



# Accelerate the success of your practice

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GROW SUSTAINABLY, OPERATE MORE EFFICIENTLY AND ENGAGE WITH PATIENTS LIKE NEVER BEFORE

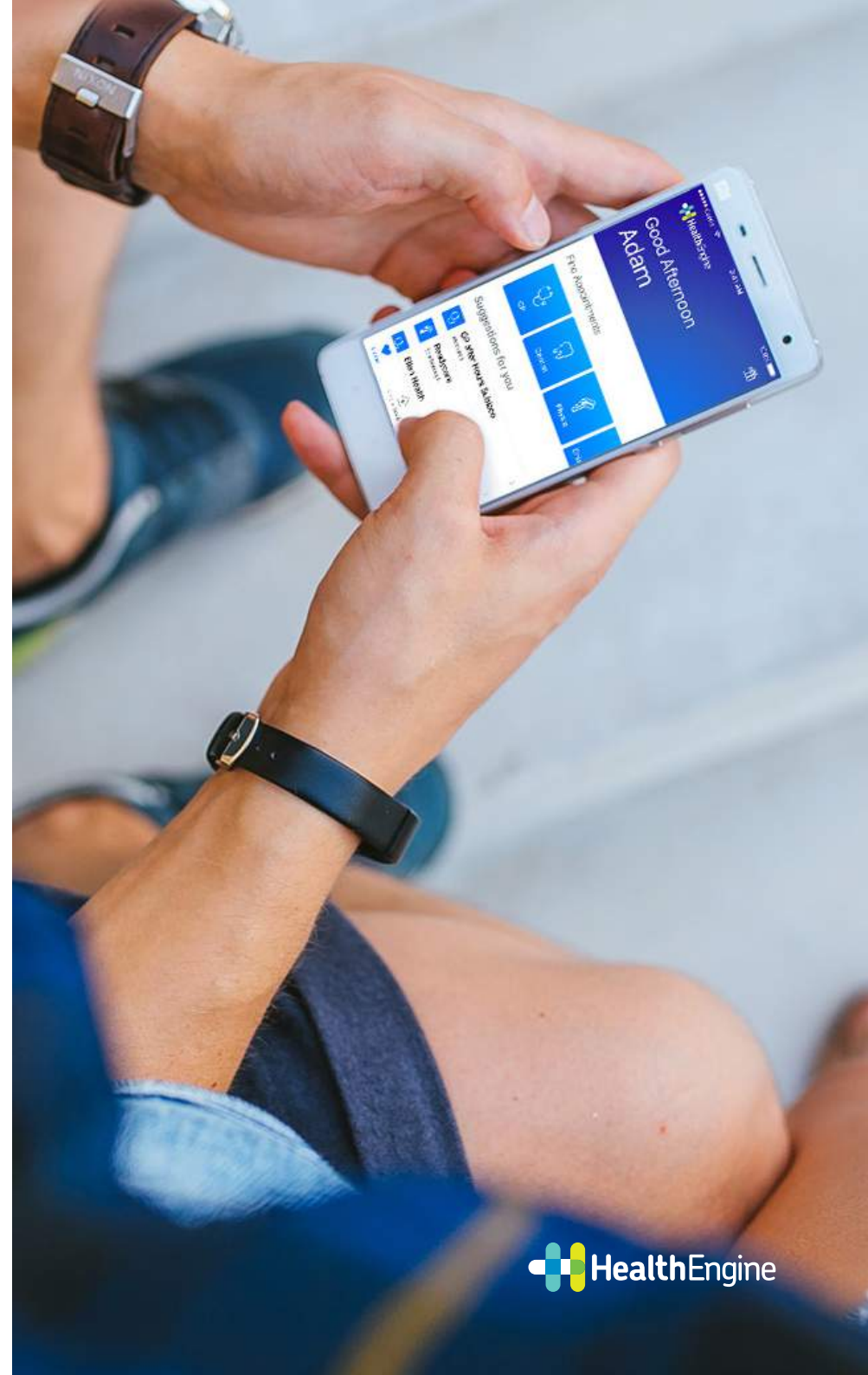
# About HealthEngine

At HealthEngine, we build products your patients love to use. Products that help them find, book and manage their health appointments online, quickly and with ease.

HealthEngine was established in 2006 by Dr Marcus Tan to connect patients and practitioners with healthcare professionals. Marcus' understanding of the complexities of our health system, and his passion and commitment to making healthcare more accessible and seamlessly connected is still the driving force of the business today.

We know that healthcare needs to be approached with greater sensitivity than other industries, so privacy, continuity of care and data security is as important to us as it is to you.

Whether you need to reach more patients to grow your business or manage your current patients more effectively, HealthEngine has the solution for you.



HEALTHENGINE FOR

## General Practice

HealthEngine provides everything a GP needs to give patients the best care experience possible. It's no wonder that Australia's most successful General Practices, like Ellen Health, use HealthEngine.

Over 1,000 patient bookings come through Ellen Health's Online Booking System each month, and that number is growing consistently.

As your practice grows, HealthEngine helps you run it more efficiently: unlimited SMS reminders with rebook functionality, automated patient recalls, online appointments that integrate with your PMS —and that's just the start.

“ We're very much a practice where if anything new comes out, we like to be the first to know about it and we jump onboard and get involved ”

*Amber Kane, Practice Manager - Ellen Health*

# HealthEngine fast facts

90%

of HealthEngine patients have only ever booked at the same practice

61.6%

of bookings are made by patients after hours.

34%

of patients look online for a practice near them when they move house.

45%

of patients attend another practice if their regular practice has no online availability.



+3,500

Practices in Australia using HealthEngine to connect with patients 24/7



+18,000

Practitioners have a Professional Profile on HealthEngine.com.au and the HealthEngine app



Top 10 in Charts

HealthEngine app is in the Top 10 Chart for iOS and Android free downloads [Health & Fitness category]



4 million

Bookings were made on HealthEngine last year

# Optimise Your Bookings


Free up your front desk and enjoy a fully-optimised booking flow

# Booking 360


The complete booking management solution to help you free up your staff, reduce DNAs and provide a better patient experience. All with one easy install and one monthly flat fee.

