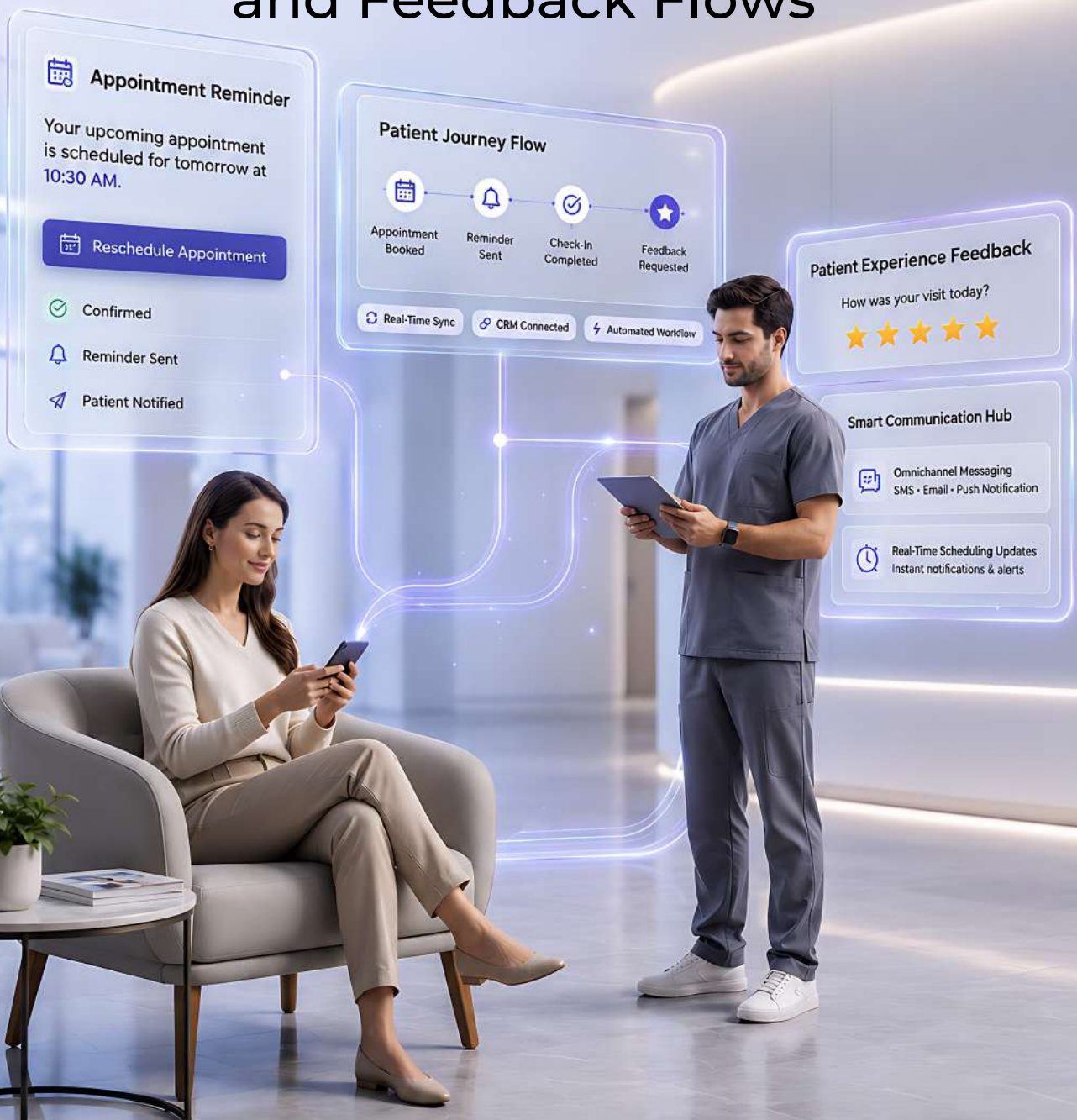


Improving Patient Experience with Appointment Reminders and Feedback Flows



Appointment Reminder

Your upcoming appointment is scheduled for tomorrow at 10:30 AM.

Reschedule Appointment

- Confirmed
- Reminder Sent
- Patient Notified

Patient Journey Flow

Appointment Booked → Reminder Sent → Check-In Completed → Feedback Requested

Real-Time Sync | CRM Connected | Automated Workflow

Patient Experience Feedback

How was your visit today?

★★★★★

Smart Communication Hub

- Omnichannel Messaging
SMS • Email • Push Notification
- Real-Time Scheduling Updates
Instant notifications & alerts

PlayBook

Introduction

Experience starts before the visit

In healthcare, the patient journey extends beyond the consultation itself. What happens before the appointment and after the visit often shapes the overall perception of the institution. Patients may forget appointments, arrive unprepared, or leave without sharing their experience. Even though these moments seem operational, they directly affect efficiency and patient satisfaction. Because these interactions happen outside the hospital environment, they are often harder to manage manually. Structured communication flows help bring consistency to these touchpoints.

