

PRACTO UNITES PATIENTS AND HEALTHCARE PROVIDERS THROUGH TATA COMMUNICATIONS KALEYRA



Practo: Your Home for Health

Practo is a SaaS based company that connects consumers to healthcare providers through an independent medical website. Their aggregator based system allows patients to search for healthcare providers according to speciality, location, name, area, timings, recommendation and many other filters.

Started in 2008, Practo has grown considerably and holds a large market share in India. The company has been steadily growing and has now expanded base to **15+** countries worldwide.

Practo is trusted by millions of people globally. From assessing health conditions and finding the right healthcare providers to storing health records and ordering medicines, Practo guides users along each step of their progress towards a healthier lifestyle.

With the company now sizing up with **200,000+** healthcare providers, making sure that the doctors and patients are kept informed about their appointments and schedules was an area of concern. Doctor-patient communication became a challenge over the years as their growing customer base demanded a more comprehensive and efficient approach. Along with which it became largely important to make sure the right message reaches the right audience.

Executive Summary

It is proven that people check 98% of their messages as compared to 20% of their emails. When it comes to effective communication, bulk messaging has always been a saviour for businesses. Through bulk messaging, businesses can now reach out to their customers efficiently and convey important information in real-time. This allows businesses to scale according to market demand without putting any limitations on growth.

Through SMS services businesses can strategically plan their communication and expand their exposure in the market. By sending appointment reminders, alerts, updates or other important details, your customers can access the information at their convenience. By doing so, businesses can ensure that customers are fully informed about products updates and general information. By building everlasting customer relations it is easier for companies to understand what their consumers want and thus improve brand loyalty.

A Gap in Healthcare

Practo's success after its launch in 2008 was tremendous and they slowly realised that the next logical step was to introduce a platform that could help them communicate reliably, store their customer database securely, and drive end-to-end customer communication efficiently. After making a mark locally, Practo was growing and expanding its base to other cities within India while looking at entering other countries across the globe.

Providing updates on lab test results, reminders etc. to both patients and doctors in real-time basis, for a continuously growing target audience became daunting.

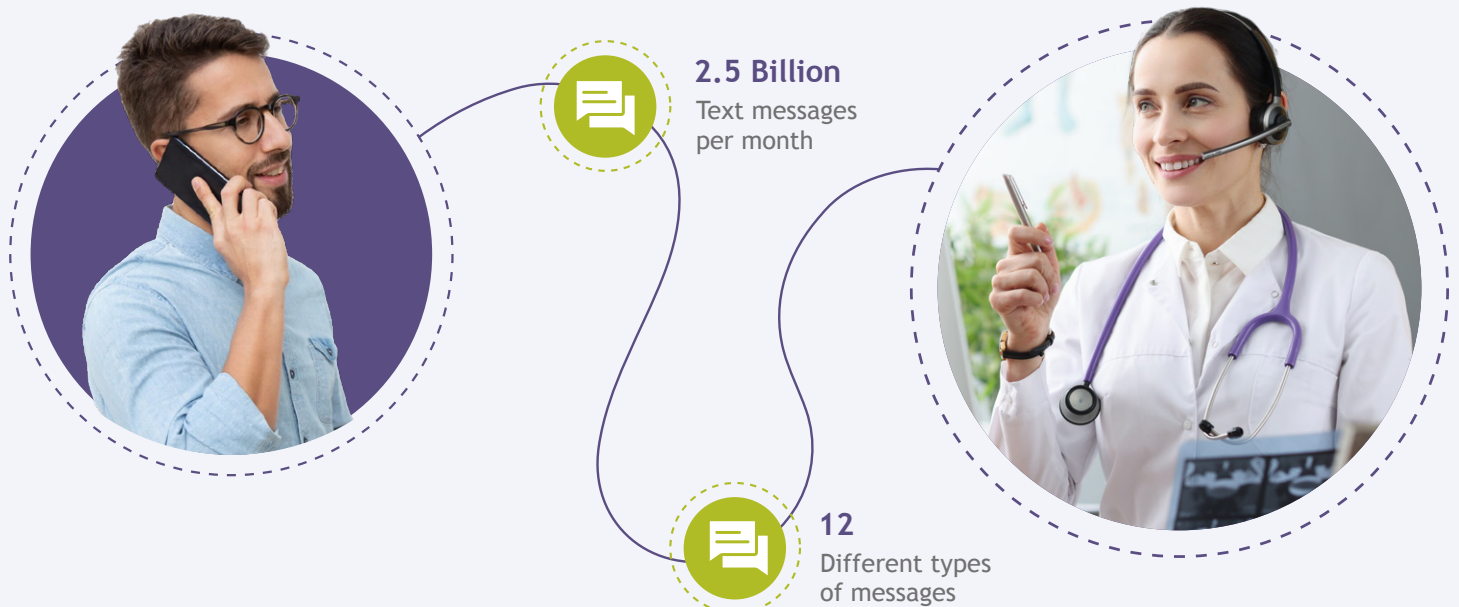
Tata Communications Kaleyra's expertise in triggering and storing enormous amounts of messages within a single platform allowed Practo to communicate with their healthcare providers and patients in real-time.

