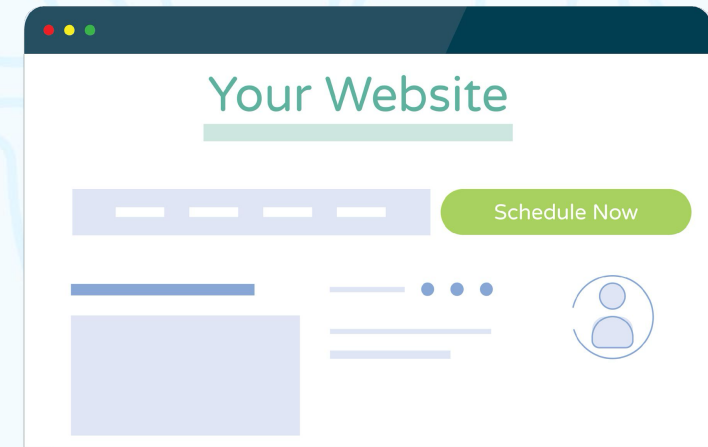
of Gen Xers



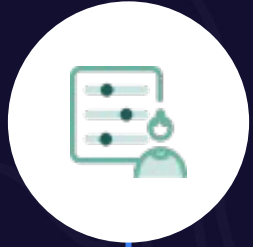
of Baby Boomers

## Competition is increasing

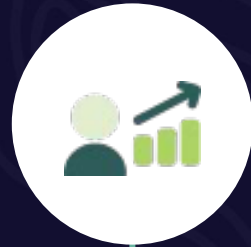
Over 75% of practices have already adopted online scheduling



# Top Strategies to Acquire Patients



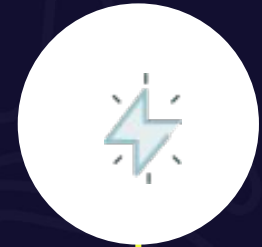
Identify  
your  
ideal  
patients



Narrow in  
on  
top-converting  
channels



Enable patients  
to  
book  
online 24/7



Use smart workflows  
to meet provider  
scheduling  
requirements

Getting them in the door

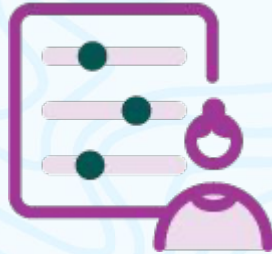
Getting them to the provider



## #2: You've Acquired Patients - Now Retain Them

- Automate and personalize communications like recalls and reminders
- Keep payments private, secure and top-of-mind, so they're not a burden later
- Drop wait times for good with patient-led tools that minimize staff involvement

73%



Of patients keep a mental scorecard, including factors like timeliness & staff friendliness

96%



Of patient complaints relate to customer service, rather than professional care



# #3: Create 5-Star Reviews with Patient-Led Experiences

## With Social Climb

Request reviews from patients within 24 hours of care

Automate your review processes with post-visit communications

Actively monitor and respond to reviews to maintain a positive online reputation

Funnel patient review requests where you need them most

Benchmark your reviews against your local competitors to stay ahead



## With Clearwave

Create positive patient-led experiences – starting at the point of scheduling

Most administrative work completed by the patient in the comfort of their home

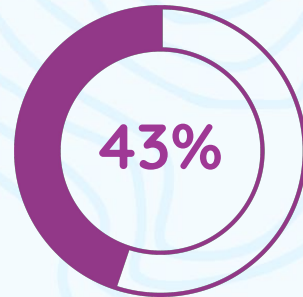
A simple “I’m here” QR code or kiosk check-in under 60 secs. upon arrival

Patients are presented with co-pays in real-time at check-in

The patient will see YOU now

# #4: Patient-led Check-in: Happy staff = happy patients

Over 100+ Healthcare Executives shared their top staffing challenges...



