



## Keystone Chiropractic Dr. Rayman

**Location:** Sacramento  
and Folsom, California

**Business:** Chiropractic practice

**Founded:** January, 2005

**Demandforce Customer  
Since:** 2009

**Size:** 1 DC, 1 staff

Demandforce helps this chiropractic practice reduce no-shows, reconnect with inactive patients and maintain a solid reputation for quality healthcare.

## KEYSTONE CHIROPRACTIC STAYS IN TOUCH AND TOP-OF-MIND

Mobile technology and online tools have changed the way we navigate the world in many ways, but two are particularly relevant to chiropractors. First, people are rarely without their phones, depending on them for communication, daily calendars, and so much more. Second, word-of-mouth referrals have moved online. As more of us are searching for and evaluating health practitioners on the web, online reviews can have a huge impact. Staying on top of these trends not only keeps your practice up to date, but can also help you grow your business.

### GOAL: **COMMUNICATING WITH PATIENTS**

Dr. Anthony Rayman of Keystone Chiropractic originally relied entirely on office staff to book appointments and manage his schedule. That involved spending hours every day calling patients to confirm appointments, trying to reduce no-shows and attempting to bring inactive patients back in the door.

“It puts my practice on the cutting edge of technology.”

– Dr. Anthony Rayman, DC and Owner

After being in business for a few years, Dr. Rayman wanted to streamline his operation and move to a new office. He needed to spread the word about his new location, while maintaining a full appointment book and keeping up with day-to-day office tasks.

Additionally, Dr. Rayman’s online reputation consisted of a single Yelp review. He was looking for a way to encourage patients to share their experiences, to help potential patients find his new location and for his practice to make the best first impression online.

### SOLUTION: **ONE INTEGRATED SYSTEM**

Luckily, Dr. Rayman heard about Demandforce from a good friend. “As soon as I saw the demo,” he says, “I knew I could use it for my practice.”

Demandforce is a cloud-based solution that helps chiropractic practices easily communicate with patients and boost their online

reputation. Demandforce pulls information directly from your practice management software and automatically puts that data to work.

## **REDUCING NO-SHOWS**

Dr. Rayman's staff used to leave a lot of voicemails, hoping patients received their reminders in time. Not anymore. "Now, Demandforce automatically sends everyone a text message reminder about their appointments," says Dr. Rayman. "People love it." He and his staff can simply check the Demandforce dashboard to see if patients received their reminders, and whether or not they responded to confirm. This gives Dr. Rayman insight into who is a no-show risk, and allows his assistant to reach out directly and fill that appointment time instantly. Using Demandforce's Hotlist tool, a list of patients who want an appointment as soon as possible, his staff can find someone to come in on short notice.

## **EASY EMAIL CAMPAIGNS**

Dr. Rayman appreciates how easy it is to quickly create a campaign and send it to a large group of people—about opening a new location, a special offer, or anything else. The previous time Dr. Rayman moved offices, he designed, printed and sent a mailer, then made phone calls to every patient to get the word out. Upon recently opening a new office, he used Demandforce to send an email, which took just 10 minutes. "Demandforce is great at telling me what my return is," he says. "If I send 1000 emails, I know how many people requested appointments. I can see how successful it was, and tweak it for next time."

Demandforce also allows Dr. Rayman to send out customized campaigns. He can set them up once, and then run them on autopilot. This tool allows practices to create email campaigns that target patients based on a number of characteristics like age, previous visit types and more, always reaching the right patient, with exactly the right message, at the right time.

## **COLLECT REVIEWS REGULARLY**

Demandforce automatically emails patients after their appointments to request feedback. As a result, not only does Dr. Rayman now have a steady stream of reviews, but they also automatically show up on the Keystone Chiropractic website and Facebook page, plus a number of syndication partner sites including Bing, Google+ Local, Citysearch and others. "When you have reviews from people speaking from the heart about your practice, that's a big help to people looking for a chiropractor," says Dr. Rayman.

## **RESULTS: ALL KINDS OF SAVINGS**

Over the years using Demandforce, Dr. Rayman has saved his staff countless hours making appointment reminder calls, allowing them to focus on more important things. He's saved revenue by reducing no-shows. He's saved his patients, helping them maintain a healthy lifestyle by reminding them to get their adjustments regularly. He says, "For people who fall off track, Demandforce sends an automated reminder. I've reclaimed about 20 patients every year because of that."

Since implementing Demandforce in 2009, Dr. Rayman says it keeps getting better. "I'm in a partnership with Demandforce," he says. "The company really tries to help its customers be successful with the solution, providing webinars and great service. It puts my practice on the cutting edge of technology."