REDDE

PATIENT INTERACTION ENGINE

REDDE CASE STUDY

Responsive Texting

WIXCORP

Contents

Mobile is King

The Rise of Mobile

The first internet enabled Blackberry smartphone was released on January 19th, 1999. A decade later, and roughly two years from when the iPhone was released, mobile internet use made up 0.7% of all internet usage worldwide. [1]

Fast forward another decade to 2019, and mobile internet use makes up over half of all internet usage worldwide. Last year alone,

eCommerce processed $1.8 trillion dollars, and mobile use made up nearly two-thirds of that. [1]

For the last six years, consumer dependency on mobile phones has been very high, and that trend is expected to continue to increase over the coming years. This means that the consumer-preferred method of contact with an organization is, and will continue to be, through a mobile device.
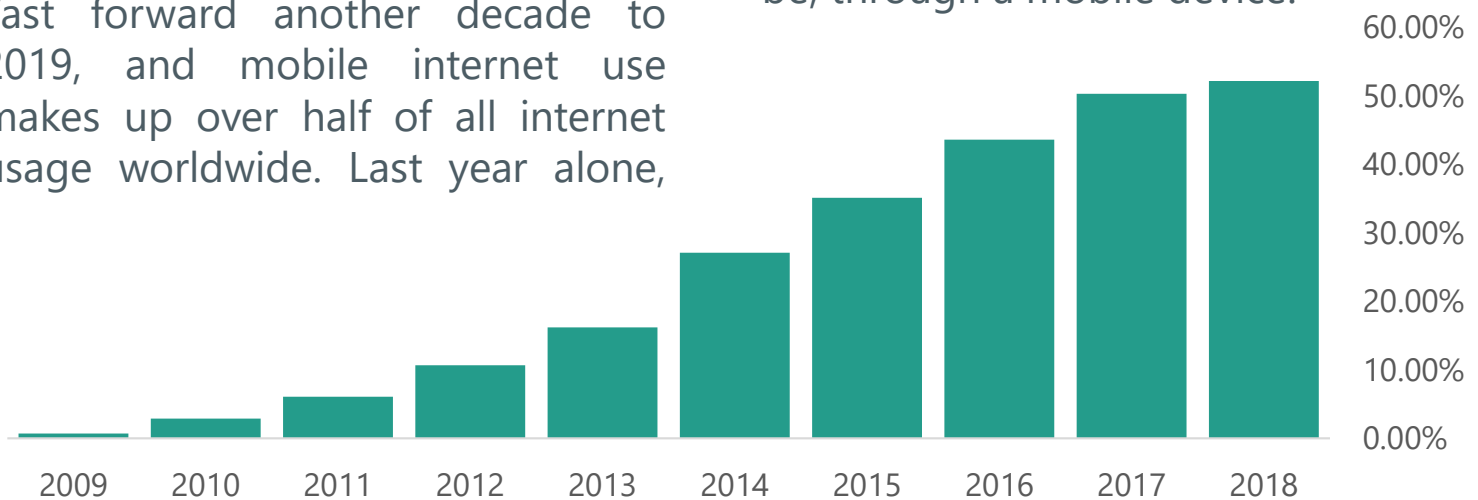
Mobile Traffic Share of Internet Use [1]

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The Mobile Experience

Today's consumer relies heavily on their mobile device to make everyday decisions. Everything from where they should eat lunch, to whether the shoes they saw at the store are any good. This trend has created a new and competitive digital marketing landscape that barely existed a decade ago, and consumers are reliant upon it.

> 9 out of 10 shoppers are not absolutely certain of the brand they want to buy when they begin looking for information online via their smartphones. [2]

Because of this frequent mobile use, consumers have developed high expectations for their mobile experience. In nearly every case, they expect it to be intuitive and fast. So, if your mobile platform isn't up to snuff, your patients are likely to disengage in seconds.

Mobile webpage load times impact on the likelihood of consumer bounce*. [3]

1s to 3s   Bounce increase of **32%**

1s to 5s   Bounce increase of **90%**

1s to 6s   Bounce increase of **106%**

1s to 10s   Bounce increase of **123%**

* percentage of visitors who enter the site and then leave ("bounce") rather than continuing to view other pages within the same site.

2)   Google
3)   Google / SOASTA

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Built Mobile First

While most online applications are developed for people to use from their computers, the majority of consumers try to access the site from their mobile devices first. Unfortunately, most platforms aren't optimized for mobile use, and can be difficult to read and navigate from a phone. This is one of the many reasons why healthcare institutions struggle to get more than 5%-10% of their patients to use patient portals or other online platforms.

