# 5 Must-Knows for Patient Engagement & Practice Growth Transcript

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## Introduction to Patient Engagement Trends

Hello, everybody. This is doctor Bob Hoffman from the Master's Circle Global, and I am so excited about today's interview. Another terrific interview for the Practice Upgrade Summit.

You're going to absolutely enjoy it. Stay tuned. Today's conversation is about patient engagement trends. Every one of you should be laser focused on wanting to learn more about that.

The five musts for practice growth. And our guest today is none other than Steve Weber, who's an enabler a conversation enabler. He's the chief driver of progress at Zing IT solutions, an industry leading mobile marketing platform.

And he knows that talk isn't cheap. Zing. It is a robust, text based patient patient message platform that automates getting patients into your practice, making sure they have a great experience, and keeping them coming back for more.

Over ten years ago, Steve could see the world was starting to spin on a new axis, one made for mobile devices. People are talking with their fingers and text messaging quickly became the preferred method of communication for so many consumers.

A huge barrier was erected between doctors and their patients. And Steve works every single day to show doctors how to tear it down. Steve's focus is putting the personal touch back in non personal communication, reaching new patients, delighting existing ones and growing practices faster.

Welcome on to our call today. I am so excited to have this conversation with you, Steve Weber. Steve, what a pleasure. Thanks for having me, Bob. It's a pleasure for me to be here.

I'm really excited about this event. I'm excited on the ability for so many doctors to quickly and easily get this great content that you're curating together.

And I sure wish we could all be together live. But I think you did a fantastic job in finding a solution that works. Thank you Steve. I couldn't agree with you more.

I miss being in the energy field with people, but with what's going on in the world, this was our best option and I'm super excited about it. Hopefully next year we can all be live together again.

## Why Text Messaging Outperforms Email

So let's get right into the material on how to help these doctors who are watching this interview, how they can grow themselves and grow their practice.

Why text and not email? Why is text becoming the preferred option? Well, it's really about the trends of the patient, right? So if I talk to doctors and kids, they tell me, well, you know, I'd rather talk to them on the phone.

And, you know, I don't disagree. I'd like to talk to them on the phone as well. But we can't control the trends of the patient today and the consumer.

Right. So when we look at it, it's really a numbers game. And I can't tell you how many times I talk to doctors. And they're like, well, what do you do?

You know, we're at an event like, you know, the Master Circle event. And and we tell them, well, we help you

engage with your patients, we do this, that and the other, and they look at me and they say, well, I already do that.

And I say, well, okay, how do you do that? And they go, well, we do it through email. And so, you know, studies have shown and the study that I'm going to reference here is about four years old.

And it says they open rates about 23.5% from a practitioner to a patient with via email. So with texting we're talking about a 99% read rate within three minutes.

So initially everybody can do that math right. So if I'm sending out information the chances of it getting opened are 23%. The email, the chances of it getting read via text are 99%.

I know that significantly better, right? So why would I not, as a practice, try and make any communication that I send out four times more effective 100%?

And well said on your part. You know, we live in a world that we have to have an ability to influence how people think and behave, specifically our patients.

We have to have a communication method that actually works. And, you know, if only 20 or 23% of emails are getting through. That's great for the 23% that open it and read it and understand it.

But there's a lot that is getting wasted or not opened at all. So, you know, as chiropractors, we know that life is one adjustment after another. And one of the adjustments is we have to start not dropping the email, but starting to really incorporating texting out to people.

So this is a really critical step. It's an adjustment in how we think and how we run our practices. Because at the end of the day, as you know as well as anyone, Steve, it's those of us who are better at communication, the ability to connect with other people to influence how they think and behave are going to be the winners.

So I, I'm so happy that there are companies out there like zing It that can help us communicate more effectively to patients. So how does a doctor who's never really done this, or is still putting in the individual one text at a time, how do they how do they move forward?