Tata Communications Kaleyra's seamless to use and highly detailed platform helped Practo reach out to the right customers at the right time ensuring that patient care does not end at the doctor's clinic. From sending out appointment schedule and reminders to follow-ups with healthcare providers, and feedback, Tata Communications Kaleyra has provided Practo with a platform that has grown parallel to it.

Tata Communications Kaleyra Saves the Day

With a capacity to deliver more than **2.5 Billion** text messages per month, Tata Communications Kaleyra crafted its messaging solutions to meet Practo's needs of catering to an ever-growing customer base. It allowed for seamless communication with customers through text messages that could be sent globally. With features that can be modified to meet regulatory obligations specific to different regions, Tata Communications Kaleyra made engagement with customers hassle-free, secure and efficient for Practo.

With Tata Communications Kaleyra's easy-to-use platform, Practo sent out **12** different types of messages, that each serves a different purpose in connecting patients to healthcare providers seamlessly. In such a way, Practo ensures that both its patients as well as healthcare providers stay updated and have access to all information at their fingertips.



Booking Confirmation SMS - Doctor and Patient



Patients

To reassure the patient that their appointment has been scheduled, Tata Communications Kaleyra provided immediate confirmation messages post bookings. As a result patients had all information about their appointment including the doctor's name, number, time etc. in one place.

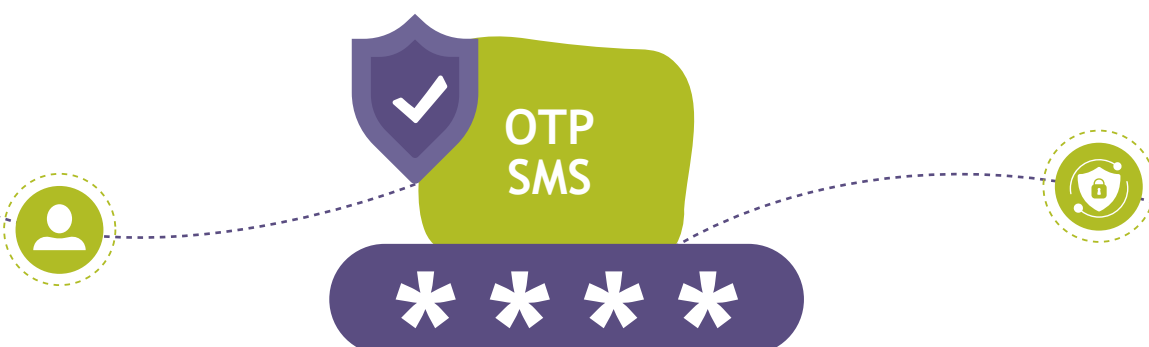


Doctors

To help healthcare providers plan out their schedule and know which patient is coming when, Tata Communications Kaleyra also sent messages to healthcare providers with all the information about the patient regarding purpose of visit and other details etc. This helped them prepare in advance for the patient's visit.