- ✓ 24/7 online appointment booking through your practice website and Facebook page.
- ✓ Automated appointment reminders - SMS, in-app and email.
- ✓ Manage Patient Recalls in bulk and save staff time.
- ✓ No per-SMS costs, send with confidence.

## This product includes.

 Online Booking System

 Patient Recalls

 Appointment Reminders

- ✓ Integrates with Best Practice and Medical Director Pracsoft.
- ✓ Patients can take instant action from their recall or reminder
- ✓ Changed to appointments are reflected in real-time.
- ✓ Complete control through your practice dashboard.

OPTIMISE YOUR BOOKINGS



# Online Booking System

Enabling your practice website and Facebook page to receive patient bookings 24/7, even when your lights are switched off.

- ✓ Accept online bookings from your website 24/7
- ✓ Fill gaps in your appointment book
- ✓ Reduce phone time for your front-desk staff
- ✓ Full access to HealthEngine's friendly support team

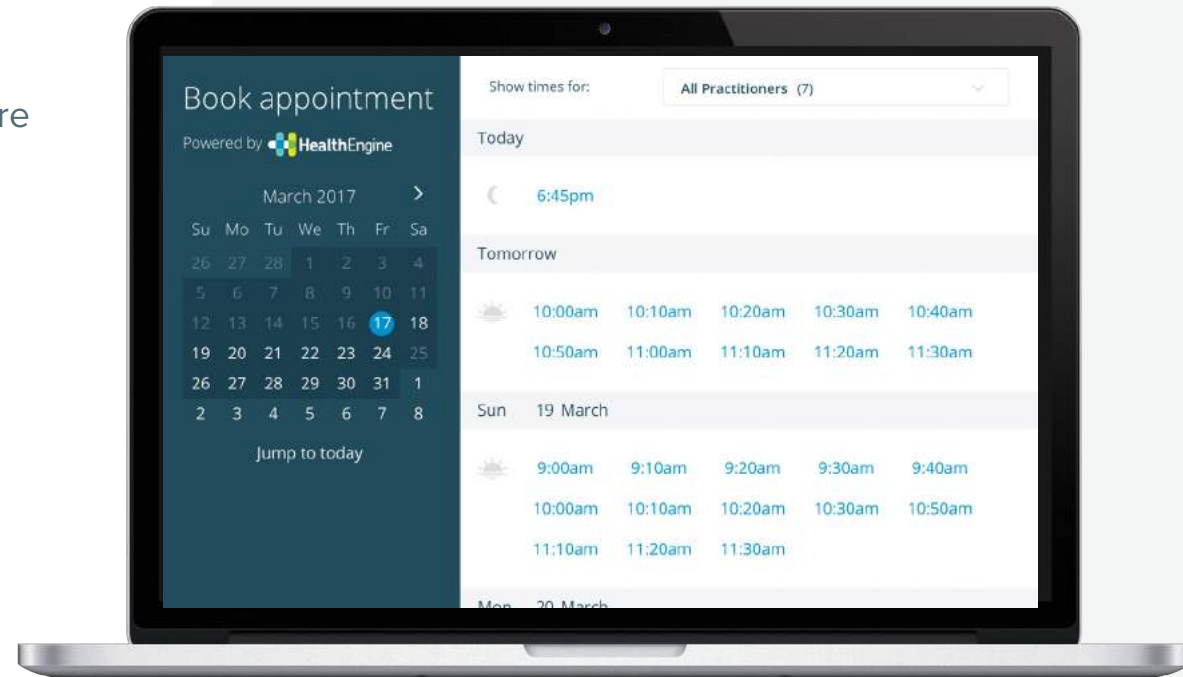
This product includes all Practice Success Tools FREE.  
See *Practice Success Tools* section for more information.

- ✓ Integrates with most Practice Management Systems
- ✓ Manual Sidebar option is available
- ✓ Customisable booking options
- ✓ Quick to install - takes just minutes

“ Our patients' feedback has been very positive; they love the convenience of finding and booking appointments online ”

*Dr Adrian Sue, Practice Owner*

OPTIMISE YOUR BOOKINGS



# Sidebar

Pump up your patient numbers with the convenience of online bookings, no matter what practice management software you're using.

- ✓ Increase patient acquisition and retention by offering online bookings
- ✓ No need to upgrade to expensive practice management software
- ✓ Reduced errors made via traditional booking methods
- ✓ Secure data transfer, strict privacy policy
- ✓ Flexible access to your appointment books.

OPTIMISE YOUR BOOKINGS



## Availability is Everything

With 45% of patients attending another clinic when their regular practice has no online availability, Sidebar allows your practice to give the power to your patients to book with you online 24/7.

Currently used by over 1800 practices across Australia, Sidebar can be installed on as many computers as required - at no additional cost - and can be used by multiple practice staff concurrently.



# Patient Recalls

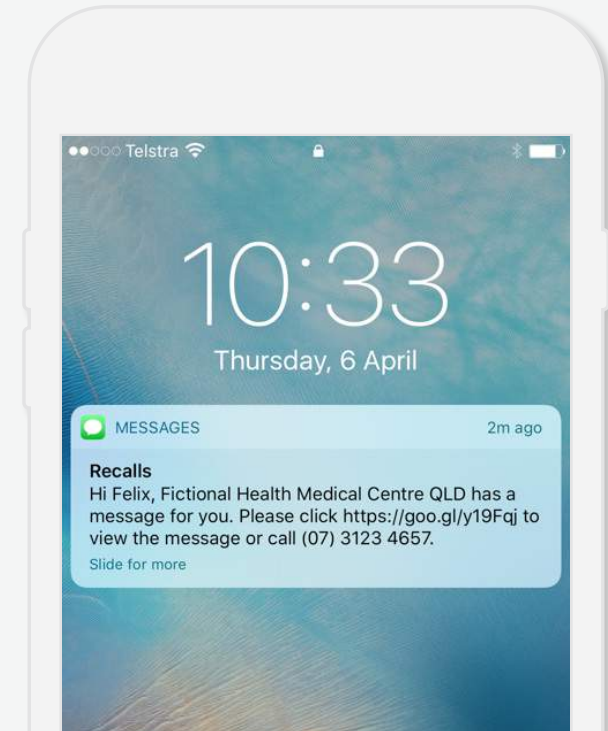
Ensure your patients receive the care they require with the efficient and cost-saving Recalls system.

