THE practice perfect PRESS

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UNDER DEVELOPMENT:

A DETAILED LOOK AT THE WIRED CLIENT

Welcome back to the Practice Perfect Press! In the July/August edition of Under Development, we're going to be taking a closer look at the Wired Client.

It's nice to think that clients choose where to go for their health care needs based on quality of care, but we know that's not the case. Some will choose a clinic because it's close to their home, while others will simply go where their family physician tells them to go. Many more will rely on the advice of their family and friends. And while the clients may not know what separates your facility from the competition, you need an edge to demonstrate why you're their best choice.

In today's world, this is achieved through the power of relationships. But the thing about relationships is that they take time to develop—and you already know that time is a resource that's in short supply. **Introducing a way to build and maintain relationships that doesn't require any effort.**

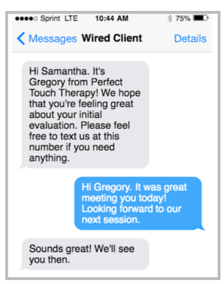
The **Wired Client** is an entirely web-based platform that provides you with an easy, completely automated way to keep in touch with your clients using this generation's most popular means of communication—text messaging.

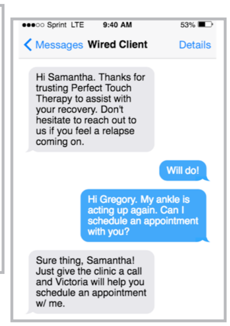
Let's face it: people are answering their phone less and less. Taking calls has become disruptive, time consuming, and downright annoying. Emails, on the other hand, have been relegated to the workplace. **Meanwhile, text messaging has been the most-used data service in the world since 2013**. As a business owner, you need to take advantage of the fact that 90% of individuals read their text messages within the first 3 minutes of receiving them.

Knowing this, it's clear that text messages are your best bet for keeping in contact with your clients outside of the clinic. Let's look at how the **Wired Client** enables you to do just that.

Using the Wired Client

The Wired Client is a two-way text messaging platform which pulls client information from Practice Perfect and lets you assign your clients automated, highly-customizable text message 'Campaigns'. A 'Campaign' can contain any number of text messages, and assigning 'Campaigns' to your clients can be done with the click of a button. Once you do, they'll receive the messages automatically, at fixed intervals, without you needing to lift a finger.





When thinking of 'Campaigns', consider the different types of clients that will be visiting your clinic. Obviously you won't all want them to receive the same 'Campaign', so you can tailor them to suit their needs. For instance, all of your clients with back issues can receive an article that talks about coping with back pain two weeks after their initial evaluation. Meanwhile, all of your clients with sports-related injuries will receive an article about the importance of rest after strenuous exercises. But these campaigns aren't limited to your active clients—they can be used on discharged clients, too.

Let's assume that you've assigned all of your clients the standard 'Discharge Campaign'. This means that once you've discharged them in Practice Perfect, the Wired Client will automatically send them all of the messages contained in the 'Discharge Campaign'. For example, the day that they're discharged, they'll receive a message thanking them for choosing your clinic. One month after their discharge, they'll receive another text message ensuring that they're well on their way to recovery.

But more importantly, they'll know that they can always text this number if they want an easy, hassle-free way to speak directly with their therapist. When the client replies, their text message will be sent directly to the Wired Client where the therapist can login and continue the conversation!

Register for the Wired Client Beta!

By now you're probably thinking "This all sounds fine and dandy but how do I get started?" It's easy. Beginning this summer, we're giving Practice Perfect users exclusive access to the Wired Client beta test.

The Wired Client beta test gives you an opportunity to try it out for yourself and see if you're able to use it to improve communication between your clinic and your clients. Best of all, the beta test will be **FREE OF CHARGE.**

To register for the Wired Client beta, email **matt@practiceperfectemr.com** today!

ONLINE INTAKE FORMS

MAKING LIFE EASIER FOR YOUR CLIENTS AND YOUR STAFF

It's 2018, and more clinics than ever are embarking on a quest to go paperless. But, one stumbling block many of them have encountered is client intake forms.

It's very common for a patient to be asked to complete a few forms when they first arrive at your clinic. And this process can be a little cumbersome and bite into treatment time.

Imagine that a new client, whom we'll call Jennifer, has just arrived at your clinic for her initial evaluation. Jennifer shows up for her appointment on time, and is so eager to get started, but the first thing you do after welcoming her to your practice is hand her a pile of paperwork for her to complete.

There are contact forms, insurance forms, and medical history forms. And now even though Jennifer is there on time for her appointment, it's going to be another 30 minutes before she is even admitted to the treatment room—and it doesn't get any easier for your office staff, either.

Once Jennifer returns the forms to your office administrator, they'll have to scan the documents onto your computer, upload them to their client profile, and destroy the original. Now imagine having to repeat that process for every single new client to visit your facility.

It's more apparent than ever that there needs to be an easier way to do things. Fortunately, there is.

Practice Perfect has partnered with ReachLite to provide clinics with an simple way to **host patient intake forms online.** These intake forms are secure, highly customizable, and can even capture patient signatures. Once created, they can then be shared with your clients in one of two ways:

1. You can send them to your patients before they even step foot in your clinic

2. You can load it onto an iPad or tablet for your patients to complete in the waiting room

And when the forms are complete, they'll automatically be sent to an email address of your choosing. From there, uploading them to Practice Perfect will be a breeze. Further integration is planned to make this process even more seamless!