How do they get into this new generation? Well, I think the first thing is you have to look at finding the right company to work with. And I'm going to give you a tip in that area.

It's about really one thing. At the end of the day, it's about the ability to integrate with your HR. And so if you don't have the ability to integrate, you can't automate.

And so in order to scale build the practice and give the owner the the doctor that peace of mind, they need to know that things are going to happen predictably and consistently.

And the way to do that is through automation. And we can only automate if we can read the data from your EHR, where you're keeping your schedule and your patient information.

So at Zing It, we have over 100 integrations.

## Integration, Automation, and Delivery Methods

So if you see, you know, there's other companies out there and people ask us all the time what makes you different. Well, the ability to have those integrations, the ability to customize things, to work exactly the way you want your office to work as opposed to everybody else out there.

That's where zing it really shines. We don't integrate with, you know, the top three, practice management companies only when we integrate with 100 of them.

And what's changing every day is offices are bringing on more new innovative HR practice management software. And so zing it's really built this engine to build those integrations, because we know that what helps a doctor quickly and easily make that step.

So that's number one. And it's really when you start looking if there's no integration my suggestion is move on to someone that does have an integration because that drives that automation.

So we know that's the first step. The next step is to make sure that you have great delivery. And so a lot of talk has been made over the past couple of years around using your own business telephone number to deliver text messages.

And that's great if you're very low volume or you don't really want to deliver content, because this is an evolving world and I don't expect doctors to understand the world of mobile communication.

But, you know, just look out there. We've got carriers buying other carriers and consolidating networks. And it's not simple. So we offer options to deliver messages not only through your own business telephone number.

We can use another long code, which is a regular telephone number. We can deliver through toll free numbers. And we're one of the only companies out there that has the ability to deliver through Shortcodes.

And so you might ask, why does all that matter? Well, the moment you have a problem with AT&T, for instance, if you're with another company, it it might be tough with zing it.

We can move you on to another delivery method instantly so you don't miss a beat. It's very important. So I didn't even realize that. I'm so happy you shared that with us.

But, Steve, I'm sure there are people watching this conversation between you and me who are really not in the world of texting yet. They know they need to get there.

What would even be the best strategy for someone new to this? To collect cell phone numbers? Well, the nice thing is that most of the patients that you're acquiring today, the new patients, the data that you're entering in, whether you put it in a home field on your your practice management software or you put it in the cell phone, it's most likely a cell phone.

And that's driven by the percentage of people that no longer have home phones. They have one phone number, goes to their cell phone. That's their primary device.

So. Excuse me. What? Zing. It. What we do is we pull all those phone numbers out of your car, and we'll figure out which ones are valid mobile numbers.

So when we initially set you up, excuse me. We will get as many mobile numbers out of your database to get you started. And you don't have to know who their cell phone carrier is or know which field the phone numbers in.

So that makes it really easy to start out with as much mobile enabled customers as you could possibly have. Now, going forward, when you go to deliver a message, the zing platform, for instance, with reminders, if we don't have a mobile number for that patient, we do things like we enable phone call backup reminders.

So that means if they do have a landline, they can get a phone call reminder.

## Building Mobile Numbers and Review Campaigns

And then you can see in our system which patients got that. And then the next day when they come in you can ask them for a mobile number to put into your software.

Terrific, terrific. Great information and very practical. You know, I'm sure there are docs watching this. There are so

many doctors registered for this, summit, they might not even know what kind of content should I be putting into the text.

So, again, I know this is so basic for you. But there are doctors watching that know the answers to those questions, but others that don't. So what kind of content that we texting out?

And is there even a limit to how much material we can be putting in there? Yeah, I mean, I think, you know, we talked about kind of the five, five steps and, and we've talked about two of them, which is you got to have the, the integration because that allows you to automate.

You got to have the right your delivery method. Now let's talk about putting that into action. Right. So what's your strategy going to be. And if we think about the life cycle of a patient we can look at three main areas.

