

MAKE TEXT-FIRST STRATEGY

PART OF YOUR DIGITAL
CONSUMER EXPERIENCE



A quality digital experience will drive patients to – or from – providers.

Maximizing convenience and value is now mission critical to compete in the age of digital consumerism. Providers who don't accommodate expectations jeopardize revenue and competitive advantage.

ENROLLMENT

Onboarding is the “first date” – first impressions matter.

App-Only Pain Points

- Assumes all users are tech savvy and understand where to find and how to use an app.
- Burden is on patient to proactively take extra steps to download, install, create account, etc.

Text-First Advantages

- Passive enrollment experience is seamless and more convenient.
- Phone number and/or email is all that's needed to enroll.

NOTIFICATIONS

The less work a user must do, the better.

App-Only Pain Points

- Push notifications require extra steps to view the message or act on a request – opening the app, remembering password, logging in, navigating to message.
- Also assumes patient turns on push notifications within the app.
- Lower open and response rates.

Text-First Advantages

- The notification IS the message or call to action.
- Higher likelihood of reaching every patient and viewed with more urgency.



99% of texts are opened within 3 minutes of delivery, while push notifications range from 7-48 minutes.

NAVIGATION

Frictionless experiences are laser-focused on usability.

App-Only Pain Points

- Can be difficult to navigate, too many options or choices to navigate at one time.
- Perceived barriers result in high abandonment rates.

Text-First Advantages

- Reaches consumers via familiar channel with no extra steps required.
- Brings communication options to a patient's point of need.



50% of canceled appointments never get rescheduled; limiting the steps patients must take to self-reschedule directly impacts the bottom line.

SPEED

Less friction means higher engagement and satisfaction.

App-Only Pain Points

- Extra steps required to access a communication slows down the receipt and actioning on a message.
- Requires a data plan for internet connectivity; often limiting usability for lower income patients.

Text-First Advantages

- Messages and prompts are received at the consumer's fingertips — no loading, logging in or internet required.
- "Anytime, anyplace" simplicity means patients are more likely to respond to CTAs immediately.



On average, users take 90 seconds to respond to text messages.

UNIFIED

SMS can be the bridge in a unified multimodal strategy.

App-Only Pain Points

- Juggling multiple portal apps, logins, passwords, becomes confusing and annoying.
- Contributes to disjointed and inconsistent experience.

Text-First Advantages

- All engagement comes through a single point of contact — text messages.



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