

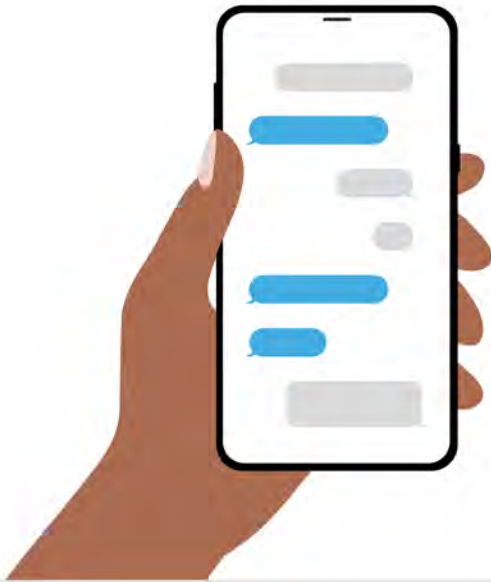


WHY YOU SHOULD ADD

# SMS

MESSAGING

FOR PATIENT  
ENGAGEMENT



## QUICK. EASY. SIMPLE.

Patients love **SMS** because it's easy to use and yields fast results. When patients text with an agent and receive answers quickly, not only do they save time, but their frustration is reduced, resulting in a patient experience that is more satisfying.

### Reasons patients prefer texting with customer service:



**44%**

Less time consuming



**42%**

More convenient



**17%**

Less expensive



**26%**

Enables call backs



**90%**  
of SMS messages are opened  
within three minutes

**98%**  
average open rate for  
SMS

**VS**

**20%**  
average open rate for  
email



Of the four available channels that patients use to resolve their issues, **providers** primarily rely on phone and email for patient engagement.



**85%**

Phone



**64%**

Email



**27%**

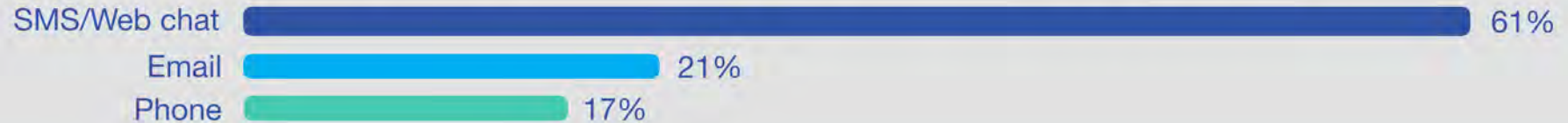
Web chat



**14%**

SMS

SMS and Web chat are where the growth lies in the next one to two years



## BENEFITS OF SMS TEXT MESSAGING FOR CONTACT CENTER



SMS Messages are more engaging than phone or email and can be automated



SMS Messages are viewed faster, with an open rate of ~90 seconds



Personalized SMS Messages can be sent to thousands of customers at once



SMS is 400-600% more cost-effective than Phone communication

# Introducing Mnet's SMS Bill Pay

See how easy it is to increase your patient engagement!