So we've got well two main regarding to the patient. So we have three areas with the practice. One is how do we attract and convert those new patients.

Two how do we engage more patients to convert them into care and keep them long term. And then three how do we ease the communication? How do we make your office so accessible for that patient.

And that in turns drives a lot of efficiencies at the front desk. Right. So that's simple things like patients being able to reply to appointment reminders and talk to the front desk.

I mean, you might not think that's a big deal, but it's massive when you look at productivity at the front desk. So when we talk about attracting, that really has to do with this concept that I want to spend a minute on, which is commonly referred to as local SEO.

So it's not your website, right. And I'll give you an example. Real life example. Last night when my wife said, you know, I'm coming home, I can pick up takeout.

Can you call it in? Well, it was a small Mexican place. It's a second location. And there Google my business was not set up. I got so frustrated because I googled the name, and I wanted the Google my business profile to come up so that I could call from there, and I can look at the menu from there, and I couldn't do that. That was really frustrating.

So imagine if doctors don't have Google my business. If they don't have reviews on Google My business, our patients is going to call them. Probably not.

So local SEO means that when I search, I'm looking for someone around me. Google says that 70% of searches have local intent. So to do that, to get on that result for that patient when they search, all the practices have to do is make sure their address is correct in their Google My business right now, they're going to see us.

Well, how do we get them to call us? We need to make sure we have more reviews, more five star reviews than the people around us. So number one, want to attract more patients.

Make sure your Google your business is set up properly, and make sure you have a ton of reviews, so zing! It helps you do that. And getting those reviews without any work from you or your staff, every doctor's like, okay, tell me more because that sounds good, right?

So that's what we do. And guess how we do it? We integrate with your EHR software. We know when a patient's in there, and then we automate that whole process in the most effective manner.

So I'm not doing anything. And boom boom boom I'm getting reviews because zing it is tied to my EHR. Now once I search on Google and I see those reviews, I might call the office, but I also might search on Google and want to get more information.

Google says that 50% of searches never leave Google. What that means is you get the information you need from the Google My Business profile and you don't go any further.

The other 50% are most likely going to go to your website. Now websites are great, but when it comes to requesting information or requesting appointments, most of them have very limited functionality.

You fill out a form, the office gets an email. They try and call you back. They send an email. Maybe they send a text message right? So what we want to do is we want to make that conversion of that patient, visiting your website and converting them into a new patient.

We want to make it really easy. So that's our next step attract and convert. So we convert. How do we do that. Well we have tools to help you do that.

We have our web chat to text. I like to refer to it as the text bot. It's the same thing as you've seen chat bots on websites sets in the bottom right hand corner.

It's a little icon, but when they hover over it, it engages them by asking their name and phone number, and then it automates a message to them to start a conversation.

And when they reply, it's going into the inbox that the staff is using to converse through it. So now I've taken a visitor on my website, and within seconds I've gotten them into a text conversation on their phone.

So if they leave the website, it's fine. I've still started this conversation. And in most cases, that's done through my business telephone number. And you know, I just can't tell you how important that is, because the Harvard Business Review did a study and they said that if you reach out to a web visitor more than five minutes after they submit a request, you're ten times less likely to convert that.

Now, I have yet to meet a doctor that has told me that if somebody fills out a form on the website and the front desk gets an email. I haven't found one that said yes.

We always get in touch with them within less than five minutes. Most of them say 30 minutes to an hour.

## Writing Effective Texts and Using Rich Content

It with today's patient. Mobile enabled patient. They want instant conversations. So the web chat to text is a tool that you want to deploy on your website through using it, so that you convert more of those visitors.

That's great. You know, just a story on this subject that just happened to me this week. I purchased a hydrogen infused water filtration system for my new home.

I just recently moved to Florida. And the company that I purchased it from, Synergy Science, another dear friend of the master Circle Global. Like it?