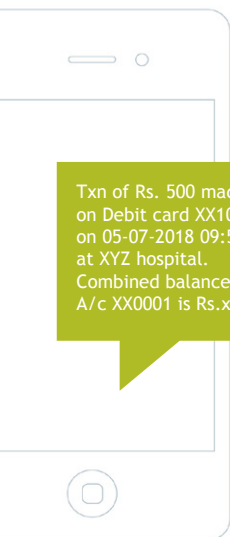


One Time Passwords serve as a second layer of authentication to the login process, making it fully secure. By providing the customer with a unique OTP, Tata Communications Kaleyra ensured that each patient's information is private and can only be accessed by authorised users. Moreover, it also made Practo fully secure against fraudulent login attempts.



Transactional SMS

Tata Communications Kaleyra sends **5,000+** messages every second. As a result of this vast capacity, Practo was able to provide personalised service to all its patients and also keep its healthcare providers aware of all payment transactions.



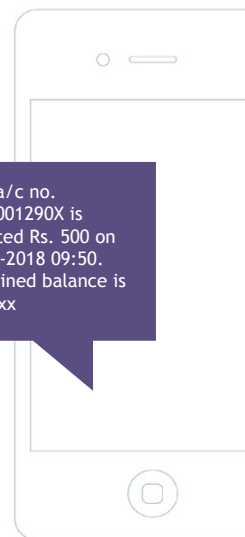
Patients

Once a payment was made, patients automatically got an alert message about the transaction with all the details.



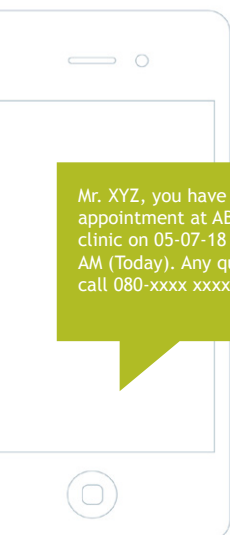
Doctors

As soon as a patient made a payment, the credit balance was instantly messaged to the doctor with all the required information.



Reminder SMS

To make sure that the process was smooth, Tata Communications Kaleyra also helped send out reminder messages to patients as well as healthcare providers.



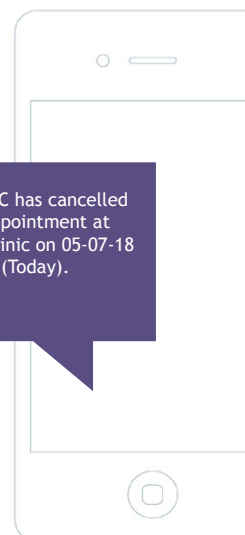
Patients

This ensured that fewer appointments had to be rescheduled as patients were reminded about their visit.



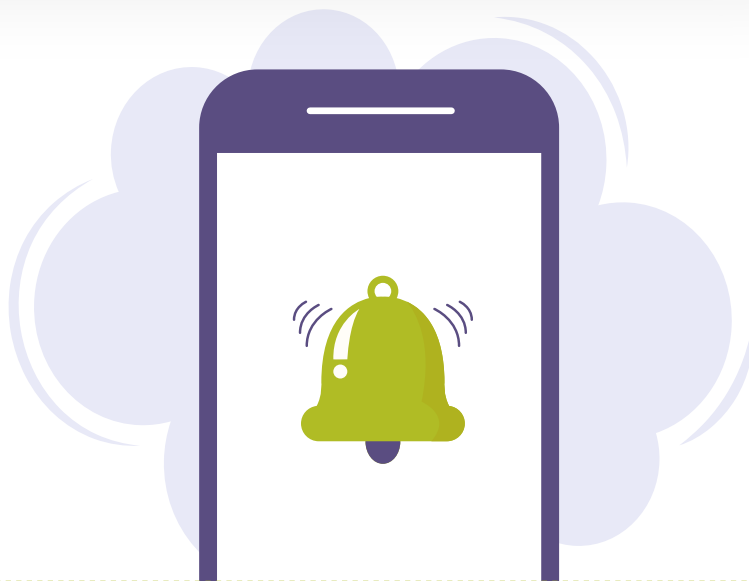
Doctors

It also meant that the doctor's time was not wasted waiting for a patient who wasn't going to show up.



