



Beverley Hills Physicians

Situation

Beverley Hills physicians were seeking an efficient way to use technology to assist with contacting patients for the purposes of reminding them of upcoming scheduled appointments with their respective doctor.

Challenge

Beverley Hills Physicians previous SMS provider had very poor message delivery performance. They were experiencing a message delivery success rate of less than 50%. The effect of this poor delivery rate was that appointments were missed which caused a decrease in revenue to the business.

Cost

Aligning with a high quality SMS service provider, such as 2sms, who demonstrated 100% message delivery performance and provided financial gain on two fronts:

1. Saves on costs associated with hiring one staff administrator who would be used to contact patients to remind them of scheduled appointments.
2. With appointment confirmations being made, more revenue is realized as patients come in for their scheduled doctor visits.

Solution Description

The client engaged 2sms to provide computer to mobile device text messaging services. 2sms created an account for the client that allows them to send SMS messages from the computer (desktop apps including website, Outlook, Excel, etc) to individuals or groups of individuals as needed. They receive an electronic invoice each month and have the ability to pay online or via check.

Return on Investment

Beverley Hills Physicians saw an immediate return on their investment through higher rates of appointments being kept and made. This translated to revenue growth for their network of eight doctor's offices.

2sms / Partner Resources Used

The client worked with two groups within 2sms:

1. A sales person who worked with the client to gain an understanding of the needs of their business, followed by proposing a solution based on those needs.
2. A customer service person who provided training on how to use the service and who also facilitated account setup and billing structure.

Lead Time

From the date of the initial call, it took one business day to move from identifying the needs of the business, to setting up a trial account, to closing the business and moving the customer onto the production platform.

Customer Comment

"For the last two months, Beverly Hills Physician Group has used the 2sms services. We are extremely happy with all aspects of our relationship including the operational performance (message delivery and receipt), account management, billing services and customer support."

For further information :

<http://www.2sms.com>

877-276-7266 (USA)

0800 65 222 77 (UK)

+44 1234 757 800 (Rest of World)



Customer Doc #	SAL-304
Issue No./Date	1.0 09-Feb-07
Classification	N/A