They get a plumber to come to your house that knows how to install it. So I got an email from them yesterday. I have this plumber in this town who can come on Thursday between 3 and 4, or I have this plumber from this town who can come Friday between 10 and 12.

Which one works best for you? Well, to me it didn't matter if it was Thursday or Friday or what hour. I google them and they both had about an equal number of reviews.

But the Thursday company had two stars and the Friday company had four stars. It didn't matter what day. I wanted the best plumber to install it. So I agreed for the four star plumber to come Friday.

And, it's just it's an example, an everyday example on how what we would call five star reviews, why they're so critical for us, and we've got to be able to cultivate them.

If every single week you're getting 3 or 4 or 5 or 6 more five star reviews, if I'm looking up somebody online and you've got 155 star reviews and somebody else has 22, I'm going with you every time.

And doctors need to understand that, Steve. So is is getting a review as simple as just asking for it? Do you guys have a methodology above and beyond what you've already shared on how to do that?

Yeah, I mean there's there's several steps. Are involved. Number one, you need to send the review at the right time. Number two, it needs to know if a review has been sent before.

So you don't pester above the patient. Right. In addition, it needs to be really easy for them to leave the review. One click, one click. Right. The review done right.

And so then also we want to make sure that if maybe they didn't complete the process, maybe we send them a little nudge the next day if applicable, to get them to leave the review.

So that whole review funnel and follow up process is kind of the magic that gets you better results. Plus it's coming through text and it's automated.

So those are the really important things when you're looking at getting, you know, our average new client in the first month is getting 23 new reviews.

So that's, you know, when you look at how many you need with the competitors around you, you know, you can set your goal and we can help you achieve that.

That's great. And those are awesome statistics. So what's the best content to be putting into text messaging. And is there some pointers on how to write successful text.

Yeah. So we'll start you out with templates that most offices use. But you know, I sometimes will use an analogy that is, an acronym that is not mine, which is spear short, personal and expecting a reply.

So you don't approach a text message like a letter. You approach it like you would text someone you know. And let me give you a great example. Is a patient misses an appointment.

Do you want to send a text that says you missed your appointment today? Please call the office. Or reply to reschedule. Or might you say, hey, we missed you for your appointment.

Bob, are you okay? Question mark. Now, the chances of you replying are going to be greater to that because they're like, oh, he's worried about me and I have not met a doctor that hasn't had something happen to a patient on the way to the office.

So asking that question is, is really a fair question because everybody's been through that. If you've been in practice for a while. So that's great for writing the text messages.

Now you ask about content. Now content is really what we're talking about here is pictures and video. So how do you make pictures and video work for you?

And when you're delivering those we have the ability to help you build mobile web pages. And these are tiny web pages designed to fit on a mobile phone.

And there's very limited content in there. You can put a picture, you can, write text, you can add buttons. Those buttons can links that link out to places on the web.

## Recall Campaigns and Optimal Text Frequency

You can add a thumbnail for a video. And so a couple examples are, as we like to say, use cases. Or we can take

your appointment reminders and we can send different messaging and video content for a day.

One opposed to a normal adjustment. And so, you know, let's say you include a test, excuse me, a a introduction video from the doctor just walking and letting them know what to expect.

So you can include links to online paperwork. They can fill that out in advance. You can include a Google Maps button to get directions right on their phone.

How cool of a first impression is that? Very. So then we follow up and we can we can take that further. We can deliver patient testimonials, maybe before a report of findings or doctor's report, because then we want to make sure they feel comfortable and they see other patients having success.

We can stream reviews right to their phone. And this can all be tied to the appointment reminder based off of the type of appointments they're coming in for now.

Those are two really good examples. Another example is, a video birthday card. I mean, you can send somebody a text message, but come on, everybody today if you want to be cool, if you're sending a text message, you got to grab a Jif, you got to grab a video, you got to you got to put something in it, right?

So delivering a video birthday card makes a really great impression. So those are with our staff when we start out. Those are three examples of content that we will help you create.

