

## Successful tips for Increased Patient Scheduling:

---

### 1. Make It Highly Visible and Accessible

- **Website Placement:** Put the scheduling button front and center on the homepage, service pages, and contact page.
- **Review Sites:** Do you have the scheduling links posted Google and other search engines?
- **Mobile-Friendly:** Ensure the scheduling tool is optimized for mobile, since many patients book from their phones.
- **QR Codes:** Place QR codes in waiting rooms, marketing flyers, or invoices that link directly to the scheduling page.
- **Phone System:** Have you updated your messaging system?
  - Information about scheduling on welcome messages when patients call the office.
  - Information on your hold message/music

---

### 2. Promote Through Multiple Channels

- **Email & Text Campaigns:** Remind patients they can easily book online, with a direct link.
- **Social Media Posts:** Share “Did you know?” style posts encouraging online scheduling.
- **Patient Portal Notifications:** Add a banner or reminder within portals or apps.
- **Qure4u Newsfeed:** Have you created and sent newsfeed posts to your patients via Qure4u?

---

### 3. Train and Incentivize Staff

- **Front Desk Coaching:** When patients call, staff should say, “Next time, you can book online—it’s quick and available 24/7.”
- **Scripts & Reminders:** Give staff a simple script to consistently promote online scheduling.
- **Incentives:** Some practices reward staff for converting patients to online scheduling.

---

#### 4. Educate Patients on Benefits

- **Convenience Messaging:** Emphasize 24/7 access, no hold times, and instant confirmation.
- **Testimonials:** Share patient stories about how easy and fast online scheduling is.
- **Marketing:** Do you have handouts in clinics, informing & educating patients you offer online scheduling?

---

#### 5. Use Gentle Nudges

- **Appointment Reminders:** Include a link in reminder texts/emails saying, “Need to reschedule? Do it instantly online.”
- **Follow-Up Messages:** After a call or visit, send a note reinforcing that next time they can self-schedule.
- **Default to Online:** In campaigns or reminders, present online scheduling as the primary option.