



CUSTOMER VOICES

RESULTS...

The financial benefits are the easiest to identify because if we mailed 15,000 newsletters/month we would spend \$7,200 (annualized \$86,000/year) which does not include the paper, printing and the time to prepare these mailings. This is a much more cost-effective way to share information and more people take the time to review.



Practice Administrator
Urology Associates of Central PA

Utilizing HealthBanks has helped increase patient utilization of online tools and has increased our patient portal use which is vital for MU.



Practice Manager
Macoupin Family Practice Centers

We are able to advertise Direct to Consumer Events, we can send out updates when new docs start our practice or when new locations are added. We even used the newsletter to update our patients during a time of national crisis in Houston. We have tracked referrals on our Direct to Consumer Events and attendees have said they learned about our event from the newsletter.



Director of Marketing & Business Development
Houston Fertility Institute

CHALLENGES...

It would have been difficult to meet the requirements of the CMS EMR incentive without the help and guidance of HealthBanks and their team.



Practice Manager
Hoosick Street Pediatrics

We had difficulty communicating important reminders to patients such as reminders for flu vaccine, school physicals and many other healthcare reminders.



Practice Manager
Macoupin Family Practice Centers

WHY UPDATE FOR HEALTH FROM HEALTHBANKS?

We chose HealthBanks e-newsletter system as a cost effective way to communicate practice updates: new providers, change of practice locations, new and expanded services, promote free health seminars & screenings, cancer support group meetings, awareness events like Walk & Runs for Bladder and Prostate Cancer and the importance of early detection and screening.



Practice Administrator
Urology Associates of Central PA

The system is easy to use and very cost effective.



Director of Marketing & Business Development
Houston Fertility Institute

We liked the flexibility of it and liked the fact that we can customize it as much or as little as we wanted depending on our time availability that month.



Practice Manager
Macoupin Family Practice Centers

HOW EASY IS IT TO USE?

Extremely easy to use. I spent about an hour with our rep on the phone and they were very thorough and I was able to put together the first newsletter in very little time and had another employee trained for the next newsletter.



Practice Manager
Macoupin Family Practice Centers

It was very easy to learn. It is very user friendly.



Director of Marketing & Business Development
Houston Fertility Institute

The program is very easy to use and is pretty intuitive, so it was simple to learn. Whenever I ran into an issue, the team at HealthBanks was always able to assist and provide guidance.



Practice Manager
Hoosick Street Pediatrics

PATIENT AND STAFF FEEDBACK?

The staff is impressed – in particular, the doctor appreciates what this does for the practice. Patients find it helpful, and once a month is not too much of an intrusion.



Practice Manager
Hoosick Street Pediatrics

My docs receive the newsletter and are happy with it.



Director of Marketing & Business Development
Houston Fertility Institute

Staff love it and they enjoy when they get their time in the “spotlight” each month. Patients look forward to reading about our employees and other highlights we include.



Practice Manager
Macoupin Family Practice Centers