To learn more about how Reachlite's online intake forms can make life easier for your patients and your staff, email **michelle@practiceperfectemr.com** today!

MEET MARTIN,

APPLICATION SOLUTION SPECIALIST!

Being an Application Solution Specialist is tough work. Oftentimes, they have to provide support for Practice Perfect and the computer on which it's running. This is where things begin to get a bit tricky, so it's a good thing that Martin is there to help our clients sort it out.

Since 2014, Martin has striven to provide world-class support for all of Practice Perfect's clients. He brings more than 20 years of IT experience to the table, and this gives him an edge when a never-before-seen problem rears its ugly head.

"Anyone can solve a technical problem," Martin said. "It's more so about helping the people who are experiencing the problem by sharing knowledge and empowering them to better understand the technology. This is the most rewarding aspect of the job."

Whether Martin is working his way to the root of the issue, or creating a helpful instructional document, he's always game to lend a hand. And when he isn't busy solving technical problems, he's probably trekking through the great outdoors.

Martin is an advocate for adventure. He enjoys camping, photography, and travelling. In fact, he recently returned from a four day motorcycle adventure to Sault Ste. Marie in Northern Ontario. Although, there's more to Martin than his wild side—he also enjoys taking on the odd home improvement project or relaxing with a movie.

It's great to have a guy like Martin on our team. His rich background in IT has shaped him into an integral member of the support department, and we're thrilled to have him around.

TIPS & TRICKS

HOW TO USE PRACTICE PERFECT ON YOUR IPAD OR TABLET

Running in and out of sessions while lugging around a laptop isn't always the most efficient way to access Practice Perfect. In some cases, you might want to forget the computer altogether and complete your documentation on an iPad or tablet. But did you know that there's a way to do this with Practice Perfect?

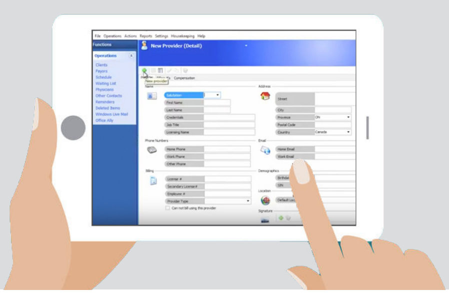
The **Practice Perfect Web App** provides users with an easy way to access Practice Perfect from a tablet, smart phone, or any other internet-enabled device.

We provide you with a secure web portal exclusive to your clinic. Once you have the link in hand, you may login using the same information that you use to login to the desktop version.

The Web App can be used to complete all of your scheduling and clinical documentation tasks. For example, if your therapists would prefer to complete their documentation from home outside of clinic hours, you can let them use the Web App!

While you can't access the reporting and certain financial functions from the Web App just yet, we are constantly making improvements to its functionality. There will come a time the Web App is on par with the desktop version—but until then, we invite you to try it out for yourself.

Your clinic can begin accessing the **Practice Perfect Web App** for FREE today! **Email support@practiceperfectemr.com** to get started.



NEW UPDATE!

FAXING MICROSOFT WORD DOCUMENTS

IS NOW AVAILABLE!

As you are hopefully aware, Practice Perfect offers an integrated faxing feature. This new feature enables you to fax documents to external contacts from directly within Practice Perfect. The feature not only saves paper, but it also saves a ton of time that you can be spending on other tasks, like treating clients.
And now, our integrated faxing feature is about to get even better.

When we first released the faxing integration, users could only fax individual documents created in Practice Perfect (namely SOAP notes, invoices, and custom documents). In a more recent version, we gave users the ability to fax multiple documents simultaneously, as well as PDFs. But, in the latest iteration of the integrated faxing feature, **you can fax Microsoft Word & Excel Documents, as well.**

The fact is, many clinics use Microsoft Word & Excel documents for different aspects of their clinical documentation and client communication. Being able to fax these types of documents directly from within Practice Perfect is crucial. There is literally now no reason why any of our users would not opt to use this function.

If you'd like to begin using our integrated faxing service, or if you'd like to see it in action, **email matt@practiceperfectemr.com** to get started!

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- A detailed look at the Wired Client
- Online Intake Forms: Make life easier for you and your staff
- Meet Martin, Application Solution Specialist
- Faxing Microsoft Word documents are now available
- Tips and Tricks: How to use Practice Perfect on your iPad or Tablet
- Webinars: Growing Your Revenue with Practice Perfect

WEBINARS

AN EXCLUSIVE FIRST-LOOK AT THE WIRED CLIENT

With the Wired Client Beta Test right around the corner, we'd like to invite you to see it for yourself first.

This webinar will not only give you an opportunity to see how the Wired Client works, but also how you can use it in your clinic to drive engagement and build better relationships with your clients.

No stone will be left unturned. We'll be showing you everything from how to assign automated 'Campaigns' to your patients, to how you can reply to text messages from within the platform.

To register for the Wired Client Webinar today, **email michelle@practiceperfectemr.com.** To get the most out the webinar **we do require your cell phone number when registering!**

The one-hour Wired Clint Webinar will be taking place on:

- **Friday July 27th at 12:00pm ET**
- **Tuesday July 31st at 1:00pm ET**
- **Thursday August 2nd at 3:00pm ET**