We understand the need to process recalls in an efficient way which also complies with the RACGP privacy policies and provides a required audit trail on the patient file within your Practice Management System.

- ✓ Unlimited SMS recalls
- ✓ Save costs on postage, printing and stationery
- ✓ Improve patient response rate
- ✓ Managing recalls in bulk and save staff time

- ✓ Integrates seamlessly with Best Practice and MedicalDirector PracSoft
- ✓ All actions are recorded on the patient file
- ✓ Secure 3-step verification (RACGP compliant)
- ✓ Patients can instantly book an appointment from SMS recalls

OPTIMISE YOUR BOOKINGS



“ The [Recalls] system has saved us an enormous amount of time and it is easy to use. What used to involve many staff hours now involves minutes. ”

*Anthony Brangan, Practice Owner*

# Appointment Reminders

Introducing a new breed of reminders to ensure all patients know about their upcoming appointment.

Delivered via SMS or the HealthEngine app, patients can take action to either confirm, cancel or rebook; making it more than just a friendly reminder.

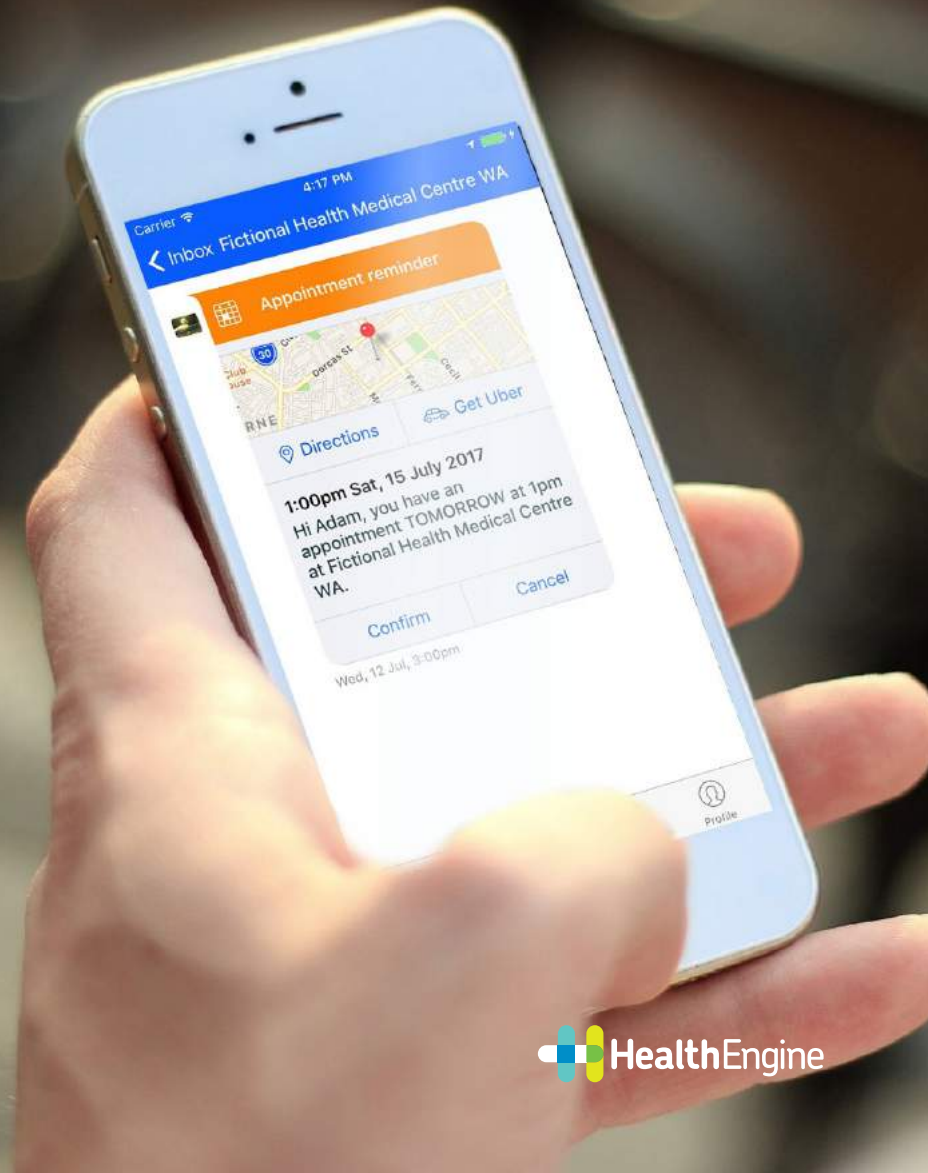
- ✓ Reduced DNAs
- ✓ Patients can instantly rebook (no need to call and reschedule)
- ✓ View all patient responses at a glance using your Reminders Dashboard
- ✓ Unlimited SMS and in-app reminders

We all know an SMS costs money to send and we want to see that cost drop for you. As your practice transitions to more in-app reminders we pass on the SMS savings to you.

