<div align="center">**Project: Appointment Scheduler**</div>

Modules:

1. **Admin**
    a. Add Doctors according to their specializations
    b. Remove Doctors
    c. View All Appointments
    d. Login
2. **Doctor**
    a. View Appointments
    b. Cancel Appointment
    c. Login with Credentials provided by admin
    d. Change Password
3. **Patient**
    a. Register
    b. Login
    c. Check Availability of Doctors with required Specialization
    d. Make appointments
    e. Cancel Appointments

Benefits:

o The biggest benefit of an Appointment Scheduler is that the 'traditional' way of making appointments is excruciatingly slow. Normally, a customer or client has to call your business and discuss a slot for an appointment. This often means that companies have to hire extra staff, which increases costs.

o Making appointments in the 'old' way also increases the opportunity for miscommunications and errors to enter into the process. Taking down phone numbers and email addresses by hand is cumbersome, and if you make a mistake, your client will be unreachable if you need to change or discuss the appointment.

o "**Always On Service**"
Moving your appointment scheduler online also means that you are more available for your clients. In today's connected and busy world, clients often don't have time to make appointments during office hours: research shows that 35% of clients prefer scheduling appointments during non-business hours, and 40% of online bookings actually happen after hours. These are significant numbers.
An appointment scheduler can give your clients 24/7 access to your appointments system at a much lower cost than hiring a few extra staff to reply to queries outside of office hours.

o **Increased Attendance**
Clients missing appointments is certainly annoying, but the consequences go far beyond this. Even if 5% of your clients don't make their appointments, you are losing out on 5% of your revenue. Potentially more than 5%, in fact, because high-value clients are generally the busiest, and therefore the most likely to forget an appointment with your team.
An appointment scheduler can dramatically reduce no-shows by automatically sending out appointment reminders, and by integrating with your clients' online calendars. This is something that healthcare companies realized many years ago, and have had huge success

with: <u>In a study</u> on the effectiveness of SMS appointment reminders, the American Congress of Rehabilitation Medicine found that no-shows decreased by a huge 39% when facilities sent out text reminders.

- o **Integrated Marketing**

  An appointment booking system lets clients see your availability and services directly from your outreach materials. By including a link to your booking system in an email, for instance, you provide customers with an easy, no-commitment way to check out your services.

  Links to your automated appointment booking system can also be included in many other places: on your website, of course, but also in your Twitter feed and social media profiles. Doing this will insure that your marketing efforts are well-integrated, and that you don't let any customer engagement go to waste!

- o **Improved Insight**

  The increasing popularity of online tools represents a huge opportunity for businesses to improve their level of knowledge about themselves. In comparison to more 'traditional' approaches, online appointment booking systems can be used to quickly generate reports about the way that your business operates.

  Specifically, these systems can easily show you when your peak business hours are, and whether you need to start offering extra appointment availability to keep up with demand. Conversely, they can show you if you have times of the day or week with very few booked appointments, so you can scale back at those times.

  Ultimately, an appointment scheduler will greatly increase the efficiency of your marketing insight: both by providing extra insight, and then by allowing you to plan your business more effectively.

- o **Saving Time, Money and Paper**

  If you've worked with a paper-based scheduling system, you will know that systems like that can quickly become enormously complex. Every appointment needs to be entered by hand into a master diary, and then each employee needs to make their own copy.

  'Traditional' systems like that are simply a huge waste of time, money, and paper. Given that, it's no wonder that a <u>survey</u> from management consulting company The Alternative Board has pointed out that 60% of small business owners would spend less time dealing with paper systems, and that 39% of these business owners said that dealing with paperwork is the biggest waste of their time.

  An online appointment booking system gets around all these problems and lets you focus on what matters most: engaging with your clients.

- o **Multi-Channel Appointments**

  Online appointment schedulers also have another huge advantage: they allow your customers to interact with your business across the entire range of devices. Today, it's quite common that a client will see your storefront when they are driving by, check out your business on their laptop, and then try and book an appointment on their phone.

  If you are not offering the ability to book appointments across all these channels, you are missing out on opportunities for revenue.

  Integrating your appointment system with smartphones is, arguably, the most important channel today. This is where most people keep track of their appointments, after all, and so

it also where appointment reminders are most effective.

- o **Reducing Mistakes**
  Automatic appointment booking systems also cut out many of the errors that humans can introduce into appointment booking systems. Making a mistake with a customers' contact details can have significant consequences: not only in terms of missed appointments, but making mistakes like this also makes your company look unprofessional.
  An online appointment booking system doesn't make mistakes like that. It will also allow you to produce a database that contains all of the contact details of your highest value clients, and so can be used as the starting point for outreach campaigns.

- o **The Bottom Line**
  At the end of the day, successful businesses are those that make (and keep) their clients happy. Online appointment systems allow you to achieve a higher rate of successful bookings, which results in happier customers, which in turn results in higher profits for you. For that reason, online appointment systems are simply a necessity for any company that takes online marketing seriously.
  You can, of course, go even further. Some companies have had great success with using AI assistants as an addition to their appointment booking systems. These assistants will not only allow your customers to see which services and appointments are right for them, but can also answer basic questions and even perform customer service tasks.
  Whatever your approach, keep in mind that online appointment scheduling is the new normal, and that if you don't have it, your clients are going to think you've fallen behind the competition.