Missed Call Notification SMS

When a patient called a doctor and was unable to get in touch, a message immediately triggered to the doctor alerting them about the missed call. This message included the details about the patient, when the call took place and the number to get back to the patient. In such a way these messages ensured that healthcare providers did not lose any interested patients. For Practo this meant that all of its customers are catered to efficiently.



SMS for Rescheduling Appointment

Practo allowed patients and healthcare providers the flexibility to reschedule appointments in case of emergency. This ensured that there was no confusion about the actual appointment and all the meetings were carried out hassle-free.

Cancellation SMS

Patients were also given the option of cancelling their appointment if necessary. This allowed them to get healthcare at their convenience.



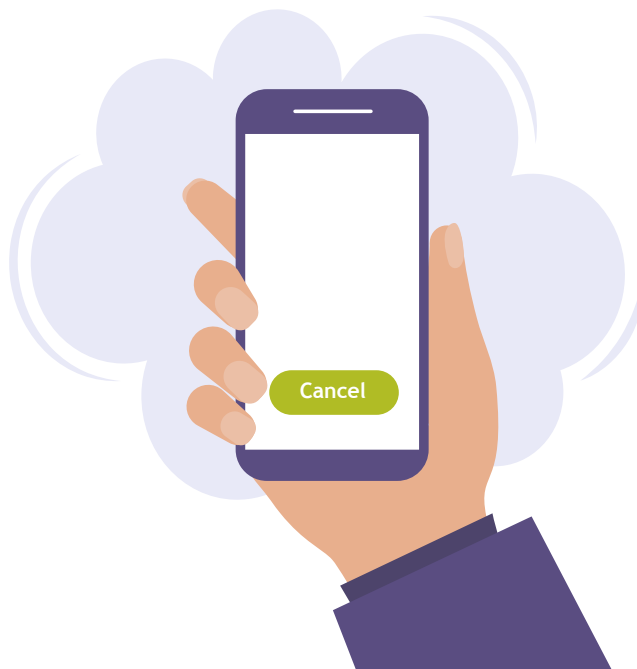
Patients

Patients could cancel their appointment by logging on to their profile on the app or directly replying to a long code message sent by Practo. Once the appointment was cancelled, the patients immediately got a message confirming the cancellation. This ensured that they have full information about their appointment status, clarified that they had not cancelled by mistake, and avoided miscommunication.



Doctors

Once a patient cancelled an appointment, the information was also sent to healthcare providers.



SMS to Access Laboratory Reports

When a laboratory report was ready, an SMS was triggered to notify the patient with essential details such as name or ID and the report availability date. This provided convenience and ensured timely communication while safeguarding sensitive health data.



Feedback SMS

Feedback gives key insights into the patients' experiences and helps identify areas of improvement. For a company like Practo, its first priority was to ensure that all its patients were satisfied with their services. So, it was important that the healthcare providers were rated according to their treatment methodology. This is why Tata Communications Kaleyra sent feedback links to customers via messages right after their appointment. It also meant that patients could view the reviews given to healthcare providers by others on their respective profiles and select a healthcare provider for themselves accordingly.