That's why we built Redde with a mobile first approach. The entire application was built for a phone's resolution and size. Redde can reformat itself for all screen sizes and resolutions which optimizes the mobile experience for any device the patient uses. This responsive design makes Redde consistently simple and easy to use.
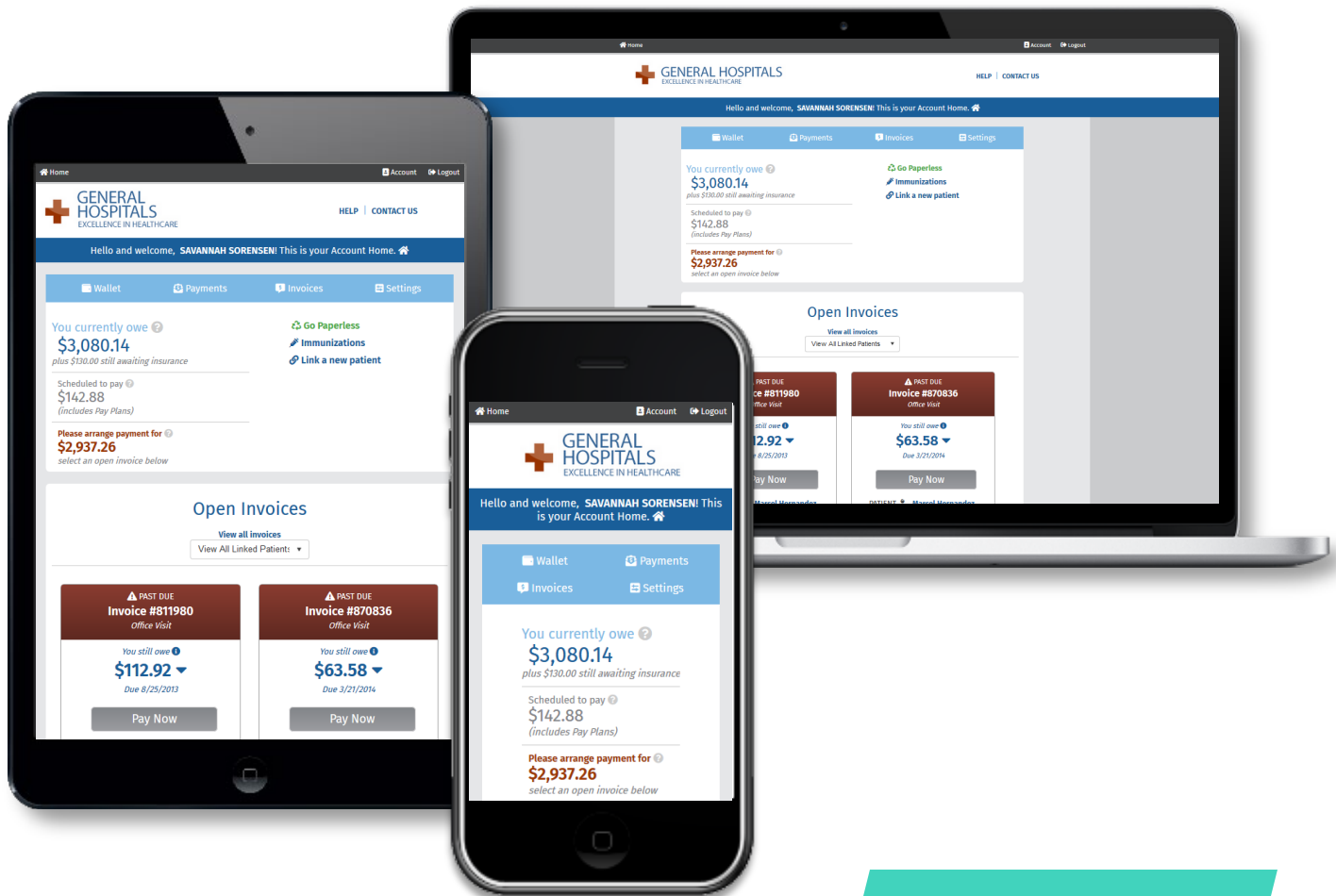
Text to Create

Simple to Access

If the requirements to access your online environment are cumbersome and time consuming, your patients will not use it.

In addition to patient self-enrollment and our 2-click setup for our client's support teams, Redde offers a proprietary Text to Create process which helps patients create their account and access their information online. The self-enrollment process and Text to Create make up >90% of the account creations in Redde.