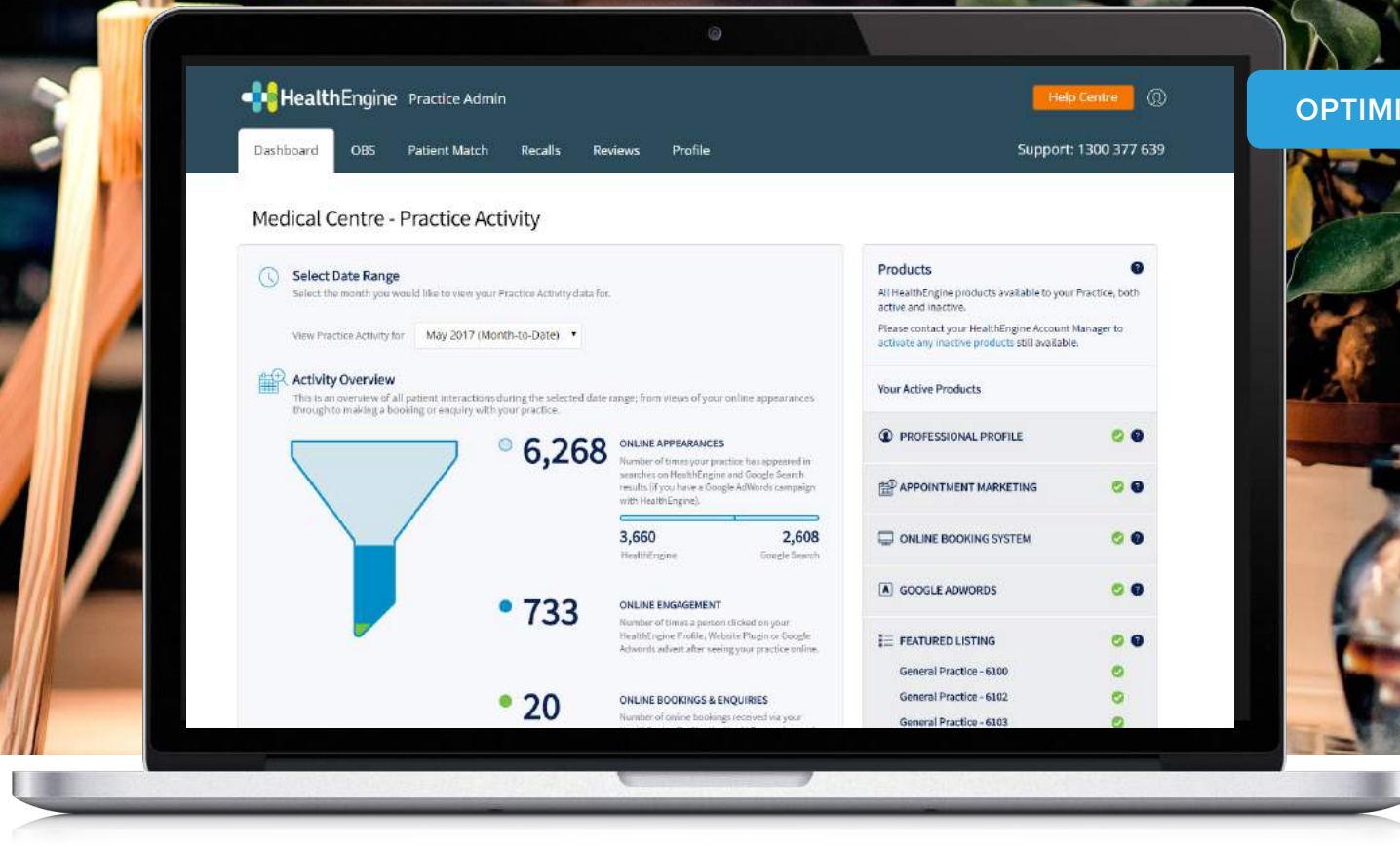
If 20%, 50% or 100% of your patients are receiving their reminder within the HealthEngine app then you will receive that same percentage off your Appointment Reminders monthly cost, ongoing!

- ✓ Cancelled appointments are instantly republished
- ✓ Delivered within HealthEngine app or as an SMS if patient is not using the app
- ✓ Seamless Integration with MedicalDirector PracSoft and Best Practice
- ✓ Customise sending for appointment type and practitioner

OPTIMISE YOUR BOOKINGS



OPTIMISE YOUR BOOKINGS



## Practice Admin Portal

With a Professional Profile on HealthEngine you gain 24/7 access to your own Practice Admin. This hosts all metrics relating to your HealthEngine Professional Profile, online

bookings activity and actions patients take. You can also, manage many HealthEngine products such as your Professional Profile, Practitioner Profiles, some appointment details and

process recalls through Practice Admin. The HealthEngine team are able to help you with anything else, whenever you need.



# Practice Success Tools

## EMAIL APPOINTMENT REMINDERS

Your patients have never been more organised

Patients that have booked their appointment online with you instantly receive an emailed booking confirmation which includes an add-to-calendar function. This ensures patients can take control of their time and remember their appointment easily.

Prior to the appointment, patients will receive a courtesy email reminding them to attend; helping to reduce no-shows and ensure patients receive the care they have scheduled.

## IN-PRACTICE SMS COMMUNICATIONS

Let your patients know next time they can book online

Give your patients something useful to do whilst they wait for their appointment; let them favourite your practice on the HealthEngine app so they can easily book with you next time.

Patients who have not booked online with you receive an SMS ten minutes prior to their appointment time which is normally when they are sitting in the waiting room. Many patients have time to look at their mobile whilst they wait.

ENGAGE YOUR PATIENTS



# Practice Success Tools

ENGAGE YOUR PATIENTS

## PATIENT SURVEYS

Giving you the ability to hear feedback from your patients

Each practice that offers online bookings with the HealthEngine Online Booking System receives Patient Surveys after each appointment to help the practice understand their patient experience. This allows practices to take action on feedback to improve their business or praise staff.

The survey responses can be viewed in Practice Admin and the practice will receive an email each time there is a new response to view.

