Demandforce®

Growth. On Demand.

Switch to Online Communication Creates Emphasis on Patient Engagement

Staying current with the latest developments in eye care, prescription lenses and contact lens technology is how Dr. Michael Zak's Eye Care Clinic provides top-quality patient care. Dr. Zak applies that philosophy to his back-office technology as well to better serve and attract patients.

Automated Communication Has Many Benefits

Dr. Zak heard about Demandforce from a lab representative at just the right time. Advertising wasn't achieving the desired results, so Dr. Zak wanted to try a new approach.

"We were looking at new ways to communicate with patients and get the word out about our practice," said Dr. Michael Zak, OD, PLLC. "Demandforce offered a number of new ways to leverage online communication tools. We also wanted to make sure we weren't bothering people, so our initial approach was centered on appointment scheduling and reminders. We found these emails were really appreciated by our patients. Plus, the ability to automate them in Demandforce saved my staff a ton of time."

From there, Dr. Zak slowly added informative emails, which included vision care news, billing communications and timely reminders, such as using flexible spending accounts before the end of the year. "We wanted to add email communications gradually so people didn't opt out," said Dr. Zak. "We also added outreach to patients who we hadn't seen in a while. Our reminder emails gave them a nudge to make an appointment."

QuickBooks + Demandforce

Dr. Zak uses QuickBooks to manage his customer information, which allows Demandforce to quickly pull relevant customer data and be up and start working right away. The integration of QuickBooks and Demandforce allowed the practice to quickly automate targeted messages and gather online reviews.

"Once a patient is entered into QuickBooks, Demandforce automatically sends the right communication at the right time. For instance, when we create an invoice in QuickBooks, Demandforce automatically sends a thank you email that includes links to a patient satisfaction survey and a review request," said Dr. Zak. "This allows our staff to focus on the patients in our office instead of making phone calls, which is working out well for everyone."

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— DR. MICHAEL ZAK

More Reviews, More Control

Especially exciting for the practice was the automation of surveys and reviews. "Our online reputation is very important to us and is essential in expanding the practice and retaining current patients." said Dr. Zak.

"Because of Demandforce's automation, it is easy for us to solicit and manage online reviews. Once an invoice is put into the system, Demandforce sends out a review request. Since it is delivered in a timely fashion, people have been more likely to give feedback. The reviews are then syndicated across the Web, including on our Facebook page," said Dr. Zak.

Since Dr. Zak synced Demandforce with QuickBooks, Demandforce is able to verify the reviews are from real patients. "When a review passes through the Demandforce filter, it becomes a 'Certified Review.' This means the review is from our patient. Even when a review is posted anonymously, Demandforce matches the review to an actual visit. It is also helpful that, before reviews are posted, we have an opportunity to respond in writing, or request removal if it violates one of Demandforce's strict takedown criteria," said Dr. Zak.

"The increased online presence and customer reviews have produced far better results than advertising. It has all turned out to be painless and very effective," said Dr. Zak.

Digital Communication Brings Appointments into Sharper Focus

"Patients can now schedule appointments from our website or Facebook page. Patients like it and it saves us time both scheduling and confirming appointments," said Dr. Zak. Even better, the practice has seen a decrease in no shows, since using Demandforce to send appointment reminders via email and text message.

"We also use Demandforce to remind patients it's time to come in for a checkup. People just forget how long it's been, so reminders help stir them to action. The transition to online communications has made the process much more efficient," said Dr. Zak. "We were doing mailers with labels, but I didn't see a return on investment. Demandforce saves us time, money and delivers results."

Greater Visibility for Prospects

Dr. Michael Zak's Eye Care Clinic has also improved its online reputation and presence within the Demandforce Network. As part of the Demandforce service, Dr. Zak's practice has a Business Profile page included in the Demandforce Network and syndicated across the Web. Not only is it a central location for current patients to write reviews and request appointments, but also a place where potential patients can learn what the practice has to offer. Dr. Zak has seen an increase in visibility since this came online. "We've had a lot of profile views. It's also good to know our profiles are consistent across the Web. If we need to update it, we only have to do it once and the system propagates the changes to the various sites," said Dr. Zak.

Demandforce Delivers

"The staff and I are happy with how Demandforce has improved our communications and marketing. We've had a very positive response to our emails and texts and it has made connecting with existing and prospective patients more productive. I'm pleased to say it is a powerful tool that has helped our practice. In fact, I've already recommended it to my chiropractor," concluded Dr. Zak.

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