Before the Visit

After the Visit

Structured Communication Flow



Appointment Reminder
Hyper-realistic calm, prepared and informed.

Preparation Checklist
 Plan
 Organize
 Checklist

Automated Communication

CRM Connected

Patient Feedback
Hyper-realistic solving, patient satisfaction.
★★★★★

Follow-Up Communication
Hyper-realistic continuity, ongoing care.

PlayBook

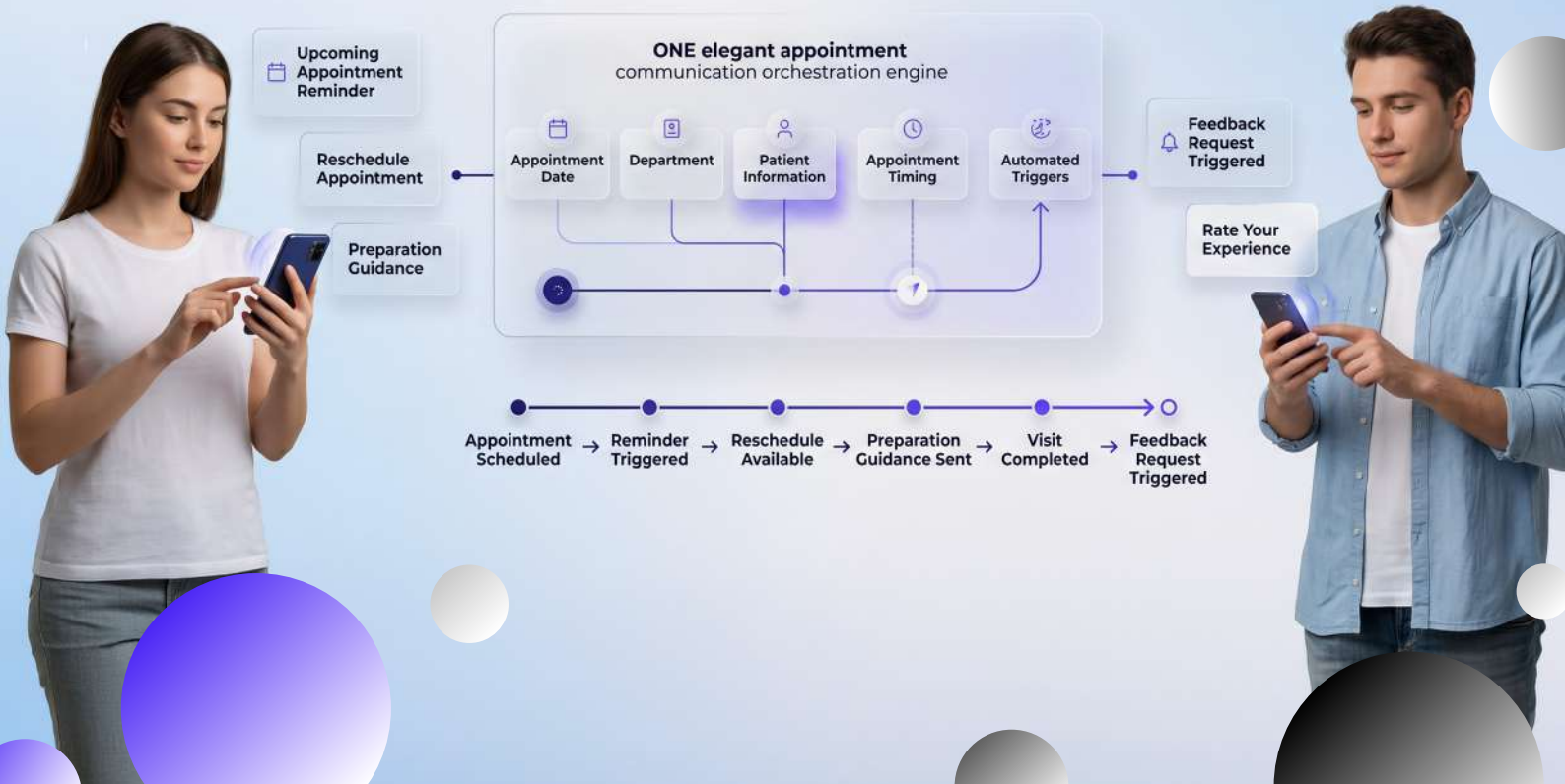
From Appointment Data to Timely Communication

Each appointment creates a timeline. Scheduled date, department, and patient information all define when and how communication should happen. Before the visit, reminders can be sent as the appointment approaches. These messages help patients stay aware of their schedule, while also providing an option to reschedule if needed. At the same time, preparation guidance can be shared for specific procedures. This ensures that patients arrive ready, which supports smoother operations during the visit. After the appointment, feedback requests can be triggered while the experience is still recent. Because timing is aligned with the patient journey, communication feels relevant and expected.

