

Text Messaging – The key to reducing FTAs

September 16th, 2002 Cardiff, Wales – Relcon Software Ltd have today announced a new development to help practitioners reduce the number of patients who fail to attend their appointments.

‘Reducing the FTA rate is an important objective for nearly every practice’ says Robert Ward, MD of Relcon Software. ‘After all, an empty chair is like an empty airline seat or hotel room – once the revenue opportunity has gone, you can’t get it back.’

Relcon have now added a text messaging service to their increasingly popular F.O.C.U.S. Practice Management System. By linking text messaging to their computerised appointment module, the system will now automatically send a text message to each patient’s mobile phone the day before an appointment, confirming the appointment details in a high-impact manner. Not only does this remind patients about appointments they may have forgotten – it also encourages them to contact the practice about appointments that they genuinely can’t keep. This then gives the practice the opportunity to fill the appointment with another patient, and also rebook the original patient at a later and more convenient date.

‘Chairtime is one of the most valuable resources that a practice has’, says Robert Ward. ‘Any new development that can be introduced to improve efficiency in this area, and at the same time enhance patient care, has to have a direct and measurable impact on the profitability of the practice. We believe that this is one of the most significant such developments since the widespread introduction of computerised reminders over ten years ago. We are looking forward to seeing the many practices that already use our software benefit immediately – and we expect that this further innovation will attract many new users to the F.O.C.U.S. community as well.’

Confirmation of appointments is just the first area that text messaging will be used in the F.O.C.U.S. system. Other areas where it will be introduced shortly include notifying patients when their spectacles are ready; notifying them when their contact lenses are ready for collection; and letting patients know about the late availability of scarce slots, such as lunchtimes or after hours.

For further information about SMS Text Messaging and the F.O.C.U.S. Practice Management system contact Robert Ward or email him.

Editor's Notes

Relcon Software

Relcon Software Ltd is a software company based in Cardiff, with subsidiary offices in Chipping Norton and York. One of the few companies in this marketplace with an Ophthalmic Optician on the board of directors, it has been supplying the F.O.C.U.S. Practice Management system to selected optical clients since 1998. Major clients include Conlons Opticians of Liverpool; Black and Lizars in Scotland; and numerous independent practices throughout the UK.

For more information, visit Relcon Software on the web at www.relcon-software.co.uk , or contact Relcon Software:

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