

The Benefits of Online Scheduling to Wellness Centers

Wellness centers rely on Appointment-Plus each and every day to improve the efficiency and profitability of their operations. They use the service to securely schedule client appointments (both self-scheduling where the client books his or her appointment online and internal scheduling in the more traditional manner), manage their upcoming sessions and clients, send automated e-mail and text reminders to clients regarding upcoming appointments, and accept online payments. One example of how wellness centers use Appointment-Plus to improve their business is detailed in the Case Study on page two.



Recent surveys conducted by Appointment-Plus show the real need small businesses such as wellness centers have for an alternative to their appointment-setting procedures:

- Before using Appointment-Plus, over 72 percent of small business owners and their receptionists manually took appointments by phone.
- Business owners chose to utilize an online appointment scheduling system for two main reasons: expand the ability of their clients to schedule appointments via the Internet (56.5 percent) and decrease the amount of time they and their staffs were spending on scheduling appointments (53.2 percent).
- Appointment-Plus helped business owners reduce their “no-show” rate by an average of almost 20 percent.
- Fifty-six percent of businesses saw their business increase since they began using Appointment-Plus.

To find out if Appointment-Plus is right for you and your business operations, please call us at 480-483-1199/800-988-0061 or visit us at www.appointment-plus.com to set up a free trial today!



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Case Study

COMPANY PROFILE

D'Arcy Wellness Clinic in Natick, Mass., offers such therapeutic services as massages, acupuncture, herbal and health consultations, psychotherapy and yoga. Administering the services are nine professional therapists specializing in the above services. The Clinic also operates a natural herbal supplement store.

THE PROBLEM

Prior to using Appointment-Plus, the Clinic did not utilize any type of self-scheduling software that allowed clients to schedule their own appointments online at their convenience. The receptionist would take most of the appointments by phone and manually enter them into an appointment book. Although not a tremendous burden on the receptionist and staff, the more traditional process of taking appointments was nonetheless inefficient. Additionally, given the number of practitioners at the Clinic, it was becoming more difficult to find an appointment book that would adequately record all of their appointments and clients.

ANALYSIS

D'Arcy Wellness Clinic wanted to give its clients the ability to schedule their own appointments online. It decided that online, client self-scheduling software could be beneficial not only as a service to its clientele, but also to its receptionist and staff, as it would free up time presently spent accepting client telephone calls and manually booking their sessions.

SOLUTION

Following an online search, D'Arcy Wellness Clinic chose Appointment-Plus as its online appointment scheduler. It provided the business with the functionality it needed for secure online client appointment scheduling.



RESULTS

Appointment-Plus is making it easy for clients of D'Arcy Wellness Clinic to schedule their therapy sessions online securely and at their own convenience. Since 2006, the clinic has relied on Appointment-Plus for client self-scheduling and internal scheduling, managing their client information, and sending e-mail reminders on upcoming appointments. Additionally, the software's ability to easily manage appointments and clients from numerous practitioners has solved the problem the clinic previously encountered when using an appointment book. Clients are now booking online, freeing up receptionist and staff time for more important tasks. Both staff and clients enjoy using Appointment-Plus.

