



Smartsoft develops and supplies practice management software products specifically targeted at the allied health industry, including physiotherapists, chiropractors, podiatrists and other professionals.

The company has more than 1,000 clients across Australia using its Front Desk 2005 Practice Management System, which has been designed to integrate financial management, payment services, customer billings and appointment scheduling.

Front Desk has now been integrated with MessageNet to provide Smartsoft's customers with the ability to send SMS messages to their patients. This has enabled practices to keep better track of their patients, appointment bookings, billings, receipting and reminders.

"The way practices use SMS within our software is primarily to remind people to come in if they have an appointment," says Smartsoft managing director Tony Taddeo. "The system produces a report, which sends out reminders in bulk. It will send off one personalised SMS for each person in the list."

The MessageNet system is also used in conjunction with any report that's produced in the Front Desk software, such as patient lists. As long as mobile phone numbers are listed, the system can SMS any person in the patient list report. The system can also bring up a patient's file and SMS the patient directly from the file. On average, about 800 messages are being sent through MessageNet a day via the Front Desk system, with volumes increasing steadily.

"There are enormous benefits for us in using the MessageNet system," Mr Taddeo says. "Firstly, there are significant savings in time because the clinic does not have to ring each person individually. They can send out an SMS to a large number of people advising they have an appointment. The messages are customised for each person."

"It also saves practices having to call their patients on a mobile phone, which comes to significantly more than it would cost to send an SMS."

Company Profile

Adelaide-based Smartsoft provides practice management software solutions to the allied health sector, with its client network including about 1,000 physiotherapy, chiropractic and podiatry clinics across Australia.

Smartsoft's Front Desk 2005 has been designed to improve patient processing, from the making of appointments to recording clinical information, billing, managing debtors and ensuring prompt payment.

The Challenge

Smartsoft sought to enhance its system by giving clients the ability to send single or bulk SMS messages from their desktops to patients, specifically to confirm appointments and remind patients of upcoming appointments.

The Solution

MessageNet has proved to be the ideal messaging system for Smartsoft because of its easy integration capability with its Front Desk system. MessageNet is also a low-cost option for clients seeking to provide their customers with a cost-effective communications system. The cost of sending SMS messages is significantly lower than making landline to mobile phone calls.

Benefits

Reduced cost of making outbound calls to clients (SMS is 30-40% of the cost of an average outbound call)

Increased “occupancy”. Clients can re-book appointments as needed)

Provides value-added service to clients in being able to offer them a mobile solution for their customers

Offers the potential to undertake proactive marketing to their customer base.