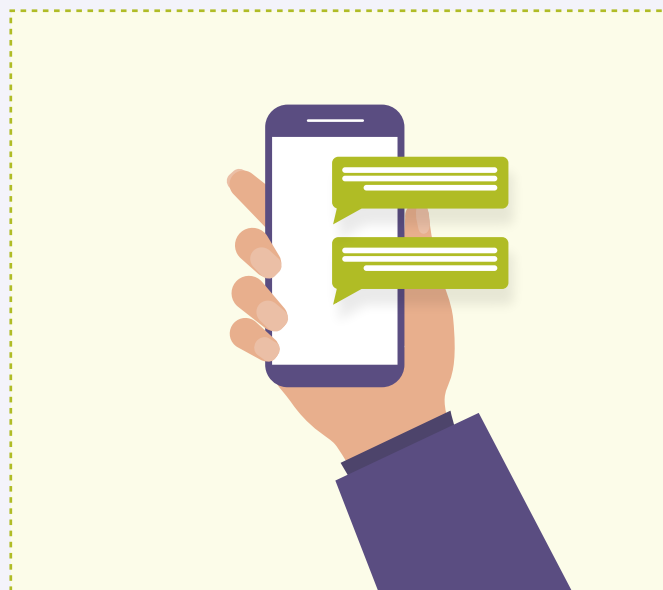
SMS to Schedule Follow-Up Appointments

Patients were provided service even after their first round of interaction with healthcare providers. Once their first meeting was completed, patients were sent messages about scheduling follow-up appointments. This ensured that patients received complete care, were reminded about follow-ups and could easily schedule the appointment. Through regular checkups, healthcare providers could also ensure that their patients were completely cured and saw desirable results.



Promotional SMS

By sending promotional messages through Tata Communications Kaleyra, Practo was able to effectively connect with its global customer base instantly. In a cost effective way, patients were informed about product launches, special offers, discounts, etc. in a fraction of the time. This helped drive traffic onto their website, increased number of patients using their platform, and also added value to their organisation. These messages were also sent to potential customers on their database, in such a way they could expand their circle of influence and turn leads into customers.



SMS to Allow Unsubscription

Patients regularly received messages through Practo's long codes. If a customer wished to unsubscribe from these services, they could reply to these long code messages with the specific key words to opt-in or opt-out.

Bridging the Gap Between Practo and Customers

Through the specific messaging solutions offered by Tata Communications Kaleyra, Practo was able to provide customised service, and stay connected to every customer, sending approximately 1.5 million messages per day. Tata Communications Kaleyra has effectively taken the concept of bulk messaging to a whole new level. By providing patients and healthcare providers the answers to all their questions even before they arise, Practo has been able to cater to such a wide audience. Through Tata Communications Kaleyra any business can send the right messages to their customers and constantly interact with them, making it the one-stop solution to all business messaging needs.



Key Takeaways

Why restrict growth when businesses can manage a large customer base without any additional infrastructure or cost? Bulk messaging ensures that the information sent to clients is read in real-time time basis. One can also automate all communication processes, reduce operational costs and understand their audience better, simultaneously.

In a time when people are always on the go or on their phone, communication through SMS for marketing, updates, promotions etc. is proven to work, ensuring that customers are completely engaged with a business's products and have access to details about it. Through Tata Communications Kaleyra, businesses can always stay connected to their customers, no matter where they are!

Business communication can get complicated. Simplify it with Tata Communications Kaleyra, a multi-channel cloud-based platform that manages all business-customer interactions effectively.

Note-This information is based on research conducted within Tata Communications Kaleyra

About Tata Communications

Tata Communications is a leading Commtech player that powers its customers' hyperconnected ecosystems through its digital fabric. We bring together tools, platforms, skills and expertise to help customers build agile infrastructure, enable compelling employee and customer experiences, deploy connected solutions and build cyber resilience. With our solutions-oriented approach, proven managed service capabilities and cutting-edge infrastructure, we enable a hyperconnected ecosystem powered by network, cloud, mobility, Internet of Things (IoT), collaboration and security services. Over one-third of the world's internet routes are connected to our network. We connect businesses to 80% of the world's top cloud providers and 4 out of 5 mobile subscribers. Our customers consistently rely on us for our expertise and our industry-leading NPS is a testimony to that.

For more information, visit us at www.tatacommunications.com

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