You recorded on a on a mobile phone. We add the thumbnail, we make it look good. We put it in the mobile web page. And instantly in the first week of using our system, you have those automated pieces of content going out.

I love it, I love it, Steve. Tell us and tell the people watching this a little bit more detail about establishing and setting up a text campaign. What are some of the most common or the most effective campaigns doctors are using today?

In my opinion, the campaign with the best ROI is a recall campaign. So when I talk to doctors and I asked, does your staff ever call patients that I haven't been in a while.

Sometimes they refer to them as Mia patients. And they all tell me, well, yeah, we try to and then when I push a little more and I say, well, does that happen consistently?

Well, no, the front desk gets busy. Well, the challenge is the front desk really doesn't like calling and leaving voicemails, and I don't blame them. I've done it a few times, for my son's, like, soccer team or something like that.

And I'm like, wow, this is horrible. So having a easy way to do that, really in it's kind of make the practice grow because the doctor doesn't have to make sure the front desk is doing it.

So what it does is we go look for those patients in your area for that haven't been in in a certain period of time and don't have an appointment on the schedule in the future.

And then we're going to once a week is how often we usually run that campaign. We're going to reach out to that target group, and we're going to try and engage them in a conversation.

So the reason why this campaign delivers the highest ROI is because in the beginning, you have a lot of patients and can be reactivated. So when you start with using it, you're going to see this nice pop and reactivated patients, the number of them in the first month.

And then going forward, you're going to have the peace of mind to know that that component is consistently being executed through an automated campaign.

But the automated campaign result is trying to connect them in a conversation with your staff, making it personal, very helpful. Is there a reasonable range of how many different texts go into a text campaign to make it successful?

Is it 2 or 3 or 5 or 7? And what's the frequency of that? Is it every day, every other day? Once a week? Could you speak a little bit about that. Yeah.

So the idea of automating, just consistent text messages to people is really more of an email approach. That's the kind of the numbers are really low.

We've got to email them seven times to hope they'll read it kind of thing. With text messaging, with a 99% read rate, you really don't want to do that because patients are going to get annoyed.

And again, that's another reason why time to, issues are tied to data in the Aeaecaa is triggering messages that are relative to that patient's last visit or upcoming visit.

So typically we see for any type of campaign no more than a couple messages until they would qualify for another version of that campaign, maybe based off a different criteria, but but the idea of just you know, automating messages out there, you know, maybe in a new patient acquisition strategy where you're trying to educate them, that might be something.

But in an existing patient environment, it's not something we advocate a lot for, because what can tend to happen is if you overstay you, you're welcome.

## Best Practices, Broadcasts, and Compliance

On their cell phone, they can opt out and that we don't want. So. So is there a specific frequency of texting to get the best results that patients don't opt out on it?

Is there a sweet spot that you recommend? I would say typically no more than, well, it's it's hard depending on their frequency of visit. Right. So if someone's on an active care plan, you know, I wouldn't send them.

If they're coming in three times a week, I wouldn't send them two appointment reminders for every adjustment. I would just send them one because two is overkill.

But that being said, if a patient is coming in for an initial exam, a doctor's report, you know, a re exam or something like that, that I would definitely send multiple reminders because there's more time involved by the doctor. Yes.

So that example is relating to, you know, you can same thing, let's say massage. If somebody has massage in their practice. I would send two reminders for sure for a massage.

And I would make the the wording different because I may have a 24 hour cancellation because that massage is an hour. And if somebody doesn't show up, that's that's a big problem.

So it's relative to kind of the value of the appointment and the frequency of their visit to your office. If they come in more often, you text a little less.

If it's a higher value, appointment, then you'd probably want to text more. I know that's not an exact answer, but does that help? Oh, that's a great answer. It's very helpful.

