

Industry Insider

HEALTHCARE AND LIFE SCIENCES
PAYERS AND PROVIDERS



See how our partner Mogli tackles challenges in the healthcare industry. From big-picture problems, to the specific needs of a provider staff member, Mogli has it covered.

Mogli is a Salesforce native SMS, MMS, and WhatsApp mobile messaging solution that works seamlessly to directly engage with leads and contacts.



Here's how Mogli can help a healthcare provider like you:



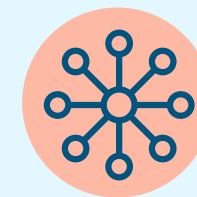
Improve patient engagement.

With Mogli, you can initiate two-way communication, including appointment confirmations, surveys, and follow-up instructions, reaching patients through their mobile devices. And your patients can easily contact their providers through the channel they prefer.



Build trust and grow stronger relationships.

Mogli enables your practice to deliver personalized communications with efficiency and ease, increasing your ability to maximize high-value touchpoints important to each patient's care experience.



Reduce friction to maximize response rates.

Mogli allows you to collect, report, and analyze data directly from your patient's responses. Since patients can respond directly to a text message, response rates are dramatically higher than traditional channels.



Keep reading to learn how Mogli could help a staff member at a healthcare provider effectively engage with and retain patients.

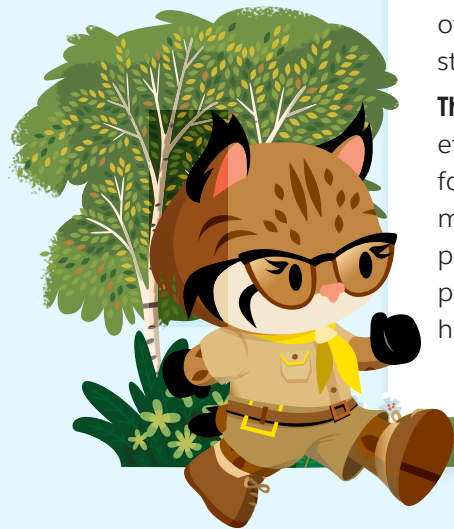
The Solution

Mogli's robust functionality enables you to directly engage with leads and contacts on their mobile devices via SMS, MMS, or WhatsApp.

Effectively communicate with patients.

The Challenge: Communication with patients often ends up in email spam folders or remains stagnant in voicemails.

The Solution: Mogli empowers your team to efficiently engage and communicate with patients for reminders, notifications, confirmations, and more. Scheduling and automating messages to patients is a breeze with Mogli, streamlining processes for your team and enabling better healthcare outcomes for your patients.



Improve communication with patients while increasing operational efficiency.

The Challenge: Phone calls and voicemails lead to frustrating and time-consuming rounds of phone tag for your office team, and emails often get lost in spam folders and ignored.

The Solution: With Mogli, your messages get seen by patients, so important reminders and notifications don't fall through the cracks. The average open rate of text messages from trusted senders is 98%. Mogli also makes it easy for your staff to manage and keep track of these communications in Salesforce.

Reduce patient churn.

The Challenge: Lack of engagement from your practice can make it easy for patients to feel like just another appointment.

The Solution: Mogli's conversational messaging elevates the patient experience by helping you engage in real time, improving provider-patient relationships. Mogli makes it easy for patients to confirm appointments, receive pre- and post-visit details, and access surveys and forms.



The Scenario

In this example, let's imagine how a staff member at a busy healthcare provider's office incorporates Mogli into their patient engagement strategy to improve patient engagement, build trust, and create stronger relationships.



Taylor Takeaction

Healthcare Provider Office Staff
Team Lead, Great Healthcare

In addition to managing general office operations, Taylor is also responsible for ensuring that patient communications like test results, appointment reminders, and timely healthcare tips are deployed efficiently and cost-effectively.

Their Goals:

- Efficiently communicate and engage with patients
- Increase patient response rates and medical compliance
- Strengthen the patient to practice relationship
- Create a seamless experience for patients

Their Challenges:

- Confirming appointments to reduce no-shows
- Patient churn due to poor administrative experiences
- Overwhelming volume of phone calls and voicemails

How Mogli Solves Taylor's Challenges

Reach patients where they are.

Using Mogli, Taylor can easily reach patients on their mobile devices through SMS, MMS, or WhatsApp. Text messages from trusted sources have open rates at 90% and up and response rates nearly as high.

Automate notifications.

With Mogli and Salesforce, Taylor can set up automated reminders and confirmation requests to remind patients of upcoming appointments. A dashboard can display the percentage of confirmed responses, while notifications are sent to advise of cancellations or nonresponse.

Increase staff efficiency and improve patient experience.

Mogli enables Taylor and their staff to confirm current patient information, obtain feedback, and answer patient inquiries.

[Learn more about Mogli](#)