You are able to opt-out of this free service at any point.

## RATINGS & REVIEWS

Publishing positive patient feedback to encourage new patients

The star rating in the top right corner of your Professional Profile is based on ratings and reviews from patients who have attended your practice. This helps people considering your practice to see if previous patients have been happy with their experience and would recommend your practice.

With this service switched on, you are eligible to be reviewed for the HealthEngine Patients Choice Award, presented to the top 100 practices that receive the top scores in Australia on HealthEngine.com.au

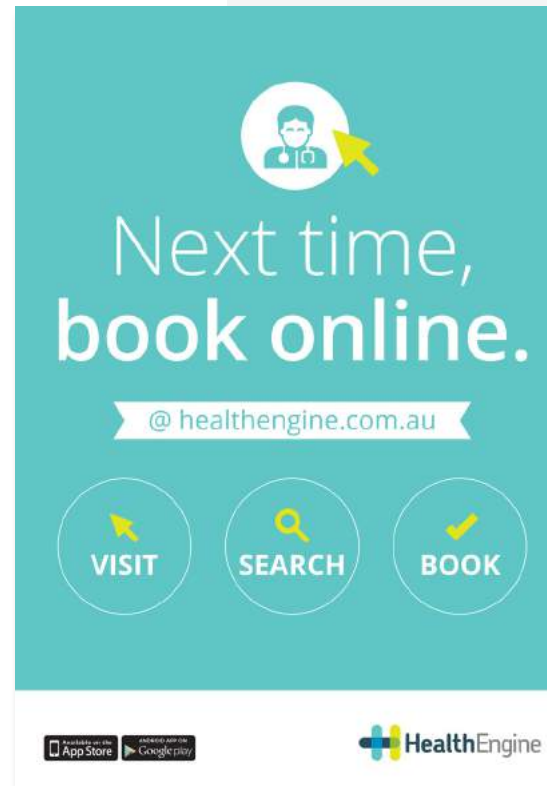
Only positive reviews that have been received will be published on your Professional Profile and this is reviewed by HealthEngine's Quality Control team. Rating scores are refreshed annually.



# Practice Success Tools

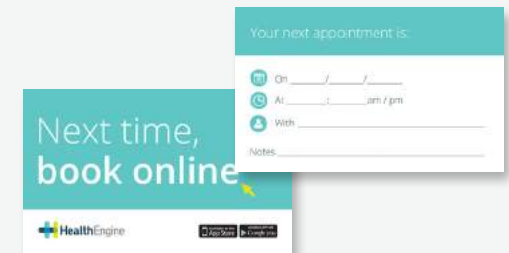
Whether you're a new practice to HealthEngine or a long-time customer, we will send you merchandise upon request to help your business get the most out of the HealthEngine products.

- ✓ Posters to let patients know you accept online bookings 24/7 and offer SMS recalls (if applicable)
- ✓ Appointment cards to help patients note information and their next appointment date
- ✓ Window decal to let your patients know that they are able to book online with you if they have missed you during business hours



Poster

## ENGAGE YOUR PATIENTS



Appointment Cards



Window Decal

# Medication Manager

Give your patients the ability to monitor their daily medication. With Medication Manager, patients are reminded when to take their prescribed doses, and prompted when it's time to rebook an appointment *before* their script runs out.

- ✓ Reduce last minute prescription based bookings
- ✓ Patients are more likely to rebook with their prescribing doctor
- ✓ View live data on patient leads and retention from Medication Manager
- ✓ Build continuity of care outside your practice
- ✓ Encourage medication adherence and literacy in your patients
- ✓ Seamless integration with Best Practice and Pracsoft - Medical Director

Medication Manager is a complete medication management tool for your patients. It's your answer to more patient-driven recalls. Through this feature on the HealthEngine app, your patients are encouraged to continue returning to your practice, while increasing their medication adherence and education.

ENGAGE YOUR PATIENTS



## PRACTICES LOVE MEDICATION MANAGER ❤️

Provide better health outcomes by enabling your patients to access medication information and dosages, exactly as prescribed, with practitioner notes sent home with them via their app.



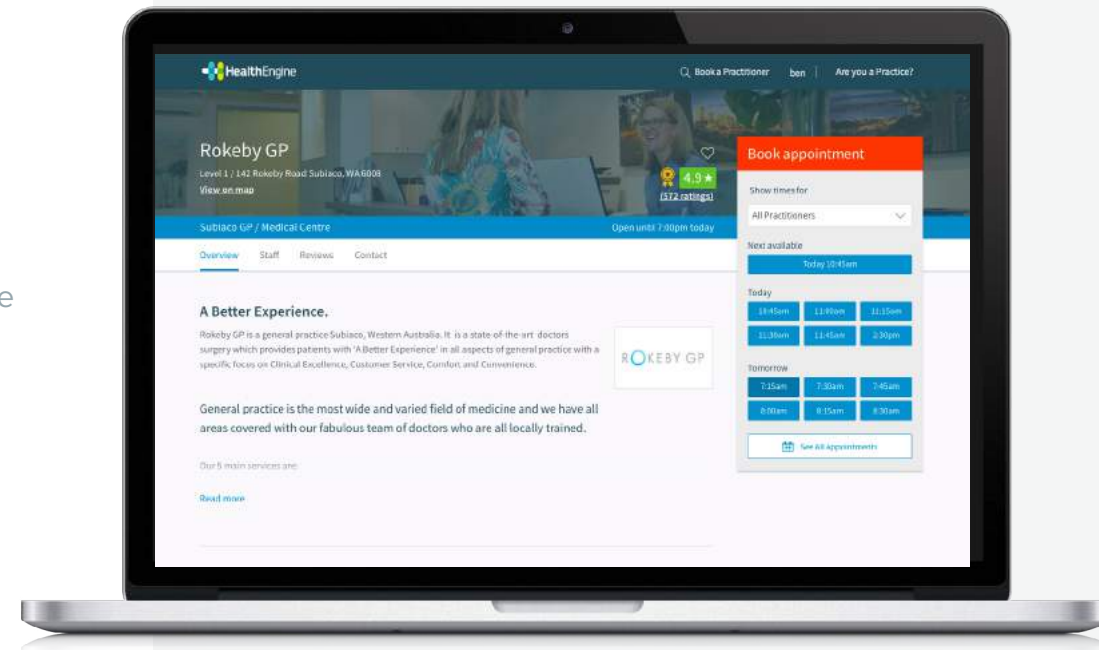


# Professional Profile

GROW YOUR PRACTICE

First impressions last. With over 1 million users searching HealthEngine each month for services like yours, you want to make sure your first impression with a patient is a good one.

