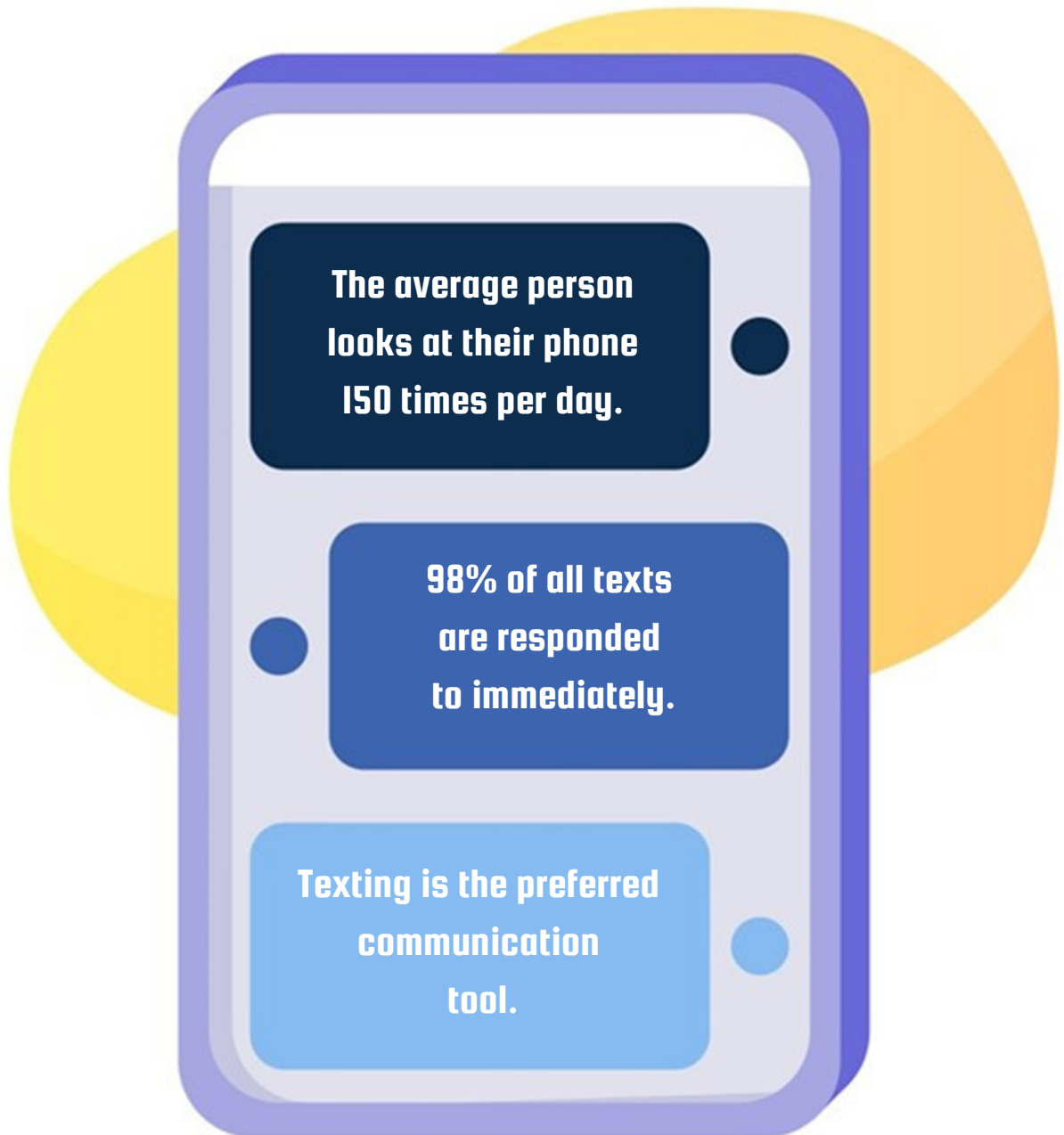




Texting: an effective healthcare communication platform

October 23, 2023

Why do we use a texting platform for service delivery at Invisible-Care?





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Benefits of using texting as a communication tool in a healthcare setting



Using texting as a platform for communicating with patients can be a convenient and effective way to provide information, support, and reminders in the healthcare context. Here are some benefits and considerations when using texting as a communication tool with patients:

- **Convenience:** Texting is a widely used and familiar communication method. Patients are likely to feel comfortable receiving messages via text.
- **Real-time Communication:** Texting allows for immediate communication, making it suitable for sharing time-sensitive information or responding to patient inquiries.
- **Follow-up Care:** After appointments, follow-up texts can provide post-visit instructions, links to resources, or a platform for patients to ask questions.
- **Health Education:** Text messages can be used to share educational content, tips, and resources related to managing health conditions, promoting wellness, and making healthy choices.
- **Engagement and Support:** Regular texts can help maintain patient engagement, provide emotional support, and make patients feel cared for between visits.
- **Surveys and Feedback:** Texting can be used to gather patient feedback, conduct surveys, and assess patient satisfaction with healthcare services.
- **Emergency Alerts:** Text messages can be sent in case of emergencies, such as changes in appointment schedules or important health updates.



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Things to consider when using texting as a communication tool with patients

- **Privacy and Security:** Ensuring patient privacy and data security is crucial when sending sensitive medical information via text. Messages should adhere to HIPAA or other relevant regulations.
- **Consent:** Obtain patient consent to communicate through text messages and clearly explain the purpose of the communication.
- **Frequency and Timing:** Be mindful of the frequency and timing of messages. Avoid overwhelming patients with excessive texts.
- **Language and Clarity:** Use clear and concise language in texts. Avoid medical jargon and ensure that patients can understand the information provided.
- **Opt-Out Option:** Provide patients with the option to opt out of receiving text messages if they prefer another mode of communication.
- **Two-Way Communication:** Allow patients to respond to texts and ask questions. Having a two-way communication channel enhances patient engagement.
- **Message Length:** Keep messages brief and focused. Long texts might be overwhelming or not fully read by patients.
- **Multilingual Support:** If you serve a diverse patient population, consider offering text messages in multiple languages to ensure inclusivity.
- **Integration with EHR:** If possible, integrate texting with your electronic health record (EHR) system to streamline communication and maintain a record of patient interactions.
- **Automation and Personalization:** Use automation for routine messages like appointment reminders, but also personalize messages when appropriate to maintain a human touch.