

Message Dynamics

Attract new customers, drive customer loyalty and maximise your dispensing opportunities

Cegedim Rx is now offering customers an SMS and voice messaging service. This will help you to maximise your dispensing opportunities by increasing customer loyalty, attracting new customers and making your pharmacy even more convenient to use.

What is Message Dynamics?

Message Dynamics is the leading supplier of voice and text messaging solutions in UK healthcare and is integrated into Pharmacy Manager and Nexphase. Your PMR system will automatically generate SMS and voice messages on your behalf, allowing you to increase communication with your customers without increasing the size of your team. You can now simply text or voice message your patients to remind them when their prescription is due and inform them when their prescription is ready for collection. Increase loyalty by giving your customers another reason to return to your pharmacy.

The Benefits For You

Ensure your customers return to you again and again.

Message Dynamics delivers to you the maximum number of dispensing opportunities by asking your repeat patients to confirm that they need their repeat prescription renewing and their items dispensed.

Reduce the risk of expensive products being dispensed but never collected.

Patients are prompted to confirm that they would like to order their repeat prescription items and asked to simply call the pharmacy if they wish to cancel their prescription. Should a patient call to inform you that they no longer need their repeat, neither the patient nor your pharmacy will be billed for using the Message Dynamics service.

Maximise dispensing productivity.

Message Dynamics frees up valuable staff time by eliminating the need to take numerous calls from patients asking when their medicines will be ready. Message Dynamics also reduces the number of customers queuing at the counter; simply let them know that you will send them a message when their medicine has been dispensed.

The Benefits For Your Patients

No wasted journeys or long waiting times.

Now customers can choose to receive a message when their prescription is ready so they can run other errands while their prescription is being prepared.

Patients choose communication method.

A familiar computerised voice reassures patients who would prefer a more personal service or alternatively for speed and convenience customers can choose to receive the message via SMS.

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The Benefits

For your customer:

- **More convenient** – Choice of SMS or voice messages on patients' prescription status.
- **Increase compliance** – Never fall behind on repeat prescriptions.
- **Accessible service** – 84% of the UK population has a mobile phone.

For your pharmacy:

- **Increase pharmacy efficiency** – Spend less time making and receiving customer phone calls.
- **Increased customer satisfaction** – Attract and retain customers by offering an SMS or voice service.
- **Increase revenue** – Increase the number of repeat prescription customers by becoming the pharmacy of choice in your area.