Here's how the Text to Create process works:

New Invoice Ready for Patient	Text to Create Message Sent	Follow Link to Setup Password

When a new invoice has cleared billing and has a balance assigned to the patient, we check to see if that patient already has access to Redde. If they don't, then an invite text message is sent to the patient. If the patient wants to access their information online, they simply follow the secure link Redde sent them to access a setup page. There they create a password, their account is set up, and the patient data is linked to the new account.

Implementing the Text to Create system increased patient self-enrollment from 70% to 96% in less than a month.

Self-Service Account Creation
70% → 96%
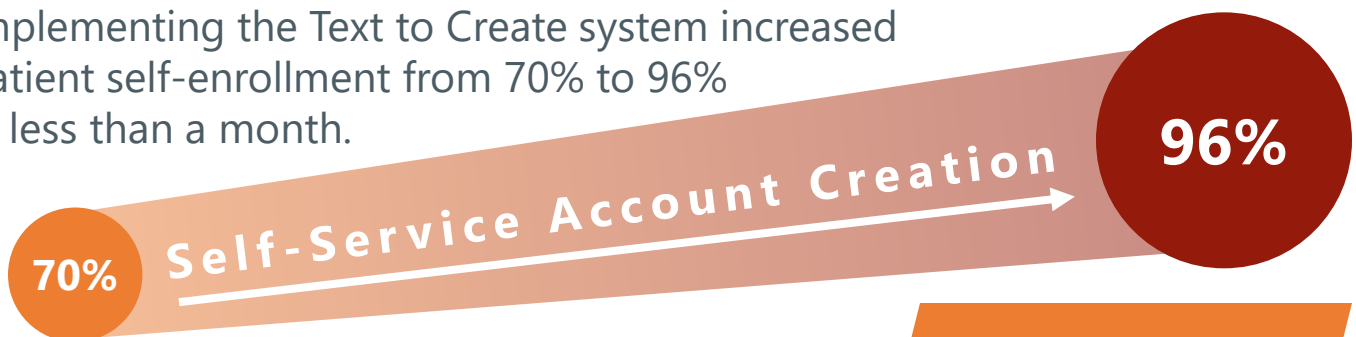
Text to Link

Intuitive to Use

Today's consumers expect online platforms to not only be functional, they also expect them to know and adapt to their individual needs. This ability to anticipate a need and provide a custom solution to meet it is the secret to making a platform intuitive to use.

However, that prediction and adaptability can be difficult to build, and even harder to execute well. That's why we built Redde's Text to Link feature.

Here's how the Text to Link process works:

New Invoice Ready for Patient	Redde Associated Account Matching	Text to Link Message Sent	Auto-Link from Patient Response

When an invoice becomes the patient's responsibility, Redde checks to see if that patient is linked to an existing online account. If it is not, Redde checks to see if there is another account that shares the same billing information. If a match is found, Redde sends a text to that account owner and offers to add the patient to their account. Once confirmed by responding with a secure code, the patient's data is linked to the existing online account for future notices and payment.

Implementing the Associated Account matching and Text to Link brought patient self-service linking from 26% to 91% in less than a month.

Self-Service Linking

26% → 91%
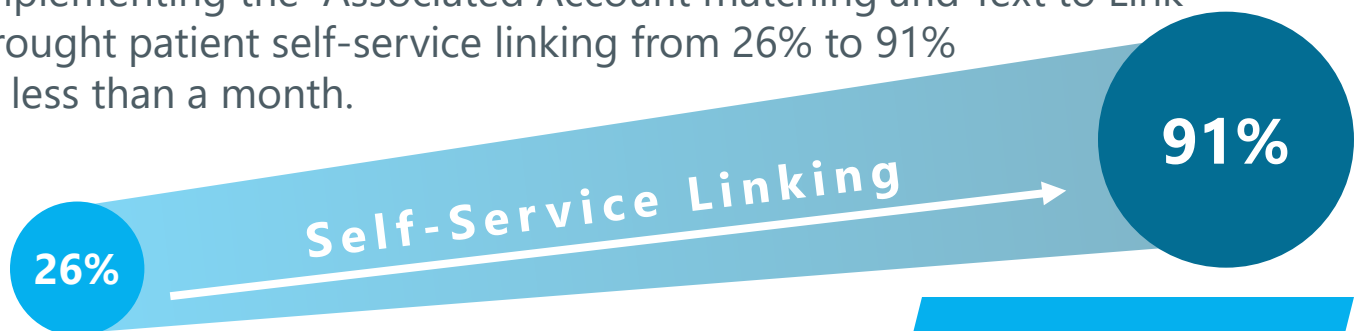
Text to Pay

💬 Engaging to Interact With

Today's consumer doesn't have the time or desire to open a letter, read it, find their checkbook, and mail you a payment. Many of them don't even have a checkbook anymore. If you want your patient to take action on something, the process needs to be so simple that they don't have any reason not to take the right action.