PRE-VISIT ACTIVATION

APPOINTMENT DATA ACTIVATING TIMELY COMMUNICATION

POST-VISIT ACTIVATION

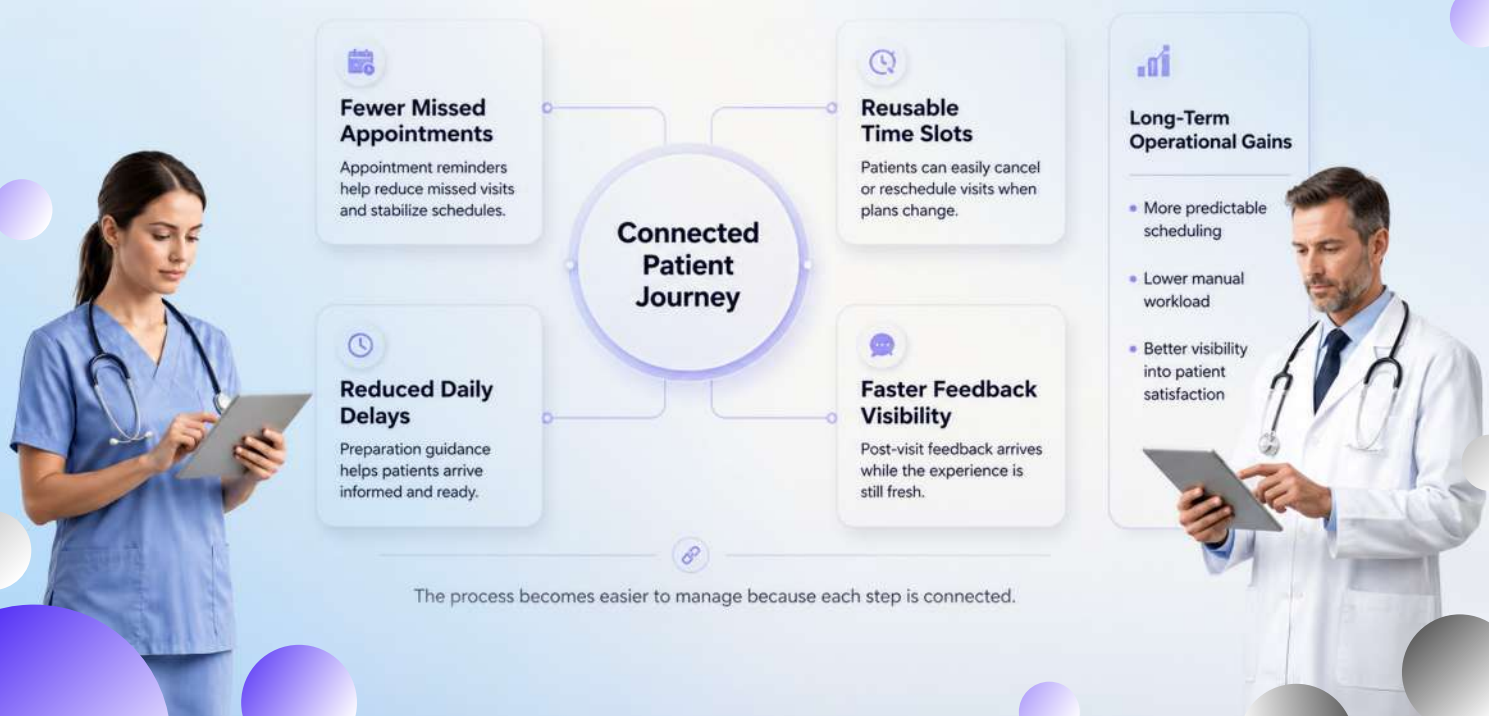


How This Supports Operations and Experience

When communication follows the patient journey, both operational efficiency and patient experience improve together. Appointment reminders help reduce missed visits, which allows schedules to remain more stable. At the same time, patients who cannot attend have a clear path to cancel or reschedule, making time slots reusable. Preparation messages reduce uncertainty before procedures, because patients know what to expect and how to prepare. This leads to fewer delays during the day. After the visit, feedback collection provides a direct view of patient experience. When responses are received quickly, teams can respond while the context is still clear. Over time, this approach:

- supports more predictable scheduling
- reduces manual workload
- improves visibility into patient satisfaction

The process becomes easier to manage, because each step is connected.



PlayBook

— Conclusion —

Consistency builds trust

In healthcare, small moments around the appointment often define the overall experience. When communication is aligned with these moments, patients feel more informed and supported throughout their journey. At the same time, operational processes become more stable and easier to manage. With **PersonaClick**, appointment data and communication channels work together, creating a more consistent and responsive patient experience.

Book a Demo

<https://personaclick.com/request-demo/>

personaclick.com

