



kestral
giving you the complete picture



MessageMedia
THE SMS SPECIALISTS

Improve ROI with SMS Appointment Reminders

MessageMedia work closely with Kestral in providing clients with integrated SMS messaging via Karisma RIS. Now, through a partnership with MessageMedia, clients can harness the power and convenience of SMS message technology to communicate with patients who have a pending booked imaging exam.

Karisma RIS has in-built functionality with customised reminder messaging; providing SMS technology integration that knows when to deliver a specific SMS and who to deliver it to based on booked appointments in the Karisma RIS diary using the date of the exam appointment, exam type, patient's name and mobile number.

What is Business SMS?

Business SMS allows you to send text messages from a PC to your patients and other contacts - it's a simple, economical communication tool. To provide our clients with the best SMS service we've partnered with MessageMedia, Australia's largest business SMS provider.

Improve Customer Service

While posted reminders or appointment cards can be mislaid, a timely reminder sent directly to their mobile is a service your customers or patients will really appreciate.

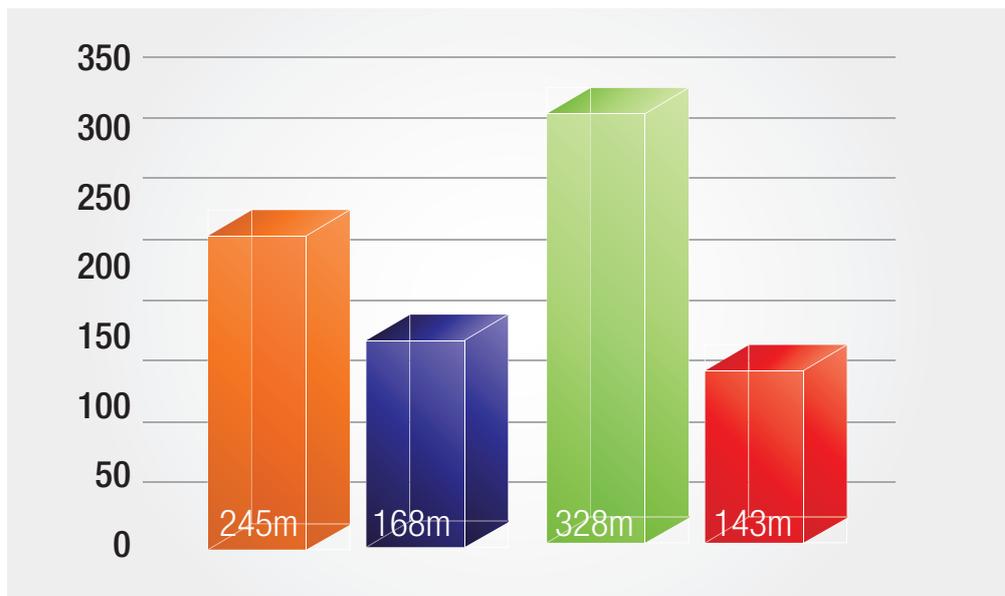
Communicate with your Patients

SMS is a simple, non-intrusive way to communicate with your patients. Send a single SMS to hundreds of handsets and receive instant replies.

"Dentists use SMS technology because appointment reminder SMS assists people in planning their day. Patients equally recognise the importance of good health when it comes to being reminded when their radiology exam is booked."

Kestral Computing

Why SMS? More people use a mobile phone than any other medium



Internet subscribers



facebook subscribers



Mobile handset



Fixed-line telephones



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Get great results with SMS & Karisma®

- Unlike a phone conversation, have correspondence documented and tracked
- 97% of SMS are opened and 83% are opened within four minutes

Use SMS in Kestral® Appointment Reminders to:

- Communicate with customers more effectively
- Send SMS Appointment Reminders to reduce no shows
- Customer response rate much higher
- Customer feedback very appreciative
- Better diary management
- Customised SMS templates for patients based on the nature of their consultation for example obstetric ultrasound, MRI or CT scan.

Why does Kestral® use MessageMedia?

Experience

MessageMedia is Australia's largest business SMS provider with thousands of clients including a range of healthcare providers.

Reliability

Poor service costs you time and money and the SMS market is full of unreliable service providers. MessageMedia are SMS specialists, they offer a 100% reliability guarantee.

Simplicity

MessageMedia's SMS solutions can be set up in minutes and are very easy to use. Their experienced support team is on hand if you require assistance.

Cost

With MessageMedia you get what you pay for - your messages delivered on time, every time. Their rates are competitive and they offer a range of billing options.

What our customers are saying

"SMS has dramatically reduced no show rates. It communicates timely messages, which enhances our service to customers and has saved us thousands of dollars."

Healthcare Physician

No SMS Appointment Reminders

Cost per session (approx): \$300

Days worked: 5

Weeks worked: 52

\$78,000 per annum approx (lost revenue)

With SMS Appointment Reminders

Cost per message (on avg.): \$0.15

Number of appointments per day: 8

Days worked: 5

Weeks worked: 52

\$312 per annum approx (SMS cost)

VS

Figures based on 1 no show per day