Enter Redde's proprietary Text to Pay process that quickly and securely notifies your patients of their new balances and lets them pay with a simple text response.
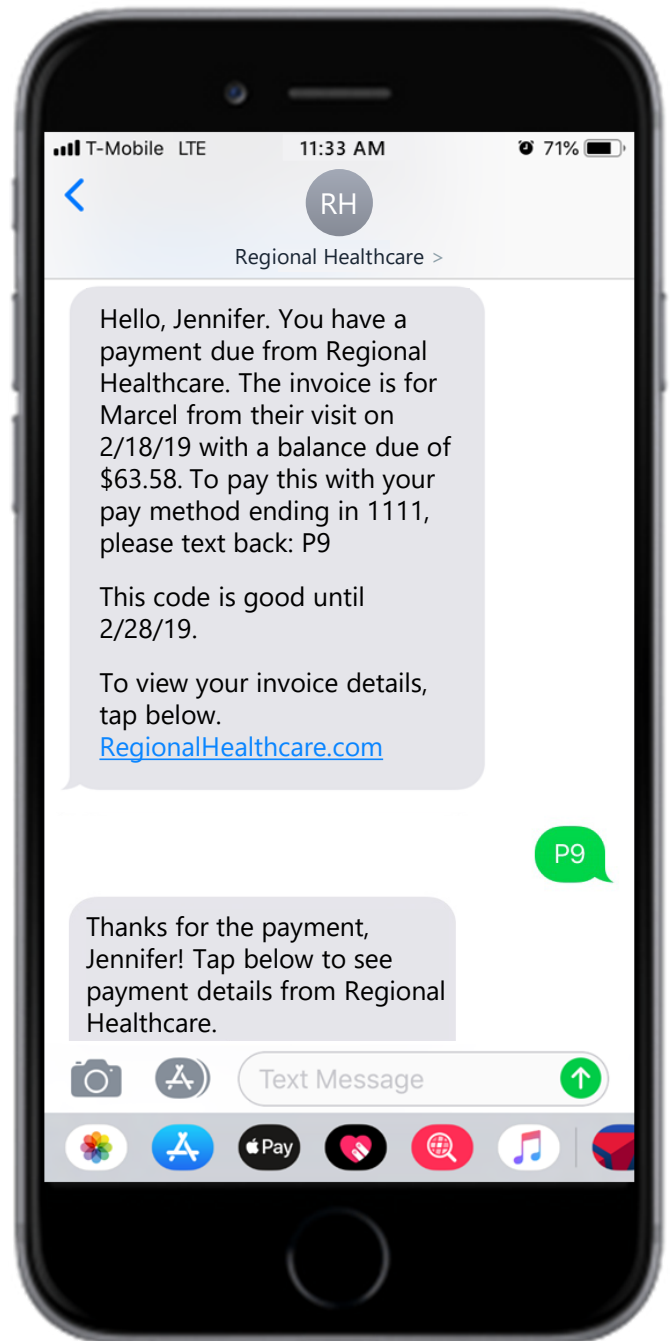
New Invoice Ready for Patient

Redde Account with Pay Method

Send Text to Pay

RH

Regional Healthcare >

Hello, Jennifer. You have a payment due from Regional Healthcare. The invoice is for Marcel from their visit on 2/18/19 with a balance due of $63.58. To pay this with your pay method ending in 1111, please text back: P9

This code is good until 2/28/19.

To view your invoice details, tap below.
RegionalHealthcare.com

P9

Thanks for the payment, Jennifer! Tap below to see payment details from Regional Healthcare.

Revenue Impact of Text Payments

Immediately upon launching Text to Pay, patients were paying their bills via text in minutes. On average, 10% paid within the first 50 minutes. Overnight, Redde's Text to Pay became a key payment channel for our clients.

In just a few months, Text to Pay made up over 5% of all the patient-generated transactions happening in Redde.

Redde's Text to Pay process is simple to turn on, highly utilized by patients, and a favorite of our client's billing teams. They are starting to track their patient AR in minutes instead of months.
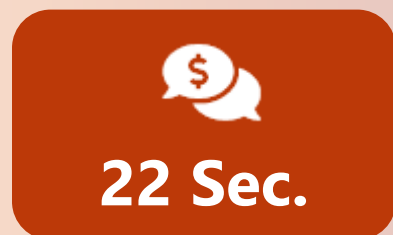
Quick Stats

Average Time to Payment

50 Min.

Response Rate

1 in 10

Fastest Payment

22 Sec.

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