You know, there are a lot of people watching this that really just this is a new language and a new world to them. They just wouldn't know, you know? So the people that you want to confirm that are going to take up, let's say a half hour or an hour re exam, a report of findings, a massage you might want to text them the night before in the morning of just in a different languaging just to kind of increase the likelihood of them showing.

Correct. Absolutely. And, you know, at that point you can always say in the message reply if you have questions. So you eliminate that excuse of, oh, I didn't get your email or oh, I didn't get your voicemail because I didn't throw this stat at you.

But 54% of voicemails never get hurt. Wow. I never knew that. It's not that they don't get delivered. People just don't listen to them, right? I never knew that.

And certainly a lot of emails never get opened, as you stated in the very beginning of today's conversation. So, you know, we can't dupe ourselves into thinking that you just send an email reminder and everything is golden because it's not.

Okay. So let me throw a quick story out for you, Bob. And and there's a lot of people that can relate to this. I was speaking, at an event, and I was at a table before I got introduced, and I was looking at the girl next to me, and she was looking at her cell phone, and I saw in the bottom down there, right.

I saw the little icon that had male, and I saw the number, I saw the number 1463. And so I went on stage and I asked the audience, I was like, is there anybody here that has more than 1400 unread emails in their inbox?

And, you know, she had to raise your hand. Somebody else raised their hand. They had 3000 unread emails in their inbox. If I have more than 5 or 6, I start to shake.

So, I get that because there are some people that don't live in that world. You know, it was the primary method of communication after it was just telephone.

But it's no longer the primary method texting is. And I'm hoping that the people who are watching this conversation and you're doing a terrific job, Steve, are just opening up their eyes that it's a new world and a new medium.

And this is what the best in class is. And you got to get on board. If you're serious about serving your patients or growing your practice. While we're on the subject of Best in Class, could you just give us, a short menu of some of the best in class ways, using texting to either attract new patients or referrals, keeping patients engaged, confirming and and getting patients to keep their appointments.

What's some of the best in class strategies with texting with that. Yeah. So if we start I mean we've already covered the attracting and converting those pieces.

But if any of your doctors are using paid advertise, if they're running Facebook ads, you know, or things like that, incorporating zing it into that, incorporating a text component into that can take the spend that you already have in that area and increase the ROI significantly.

So incorporating when they fill out a form online, bringing them, bringing their contact information right into zing it and automating messages to them to start a conversation or to deliver content.

That's a great use for paid advertising. If you're advertising, you know some people are still advertising on billboards commercials. Why not have your phone number be text of all?

You can either text or call us. So we we call that text enabling your business phone line. So those those are a couple things that you can do that are kind of best in class.

If you are, you know, spending $1,000 and thousands of dollars a month on advertising, we see through the pandemic, depending on the state that you're in, there's some very different requirements.

We see people using the two way text messaging to have virtual waiting rooms, or sometimes referred to as parking lot waiting rooms, where in the appointment reminder, it says, text us when you arrive in the parking lot and we will text us.

We will text you so you can come right in, to your room and not be in the waiting room. So that's a great one. One that we haven't talked about today is our broadcaster.

And the broadcaster allows you to create a list of patients. And you can do that by selecting certain appointment

types they were in for. You can look at certain statuses, whether they kept their appointment or they missed an appointment.

And you can look at a time frame. The time frame can either be in the past or it can be in the future. So an example of it being in the past is maybe I want to notify all my patients that have been in in the last six, nine months a year.

I want to notify them that we've had to change our hours. I want to notify them that we've changed the protocols in the office. I want to notify them of what we're doing from a cleaning and PPE standpoint, to maybe have a new staff member, a purchase, a new piece of equipment that we think is going to help them or anything like that.

There are frequent announcements that we want to make to our database. This is a great way to do it. That's what you're speaking and speaking to. Yes.

But well, I'm really speaking to communicating for over the last six months we've been helping practices get back to pre-COVID numbers. Right. And so all the things we talked about today are going to help you get there.

