

Appointment-Plus Case Study: Counseling

Siloam Counseling

Client Profile

Siloam Counseling in San Antonio is a network of three experienced and individually-licensed counselors whose expertise provides individuals, couples, children, families and businesses with skills and tools that make a successful, healthy life possible. Individual, couple and family counseling focus on such areas as depression, anxiety, marriage and family relations, women's issues and personal growth.

The Challenge and Problem

Prior to using Appointment-Plus, Siloam Counseling took appointments by phone and through a paid answering service. In addition to the high number of phone calls from clients looking to book their appointments, the system did not provide a way for staffer Michelle Schraub to efficiently manage scheduling and off-site billing for the practice's three therapists. One therapist also desired the ability to allow his patients to book their counseling sessions online.

The Discovery

Siloam Counseling determined that Web-based scheduling software would be beneficial to their appointment and billing needs. Among the functionality sought in a new system were ease-of-use for both therapists and clients, online self-scheduling for its clientele, and affordability.

The Solution and Implementation

Ms. Schraub conducted an online search to learn about appointment-scheduling software providers. After researching several companies and their capabilities, she chose Appointment-Plus for her appointment-scheduling and client management needs. The software provided all of the functionality she sought for the busy counseling practice.

The Results

Appointment-Plus has been a great fit for Siloam Consulting's appointment-scheduling and client billing needs. Ms. Schraub uses the software to book appointments and manage client information for all three therapists. Two therapists utilize the software for the internal scheduling of approximately 20 weekly clients each, while the other therapist allows his 38 clients to book their appointments online. Clients have responded positively to the online appointment scheduler: over 95 percent now use it to schedule their future appointments at their convenience 24 hours a day, seven days a week. Ms. Schraub adds that many clients book their weekly appointments months in advance and enjoy receiving e-mail reminders on their upcoming counseling sessions. Client self-scheduling has also attributed to a 75-percent reduction in the number of phone calls from individuals seeking to book their sessions, saving Ms. Schraub valuable staff time.

***Appointment-Plus** (www.appointment-plus.com) is the worldwide expert in online scheduling solutions and creator of the scheduling industry's most flexible and feature-rich software program. Servicing over 100 different industries in 16 countries throughout the globe, it's the premier Web-based booking application for growing businesses, enterprises, higher education, government and logistics. With over 15 million end-users and 80 million appointments booked since its inception in 2001, Appointment-Plus is one of the fastest growing cloud-based services in the world. Headquartered in Scottsdale, Ariz., organizations ranging in size from Fortune 500 companies to small businesses use Appointment-Plus to book an average of 3 million appointments monthly.*