Finding  
Capable Workers



High  
Turnover



Increased Workloads  
& Overtime

- Reduce staff burdens by 80%+ with patient-led solutions
- Provide a smart dashboard to streamline E&B verification
- Consolidate vendors to reduce complexities
- Use technology to support growth without increasing burdens or FTEs

# Patient-led Check-in: Good for Patients & Staff

1

## PRE-REGISTRATION

Enable patients to complete clinical intake & pre-registration on their own

2

## PATIENT-LED CHECK-IN

Provide patient-led registration at the office for accurate data capture

3

## AUTOMATED ELIGIBILITY

Go beyond simple "automated" eligibility verification to reduce errors

4

## PATIENT COLLECTIONS

Collect the right amount at every check-in

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**SocialClimb + Clearwave = Better  
Together!**

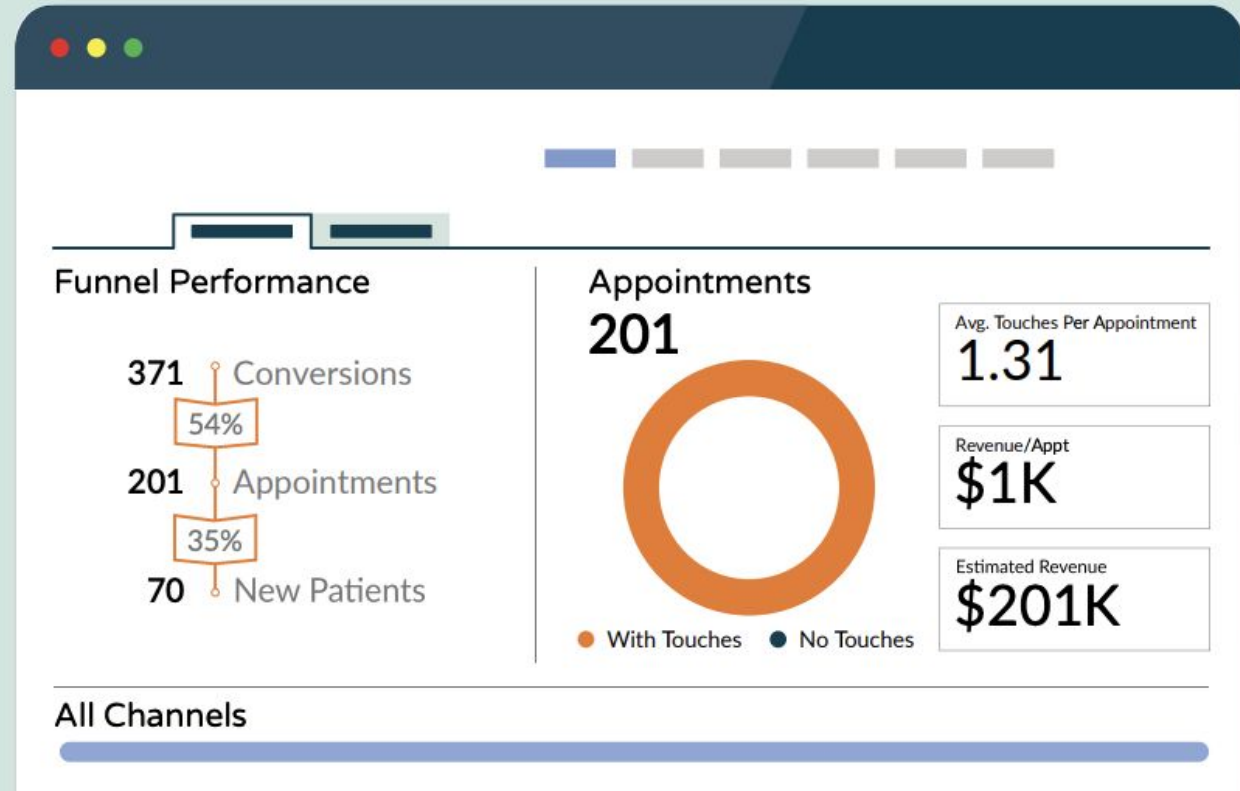
# HEALTHCARE MARKETING SUMMIT

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With the Scheduling Analytics Dashboard – Easily Track ROI of Online Scheduling



+



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**Questions?**



Scan for a Coffee  
on me!



Thank  
you.

*Celebrating 20+ years of practice  
and patient empowerment*

# Proof in the Data

500

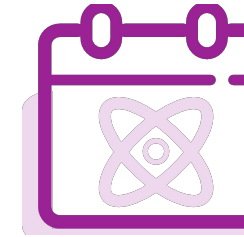


Staff hours saved in one year

34%

Online appointments made after hours

174%



Increase in monthly visits after launch

~18k

Patients Booked Online in one year

## Patients & Productivity Impact

“With self-scheduling, we are dropping our abandoned booking rates, meeting patient expectations and acquiring a good percentage of new patients daily. Now we can **stay competitive and alleviate staff burdens** around scheduling management.”

- Senior Manager of Patient Experience