- ✓ Be discoverable to patients searching HealthEngine.com.au and the HealthEngine app
- ✓ Track and measure your Professional Profile performance with monthly reports and Practice Admin access
- ✓ Improve your Search Engine Optimisation (SEO) for your practice website



- ✓ Showcase practice images in your own image & video gallery
- ✓ Display all practice details including map, website, phone and social media links

- ✓ Showcase your star rating and positive patient reviews to encourage new patients to book with you

“ I’m someone who doesn’t regularly visit the GP... so having a list of doctors to choose from was very helpful. I also love the ease of finding the availability of all GPs and determining their distance from me. ”

*Craig, HealthEngine user*

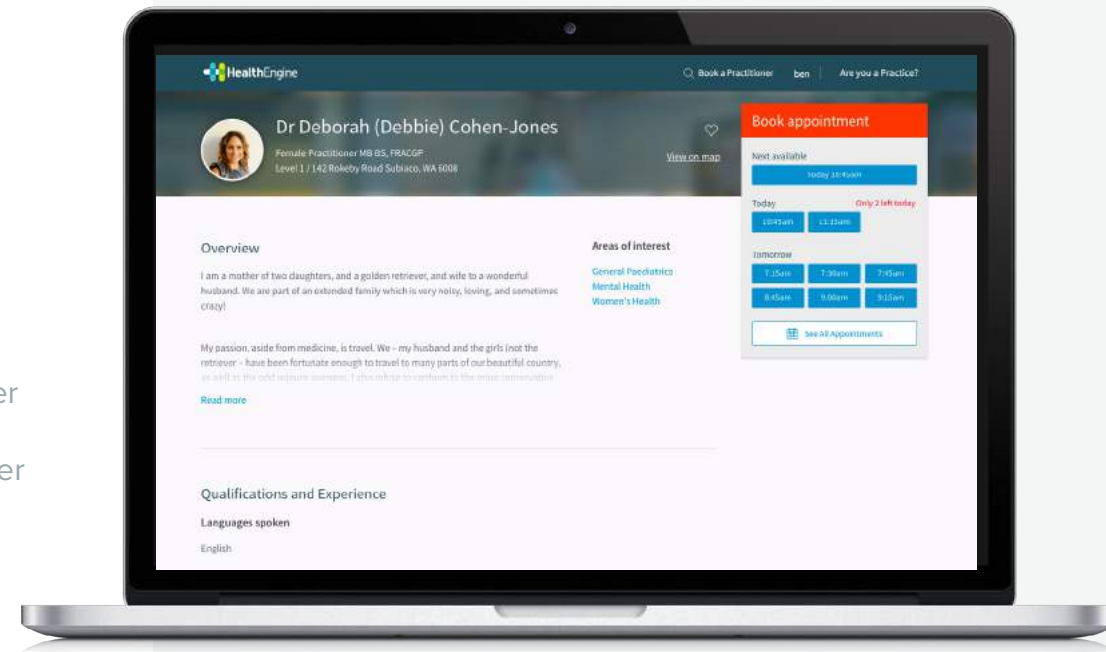
# Practitioner Profile

We understand that, as a practice, it is important your practitioners are presented well online, are linked with your practice, and are able to display information that educates patients researching them online. That is why we provide free Practitioner Profiles with your practice's Professional Profile.

- ✓ Link between your practice and your practitioners for mutual search benefit
- ✓ Give practitioners an opportunity to include information about themselves that will help patients select who they would like to visit
- ✓ Be able to review practitioner booking performance each month when each practitioner is listed and publishing appointments

- ✓ List areas of interest
- ✓ Languages spoken and gender
- ✓ Qualifications and experience
- ✓ Display practitioner appointments available

GROW YOUR PRACTICE



“ For new patients, they can view the practitioners' profiles and make a decision on who they'd like to visit ”

