

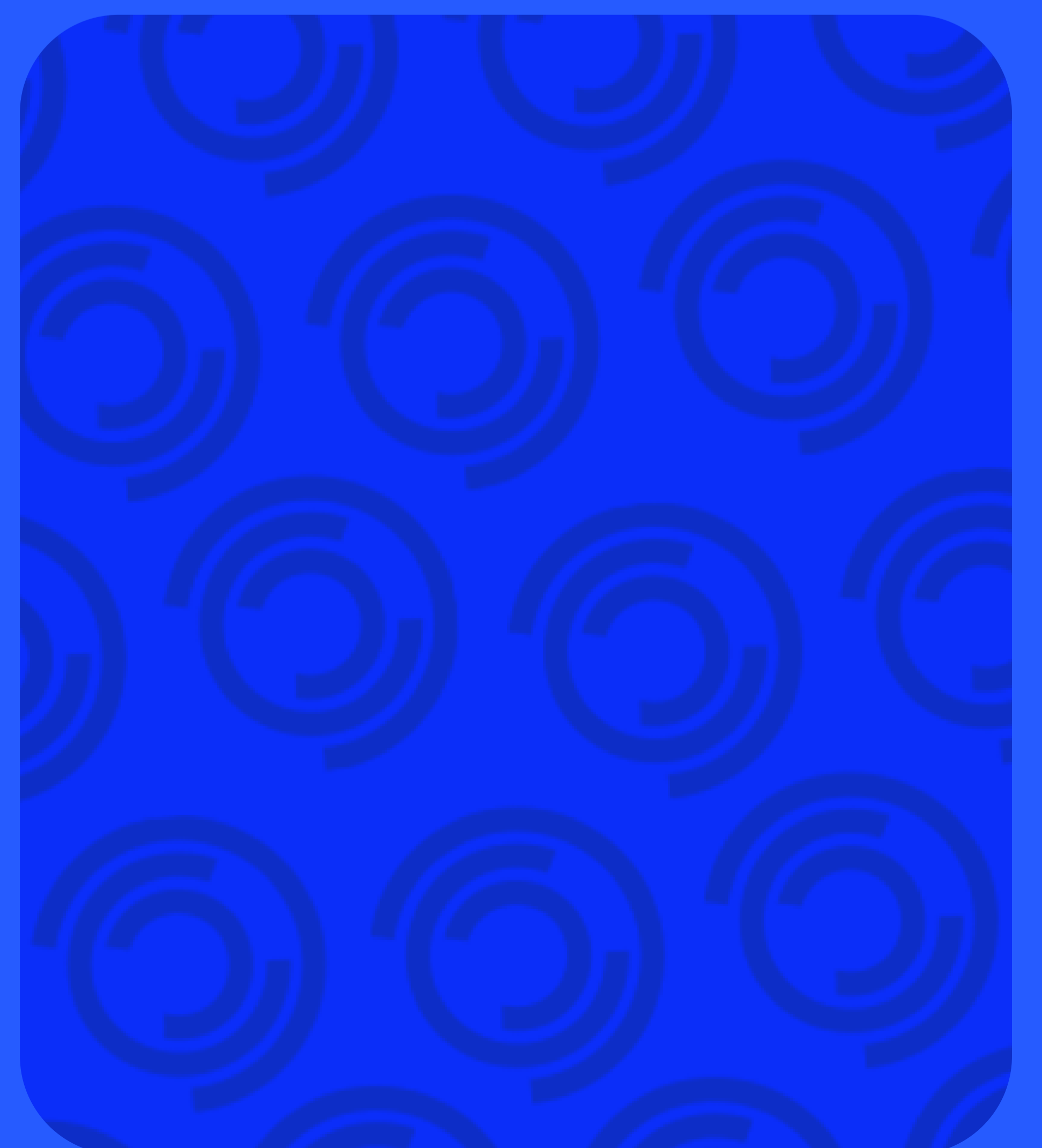


5

Messaging Templates

For Increasing Patient
Engagement

 Steer Health



The magic of effective patient messaging

Patient messaging is often the most significant factor influencing patient engagement and increasing retention rates.

At the same time, however, they are daunting tasks for overwhelmed staff.

In this ebook, we provide ready-to-use messaging templates that have successfully engaged patients. Whether you're a seasoned healthcare professional, a dedicated administrator, or a practice owner, you'll be able to implement these templates into your messaging routine.



01

Appointment reminders

Appointment reminders are vital in reducing no-shows and cancellations. Sent as an automated message, they reduce the need for front office staff to call or text.

Here's your template:

Dear [Patient's Name],

I hope you are doing well. This is a reminder of your upcoming healthcare appointment at [Healthcare Practice Name]:

- Date: [Appointment Date]
- Time: [Appointment Time]
- Provider: [Provider's Name]
- Location: [Practice Address]

To confirm your appointment, please reply to this text with "yes." If you have any questions or need to reschedule, feel free to let me know.

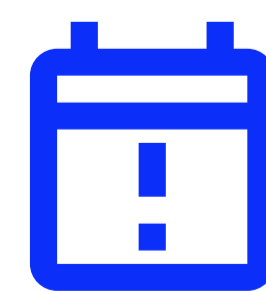
Your health is our priority, and we look forward to seeing you at your scheduled appointment. Thank you for choosing [Healthcare Practice Name].

