

Improving Patient Communication with WhatsApp Business

WhatsApp Business offers a free solution to enhance practice-patient interactions. This powerful tool streamlines communication and saves valuable time for healthcare providers.



by Laura Kathryn Neal



Hi, Welcome to Aura Learning. Experience the best of personalised learning with us. How can we help you today?

Please select an option below:

[☰ Choose an option](#)

New Student/Parent 8:17 AM

Thank you for taking an interest in Aura Learning. We are excited to have you onboard! Let us know how we can help you.

Please select an option below:

[☰ Choose an option](#)

Automated Greeting Messages

1

Personalized Welcome

Set up customized greetings that reflect your practice's voice and brand.

2

24/7 Availability

Respond instantly even when your office is closed.

3

Patient Satisfaction

Create positive first impressions with prompt acknowledgment.

Welcome to Beauty & Co. Sara 😊
I'm Veronica, your virtual assistant.
How can I be of service to you today?

10:44 AM

[Book Appointment](#)

[Manage Booking](#)

[View Services](#)

[View Services](#)

10:46 AM

Here is a list of our services:

10:47 AM

[View Collection](#)

[Nail Services](#)

10:48 AM



Watercolor Effect
Pastel Nails

1 Item

Great choice! Choose from our wide
variety of 'Nail Services' below

10:48 AM

[View Collection](#)



1 Item

₹450.00 (estimated cost)

Confirm

10:48 AM

[View Sent Cart](#)

Quick Replies for Common Questions

Office Hours

"We're open Monday-Friday
8AM-5PM and Saturday 9AM-
12PM."

Appointment Scheduling

"To schedule an appointment,
please provide your preferred
date and time."

Insurance Information

"We accept most major insurance plans. Please send a photo of your
card."



Business Profile with Practice Information

1 Essential Details

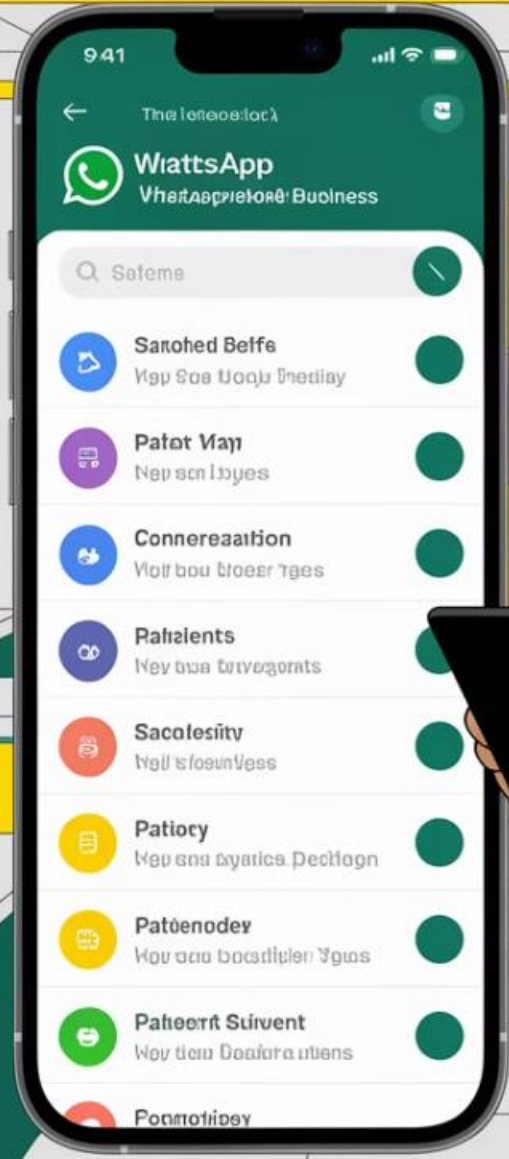
Showcase your address, website, and practice description for easy access.

2 Business Hours

Display when patients can visit or call your practice.

3 Services Offered

Highlight specialties and treatments available at your practice.



Labels for Organizing Patient Conversations



New Patients

Identify first-time inquiries requiring comprehensive information.



Follow-ups

Track patients needing post-appointment communication.



Urgent Cases

Prioritize time-sensitive matters requiring immediate attention.

Broadcast Lists for Announcements



Clinic Updates

Share holiday hours, new services, or staff changes.

1

2

Health Tips

Send seasonal wellness advice or preventive care reminders.

Appointment Reminders

Reduce no-shows with timely notifications.

3



Implementation Steps

Download the App

Get WhatsApp Business from your device's app store.

Set Up Profile

Add your practice details, logo, and contact information.

Configure Features

Create greeting messages, quick replies, and labels.

Train Staff

Ensure team members understand how to use the platform effectively.

Benefits for Your Practice



Contact Information

Dr. Laura Kathryn Neal

drlauraneal@gmail.com (personal email)

<http://www.linkedin.com/in/drlauraneal>

