

SMS for Healthcare Efficiencies

How MV Santé improved efficiency by using SMS to send appointment reminders and preoperative information



OVERVIEW



Challenge:

- High volume of missed appointments
- Time-consuming preoperative preparations



Solution:

- GMS SMS Messages
- SMS API and Campaign tool



Benefits:

- Improved operational efficiency through a reduced number of missed appointments and last-minute cancellations
- Higher patient satisfaction as they could receive relevant information at the right time

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The flexibility of GMS Business Communication Suite allows MV Santé to formulate and adjust our campaigns to ensure the right people receive the right message. Flexible APIs allow sending of messages directly from the MV Santé booking system and portal. GMS support in whatever way required to ensure a smooth integration and service.

A great team, warm, available and flexible. Attentive to requests, they work quickly, very well and are very accommodating. It's a pleasure to work with them!

Laura Merz, Marketing & Communications lead,
MV Sante

Implemented in 2022

About MV Santé

MV Santé is a private chain of ambulatory clinics in Switzerland whose experts perform over 15.000 surgeries per year.

Outstanding customer care and reliability are the company's trademarks, reflected in its continuous efforts to help improve the quality of its patients' lives.

Through competent clinical pathway analysis, effective preventive treatments, as well as practised preoperative and post-operative procedures, MV Santé is dedicated to bringing the best possible care to its patients.





Challenge

With dozens of appointments and scheduled procedures a day, MV Santé invests significant time and effort in patient communication and preoperative education.

When appointments are missed, re-scheduled or cancelled at the last minute, this causes unnecessary disruptions for the entire MV Santé staff.

To ensure its valuable time is effectively distributed and focused on patient care, MV Santé decided to automate some of the most common communications through SMS.

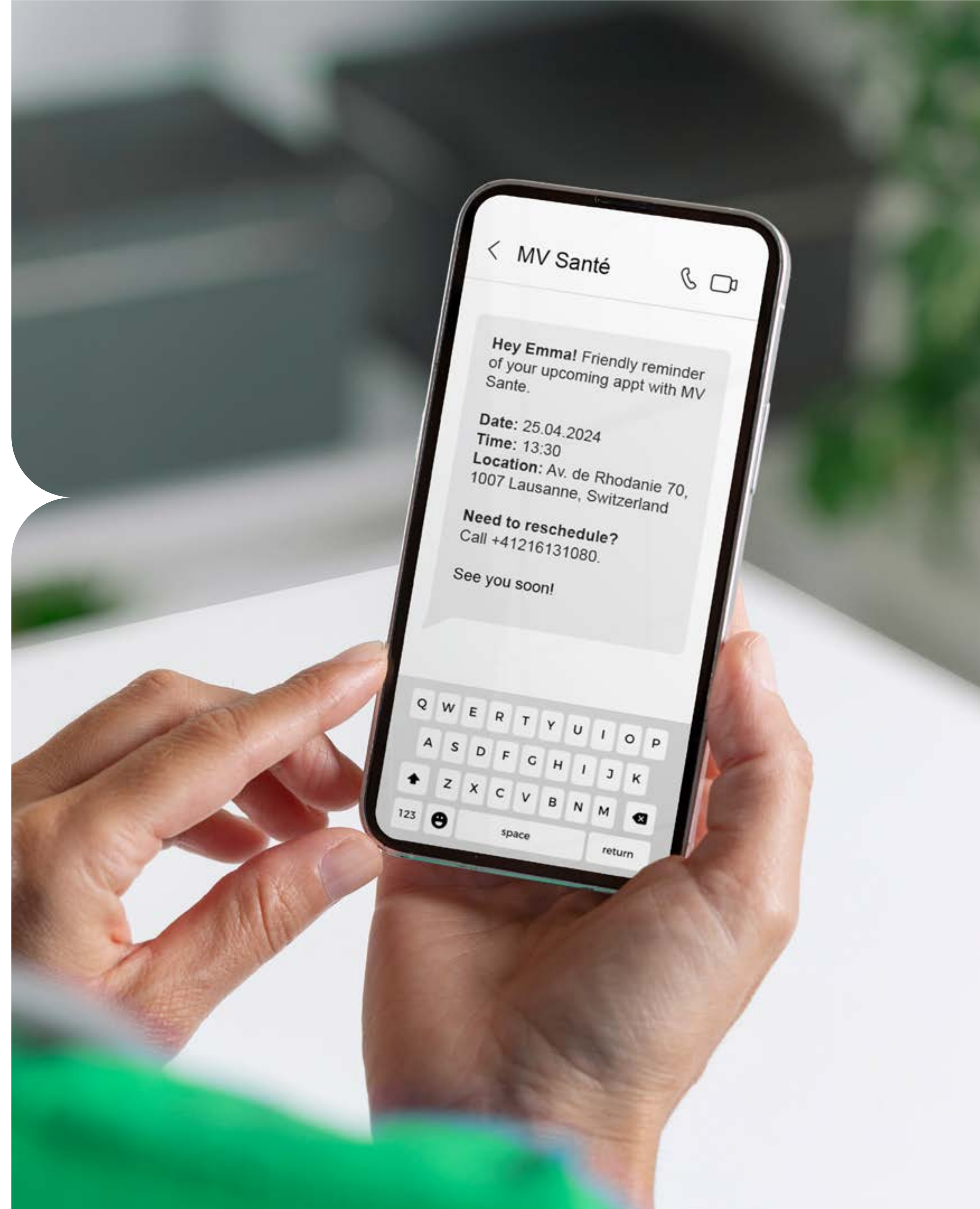
Its goal was to reduce the number of last-minute cancellations or reschedules, as well as to efficiently provide critical preoperative information to its patients.

💡 Solution

MV Santé selected GMS Business Communication Suite as a reliable and easy-to-manage system for sending bulk SMS campaigns via API.

It started with a small package to send out pre-appointment reminders to their patients in just one clinic. The organisation quickly saw the advantages in reduced downtime and adopted this strategy across all of their clinics. They soon expanded their use of SMS to sending preoperative information to their patients using the GMS campaign tool.

This initiative was so successful that MV Santé very quickly deployed this solution across all its surgery types and across all clinics. Within two years, they moved to an advanced pricing plan and further improved their results.





Benefits

MV Santé runs several health campaigns via SMS, from medical appointment reminders to preoperative guidelines for their patients. This widely used mobile channel provides the patients with the right information just when they need it.

Thanks to the appointment reminders, patients confirm or cancel their appointments in advance. MV Santé has significantly reduced the amount of downtime and improved its overall efficiency.

MV Santé creates campaigns with preoperative information using online templates that are easily created and managed within GMS Business Communication Suite. They can be tailored to suit the specific group of patients depending on their ailments or treatment stage.

Results



Increased operational
efficiency



Minimised
downtime



Improved patient
satisfaction



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