Best regards,
[Your Name]

PRO TIPS:



Send 2 Reminders



Send your first reminder 3 days ahead



Last reminder 24 hours ahead

02

Waitlist Fill Message

Sending messages to patients on the waiting list as soon as a space becomes available can help fill seats and increase revenue opportunities. An automated system makes the job even easier.

Here's your template:

Dear [Patient's Name],

We have great news! A new appointment slot has become available at [Healthcare Practice Name], and you are next in line from our waitlist. Here are the details:

- Date: [Appointment Date]
- Time: [Appointment Time]
- Provider: [Provider's Name]
- Location: [Practice Address]

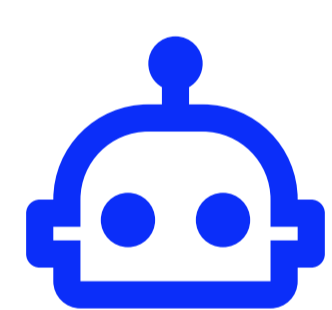
To secure this appointment, please let us know if you're available by replying to this text with Yes or No. If you have any questions, please let us know.

We understand the importance of your healthcare needs and are thrilled to offer you this opportunity.

Thank you for choosing [Healthcare Practice Name].

Best regards,
[Your Name] from [Healthcare Practice Name]

PRO TIPS:



Automate waitlists



Allow patients 2h to respond



Send one reminder after 1 hours





03

Health Check-up Message

Sometimes, patients need to return to your office for follow-up care. Remind them to make an appointment when their next treatment cycle is due.

Here's your template:

Dear [Patient's Name],

We hope you are doing well. The time has come for your follow-up appointment with [Doctor's Name], and we want to ensure you receive the best care.

To schedule your appointment conveniently, you have two options:

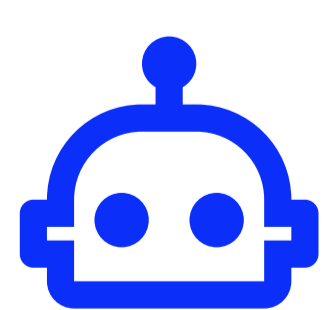
1. Visit our website at [Website URL] and use our online booking system.
2. Simply text us at [Text Booking Number] so we can share available options.

Your health is our top priority, and we are here to assist you every step of the way. If you have any questions or need further guidance, please don't hesitate to reach out.

Thank you for choosing [Healthcare Practice Name]. We look forward to seeing you for your important follow-up.

Best regards,
[Your Name]
[Healthcare Practice Name]

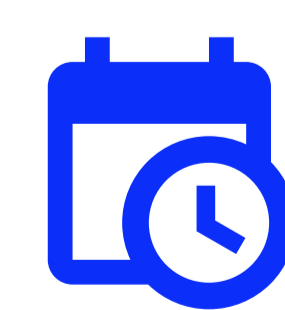
PRO TIPS:



Send 1 month prior to follow-up cycle



Send 2 reminders



Offer online appointment scheduling

04

Patient Survey Message

Reviews are the backbone of your business and help build an excellent online reputation. Send your patients review prompts that will ensure positive feedback loops.

Here's your template:

Dear [Patient's Name],

We hope your recent experience at [Healthcare Practice Name] was a positive one. We strive to provide the best care possible and always look for ways to improve our services.

Your feedback is invaluable to us, and we would be grateful if you could take a moment to leave a review on:

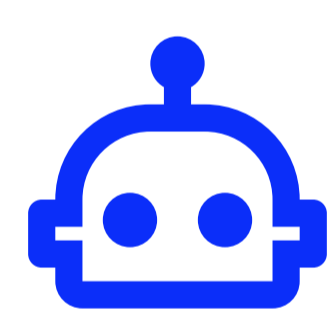
- [Review Website link]

Your review will not only help us better serve you but also assist others in making informed decisions about their healthcare choices.

Thank you for choosing [Healthcare Practice Name], and for sharing your thoughts with us. I would greatly appreciate your input.

Best regards,
[Your Name]
[Healthcare Practice Name]

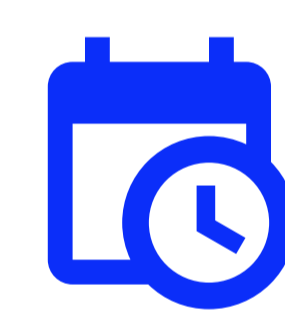
PRO TIPS:



Send after each appointment



Send 2 reminders



Offer incentives like discounts or gifts





05

E-Registration Message

With electronic registrations, workflows can be streamlined and you can ensure that you have all the necessary patient data before appointments are made.

Here's your template:

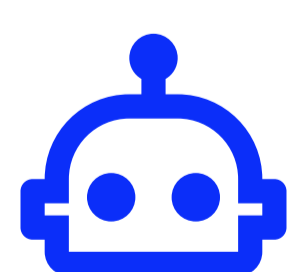
Subject: Confirm Your Appointment – Pre-Appointment Form

Dear [Patient's Name],

Please confirm your appointment by filling out the pre-appointment form [here]. Your input is essential to ensure a seamless visit.

Thank you,
[Your Name] [Healthcare Practice Name]

**PRO
TIPS:**



Keep e-registrations short and simple



Don't ask too many qualifying questions



Ensure patient data security and secure information sharing

For further consultation or inquiries, please contact us at hello@steerhealth.io



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Let's Talk!