*Dr Shane Morley, Practice Owner*

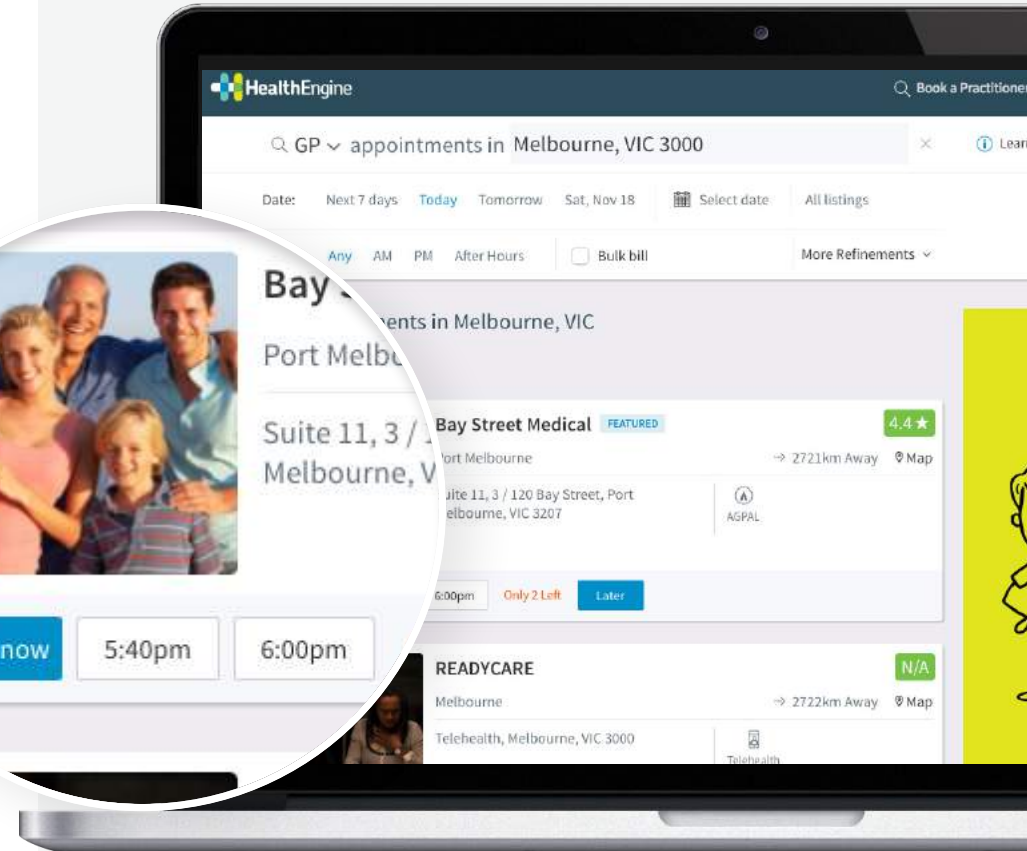
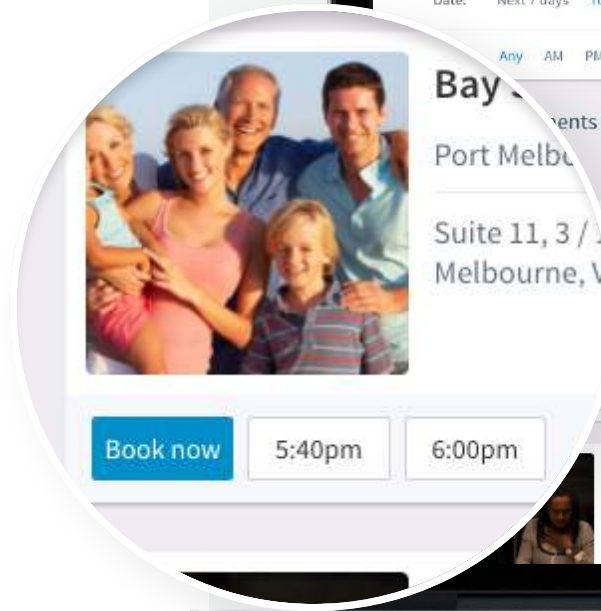
# HealthEngine Patient Match

Display your available appointments to HealthEngine users who are ready to book with you now.

This is a pay-for-performance product and there is **no charge** for existing patients to book an online appointment here. A small Match Fee is incurred only on NEW patients that book from HealthEngine.

- ✓ Fill gaps in your appointment book
- ✓ Display your appointments to over 1 million patients using [HealthEngine.com.au](https://www.healthengine.com.au) and the [HealthEngine app](#) per month
- ✓ Only pay a ONE-OFF Match Fee for NEW patients to your practice (no charge if from your Google AdWords campaign)
- ✓ Have control with capped monthly spend limits available

GROW YOUR PRACTICE



# Featured Listings

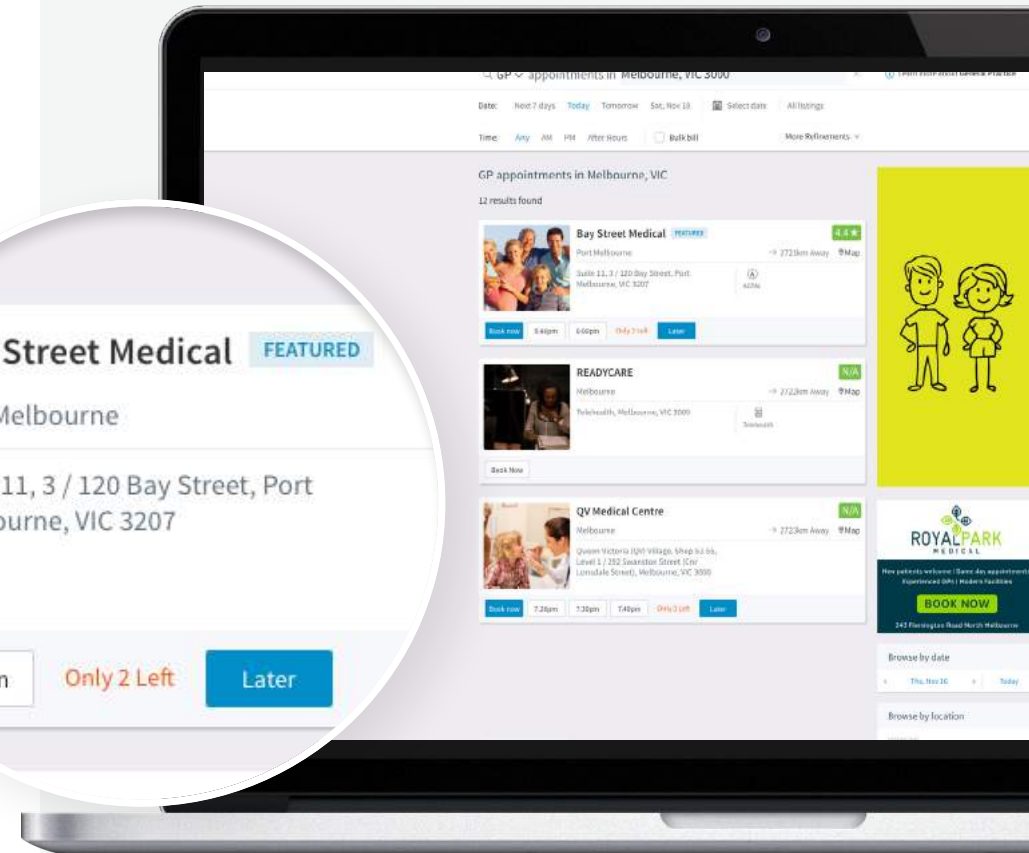
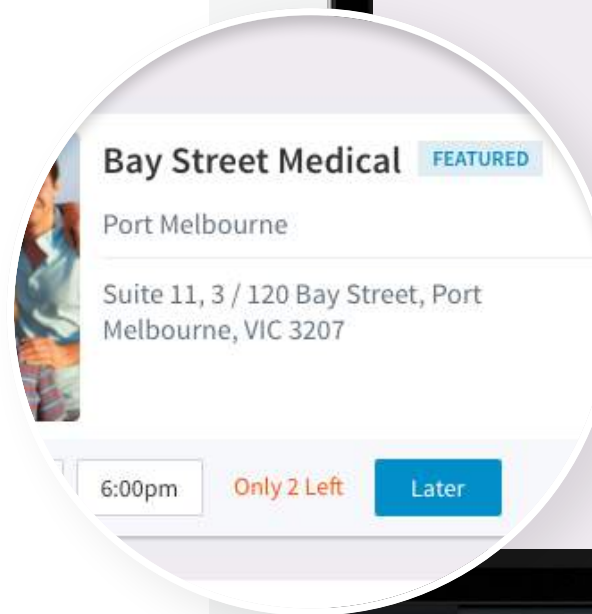
Be discovered first & stand out from the competition in your area.

