



# **PERFORMANCE** Spine & Sport

## **SHORE** CASE STUDY

# PERFORMANCE SPINE & SPORT

With SHORE Customer Management Dr. Rinn has an overview of his patient data and can even coordinate appointments when he is out of the office. 2 new regular patients a week can be traced directly back to the online booking system, the number of cancelled appointments has been reduced by 70% through the text message reminder function, and 100% of his patients are satisfied with Shore's services.



*“Without Shore, I would have to run back and forth to the computer all day, and that would be highly impractical.”*

Dr. Rinn, Performance Spine & Sport



## ABOUT PERFORMANCE SPINE & SPORT

Being a successful college athlete, sports has been an important part of Dr. Rinn’s life ever since he can remember. However, a severe athletic injury almost changed his life forever. Not only was Dr. Rinn scared of having to give up his athletic career, but he feared that he would never be able to walk again. After trying out numerous treatments from many specialists, he finally decided to go to a chiropractor. Surprisingly, the Chiropractic treatment gave him the hope and the results he needed. His chiropractor made Dr. Rinn’s dream come true by getting him back on his feet quickly; something he could not have imagined.

After seeing how his chiropractor helped him to get back his ability to move and live a normal life, he knew that this was a career that he wished to pursue: helping others. Dr. Rinn’s passion for helping people in need, his keen interest on how the human body works and his strong motivation to find solutions on how to keep the body functioning as long as possible, are amongst many factors that directed him change his major to pre-med.

After successfully finishing his Doctor in Chiropractic at the Palmer College of Chiropractic – where Chiropractic started, he took over Performance Spine and Sport; which previously belonged to a different owner. Since then, the practice has more than doubled in size and he was even able to extend the number of staff members; and even an additional chiropractor. Through Performance Spine & Sport’s friendly atmosphere, promising results, and passionate employees, it has not only been voted best chiropractor in the community but even is home to many celebrity status patients.

<b>Name</b>	Performance Spine & Sport
<b>Industry</b>	Health
<b>Product</b>	Shore CRM
<b>Country</b>	USA
<b>City</b>	Geneva

# THE CHALLENGE

Dr. Rinn knew from the very beginning that he was in need of a business management software. Because many of his patient's appointments are repetitious by nature, pen and paper don't get the job done. He spent a lot of time researching the web in order to find a solution best for his practice. Time efficiency plays a crucial role in his job. If one patient comes late it can cause a mess in an entire day's schedule and lead to other patients having to wait. Therefore, he needed a software that could send out automatic reminders in order to prevent these types of situations.

Giving his patients his full attention in order to provide them with the best medical care, it was difficult for him to keep track on what appointments were coming next and what he needed

- Unclear appointment planning
- Interruptions
- Loss of potential customers due to missed calls

to prepare for the next day. Therefore, one of his main credentials was a mobile assisted system that he could access anywhere on the go; even outside of office hours. Dr. Rinn always had to go to the computer, located in the front of the office, in order to see what appointments were scheduled next, which took away time he could use for extra preparation for his patients.

Another problem was that many of his potential patients were calling outside of office hours, thus being unable to reach him in order to schedule an appointment. Other than that, he wanted a software where patients could express the quality of the services they were getting; a feedback portal. He knew that he needed a great software in order to run his practice the way he had always dreamed of.

- No automated appointment reminders
- No way to manage appointments on the go

# THE SOLUTION

Dr. Rinn had done immense research on the best software solutions and knew exactly what he was looking for. When a Shore demonstrator showed him the software, he was more than satisfied and knew right away that this was the software he would purchase for his practice. "With Shore I can send out unlimited texts to patients, while other software providers make you pay per text message; this adds up quickly". Dr. Rinn was particularly impressed with the customer service. "The service is ideal, because I can always get ahold of someone when I need assistance". He finds that the online demo and the subsequent personal onboarding are very easy to understand and that the software is very simple to use and there is almost no training or transition time.

