Challenge presented

Uma Innovation develops innovative, effective IT solutions aimed at optimising business processes. For the Studio Pronto24 application, which supplies certified online booking services for healthcare facilities, Uma Innovation was looking for an SMS supplier which would allow them to add SMS send and receive functionality for interaction between healthcare facilities and patients.

Actions undertaken

By integrating the Skebby SMS Gateway, Uma Innovation enabled:

- patients to send a text message to a shared number + keyword ("city") and receive an SMS on their mobiles with the addresses of 3 dentists in the city specified;

- dental surgeons to receive requests for appointments and confirm bookings with patients, also by SMS;

- healthcare facilities to send SMS reminders to patients with the date of the appointment, or to send health-related information (e.g. a text to remind the patient to take prescribed medications).

Benefits delivered

"We chose Skebby because unlike its competitors, it provides the HTTPS protocol which guarantees secure transmission of medical information. What's more, the text messages can be purchased directly by our clients at extremely competitive rates!" explains **Leonardo Del Priore, CEO Uma Innovation**.

How can healthcare services benefit from SMS marketing

✓ **Send deadline / appointment reminders**

Use SMS to make healthcare services more efficient. You can send texts to to remind patients of check-ups, appointments or vaccination memos. You can schedule memo texts for the whole week, which are then sent automatically on the day of the appointment.

✓ **Booking service**

Thanks to the Receive SMS service, you can let patients book blood tests and examinations, and cancel, confirm or reschedule appointments via SMS. You can avoid the costs associated with missed appointments, and supply a fast, efficient SMS booking service.