

How Patient and Prospect Engagement Keeps John S. Silverton, MD, Thriving

A Q&A WITH MARISA YBARRA,
PATIENT COORDINATOR, JOHN S. SILVERTON, MD

Marisa Ybarra



eRelevance's game-changing suite of tech-powered engagement services powers the growth of more than 1,300 small- to medium-size businesses—driving more demand from customers and prospects, lowering advertising costs and improving lead conversion.

How has eRelevance made a difference in your practice, whether from a business standpoint, a patient relationship standpoint or both?

eRelevance has made a difference in our practice by allowing us the opportunity to communicate with our existing patients more efficiently. While email marketing is mainstream, a lot of people don't open emails, so they often miss the message. By promoting through other channels such as text messaging and social media, we have reached more patients, which has created more conversions and consultations.

What do you like best about working with eRelevance?

What I like best is the simplicity and customer service. The portal we log in to for our leads, work requests, messages, etc. is easy to navigate and has everything we need. Our personal client success manager is always following up and providing recommendations. We have a constant open line of communication.

Which eRelevance campaign have you liked most?

They are all great! Some campaigns do better than others based on interest and what patients want that month. Sometimes patients respond to a certain campaign but are actually requesting information on another service, so just having that initial and convenient point-of-contact for them has its benefits.

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What are the most valuable business results you've seen from eRelevance?

The most important results we've seen have been our existing patients returning to our office. Many of them are current patients, but there are some we haven't seen in a year or two, so it's great to have them come back in for services.

What would you say about the value of using multiple marketing channels (text, social, app, etc.) to businesses that are only email blasting?

The value of using multiple marketing channels is a game-changer. As we all know, social media and cell phones are used daily by almost everyone, so sending out promotions, new product or service information, etc. via multiple channels means patients are getting the information the way they want it. Emails are still good to send, but they just aren't enough in this ever-changing and technology-savvy world.

Marisa's experience highlights just a few of the ways eRelevance works to delight its clients by driving more business and offloading the work to engage their customers and prospects.

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For an eRelevance online demo and more information about the benefits of eRelevance:
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