Dr. Rinn also loves the SHORE Merchant App, where he can edit appointments on the go, outside of the office- or even from the back of his office where the patient rooms are located. This way he doesn't have to run back and forth from the patient rooms

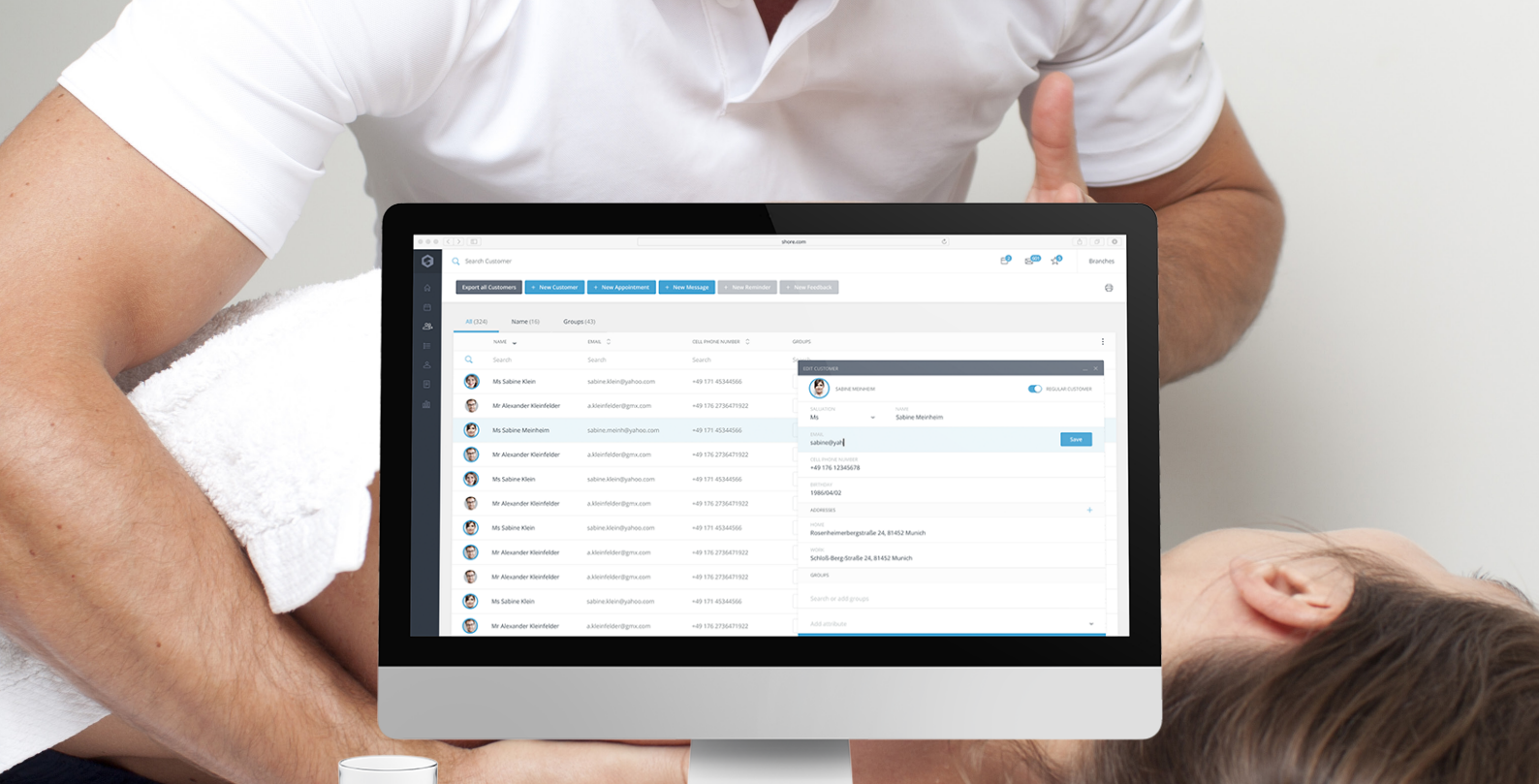
- Ease of use
- Little or no transition time
- Unlimited text message reminders

to the front desk computer and can use this time prepping for upcoming appointments. "Thanks to SHORE, my workday is simple and flexible. I can concentrate fully on my patients and their health, allowing me to focus on what's important!"

With Shore, Dr. Rinn has a live feed of what rooms are being used and where the patients are. He is more connected with his patients. One of his favorite parts of Shore is the simple drag and drop function in the calendar. Through the drag and drop function, he can easily schedule appointments without having to edit them by typing in all the information manually.

He has also received a lot of positive feedback on the App! "Having our own App and giving our patients the ability to book online gives us that one extra step in customer service that sets us apart from the others". Thanks to Shore Dr. Rinn and his colleagues are able to keep a means of communication with their patients even when the office is closed.

- Unique, personal customer support
- Own mobile application



*"The cost of Shore is at least half of the price of the competitors I was researching and does just as much or even more!"*

## THE RESULTS



New patients per week can be traced back to Shore's booking system



Reduction of cancelled appointments



Patient satisfaction with Shore's services