This broadcast, you're letting them know, you know, you've got patients that haven't come in that maybe they're unsure and they need that reinforcement of what your doing to address their safety or how the practice is changing, how your hours are changing so that you can serve them.

And you know, another great example of how to use this broadcaster is we're coming into the winter. And Bob, I know you've recently moved to Florida after you've shared.

So you're moving out of the risk time, because your risk time in Florida is June to, October for for hurricanes. But we're moving into the winter in the north.

And so if you do have to close the office for a couple of days or a day, it's great to be able to go find everybody. It's on the calendar tomorrow and immediately send them a text message.

And you can do that from home. Love it. Very, very practical. Just a couple other questions, Steve. And you've been absolutely terrific about this. I'm so grateful.

I'm sure the people who are also still just beginning or are still novice about this whole, this whole phenomenon, I'm sure there are some people who unsubscribe and, I'm not sure if people are aware that.

Are there any laws, like spam laws that doctors need to be aware of? Kind of like there are with email, which is one of the reasons email is fading and fading and things like texting is getting stronger and stronger.

Are there any things like that that the people watching this need to be aware of? Yeah, I mean, certainly the big, legal issue is around the Tcpa or Telephone Consumer Protection Act.

That act actually covers robocalls, robo faxes and text messaging. So you have to get their express consent if you want to market to patients aggressively, if you communicate with them around their care for any number of uses, then you're exempt from that.

And so we try and make sure doctors understand that exemption so they minimize any liability. Now as far as what you discuss over text, you know, from a guy standpoint, you have to be a little careful.

There. If the way I like to explain it to doctors is everything your front desk is fine is doing they're fine doing that over text message because it's usually appointment related.

Quick questions. They're not getting in details. If the doctors want to have conversations with patients, then they need to do that through a secure, HIPAA compliant vehicle.

And just so happens that we do have that coming out. And we'll be providing that to doctors here at the end of the

year. So it's one of the things we're excited about bringing out.

But that's kind of addressing the Tcpa and the HIPAA pieces. So great question. Beautiful. So for the people watching this, and I'd love you to have your last comment on this before we wrap up our call for the people watching this.

It's a great way to communicate effectively where people open it, read it, and and respond. It's a great way to educate your patients, send them video, attract new patients, generate referrals, keep current appointment times so you don't have these gaping holes in your schedule throughout the day and throughout the week.

There's so many benefits to this. And again, for the novice, you don't have to sit there and personally type out with your fingers the text message to each individual through companies like yours, through zingers you set up a campaign or a message, and you basically send it to a group of people automatically, all at one time.

This is a great practice upgrade strategy, and if you're doing this, you know that this is right. And if you're not yet doing this, I'm going to urge you to jump on board because this is what the best thing class in our profession are doing and in all healing odds are doing.

And it's something you need to learn how to do. And there are companies out there like zing it that are excellent at this and are doing a terrific job.

Feedback I get from members who are fully into the texting programs that working with zing it. Awesome. Just absolutely awesome. Steve, before we end this call you again, you've been just nothing short of informative.

Inspiring. Terrific. I can't thank you enough. Any parting thoughts or comments? Well, I know that sometimes this can seem like a lot of information. One of the things having done this for, for ten years next month will, we'll tell you that we've learned that having a guided onboarding process where it's a done for you process, where we customize and set everything up for you, makes life a lot easier to get started.

The last thing, Doctor's Lawn is another big project, so we're sensitive to that. Our team will onboard you, do everything for you. Usually you're up and going within just a few days, and only about an hour to an hour and a half of your time.

So if you're at all curious, feel free to reach out. They can do that through you guys. You can come to us via our website. Let us know you came from Master Circle, and we'll make sure and provide all the great, tools that we provide to the Master Circle members.

So we'd be happy to talk to you. Steve Webber, you're a gem and a friend, and I'm grateful and appreciative. This was another excellent conversation. Another way to upgrade practices all over.

Thank you so very much and keep up the great work.