In a search on healthengine.com.au and the HealthEngine app, Featured Listings appear in the top 3 positions of the results page; boosting the featured practice's visibility over competitors.

- ✓ Guaranteed appearance in the top 3 search results for a specific postcode you want patients from\*
- ✓ When coupled with HE Patient Match, see an approx. 8x increase in online bookings
- ✓ Be competitive, ensuring patients see you first when they need to act now

\* Must have available online appointments for today and/or tomorrow  
Source: HealthEngine.com.au data

GROW YOUR PRACTICE



# Google AdWords

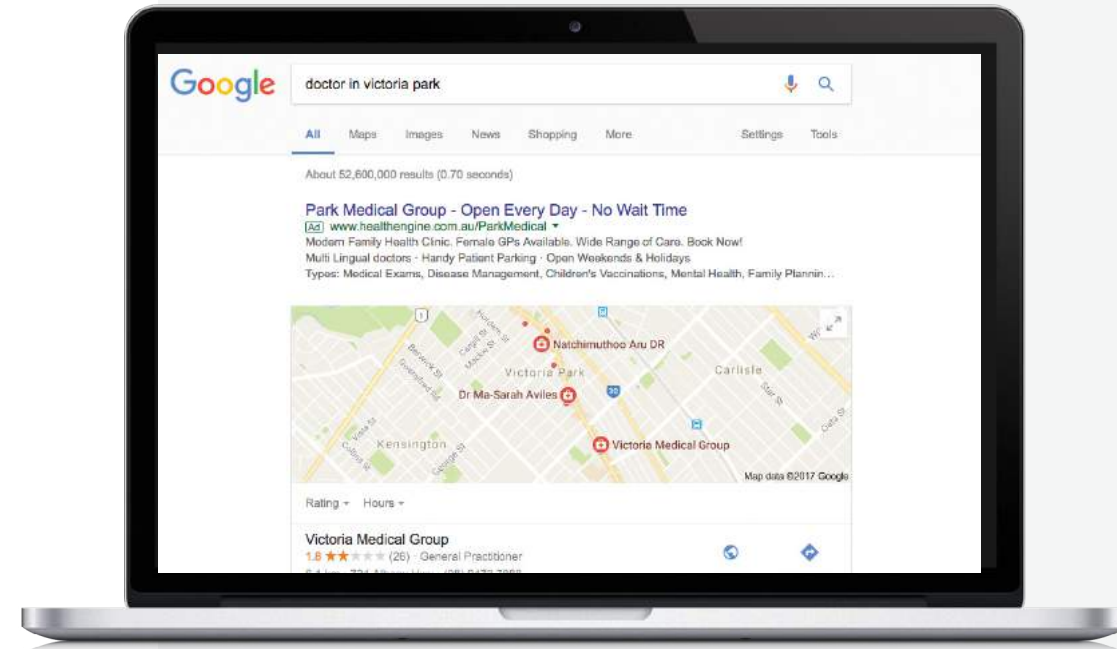


GROW YOUR PRACTICE

To attract even more patients to your practice's online bookings, you can run a Google AdWords campaign with HealthEngine.

HealthEngine is a trusted Premier Google Partner and is able to close-the-loop with booking reporting, unlike any other provider.

- ✓ Target patients who are ready to make a booking now
- ✓ Have flexibility with your monthly budget based on the results you want to see
- ✓ Pay for performance - only pay when potential patients click on your ad to visit your website or call you
- ✓ Appear at the top of search results on Google



- ✓ Ongoing support based in Australia
- ✓ Unique end-to-end monthly reporting to understand your Return on Investment
- ✓ Budget rollover; any unspent media spend rolls into the next month
- ✓ All new patient bookings generated from your campaign do not incur a Match Fee

“ Local convenience is key as “near me” searches for health-related services have doubled since 2015. People don't want to travel too far for treatment, particularly in an emergency, so they're on the lookout for local practices they can get to easily ”

Source: Micro-moments Guide - Feb 2017. ThinkwithGoogle.com.au



## Get in touch

To find the right solution for your practice, contact our friendly team today.

1300 377 639 | [support@healthengine.com.au](mailto:support@healthengine.com.au) | [practices.healthengine.com.au](https://practices.healthengine.com.au)