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## Healthcare Connectivity!

### Embrace Your New Clients, Patients & Their Families Via the Smartphone

Just like you tell your own family about communicating with each other, you should also be connected with your patients and their families. Communication is more than vital when someone is under pressure and concerned about a loved one. There is nothing like an illness and not fully understanding what is going on. This is when quality communications are more than demanded.

In the healthcare industry, customer experience is now a '**Top of the Mind**' listing. Just like retail, looking after the customer or patient's experience is vital to a repeat business.

Don't think we are being negative by saying '*repeat business*', we are meaning any other time that they, a family or friend requires medical attention and they will recommend through their past customer experience.

These are the positive steps we are recommending. Once they have sought your services, retention is the next constructive step.

The '**Internet of Things**' (IoT), is part of your marketing stable, but are you using it correctly? Every day, anyone with a website is bombarded by so-called experts wanting to make you #1 on Google and all other search engines.

**Ignore them!** How can everyone be #1 when there are only a few ways to publish your metadata, like everyone else! It is something you can do for yourself, with a little reading.

**ProxComm Technology**© is the strong proponent of the **Mobile App, Proximity Beacons, and Enhanced QR Codes**, after all, it is our global business.

It is not prudent to just create a Mobile App and publish it in the Google Play or Apple Store. Each of your clients/patients must have the App on their Smartphone and it should be part of the information gathering process you follow when a patient joins your services. This will also alleviate the necessity for repetitive re-filling of information forms in other departments. Once they connect via the downloaded Mobile App, you have a solid secure conduit of information transference.

Our **Contextual Leveling of Marketing Reach**© is the proven conductivity in concisely being their first connection to you as their primary information source.

Parents and families worry about the slightest thing regarding the health of their child. Coughs, temperature variation, and attitude are all triggers to call the doctor or take the child to the ER or Urgent Care. Children never get sick at the right time or the parent finds out after they return from work. Access to medical attention is also demanded under pressure and any steps we can take to reduce this is vital.

Once a family is part of your healthcare network, they are the testimony of your services. Knowing they can rely on you and the Mobile App connection on their Smartphone.

Each of your locations will have our *ProxComm Proximity Beacons* broadcasting up-to-date information as they are in the waiting area. No boring time looking at outdated magazines, we provide notifications of substance. Posters with information and the *Enhanced QR Code*, which Smartphones scan and take them your monthly health-updates. Even includes games for the children to play on the Smartphone which is a diversion during these times.

We even have other mediums that you share with your patients to take home, so they can share with friends and family. Our Enhanced QR Codes which operate without an App and can be placed anywhere in the residence or with any family member for an instant connection.

This is a whole new world when you have strong communications. *ProxComm Technology* has innovated globally with proprietary solutions and we never sit still!

#### Contact us.

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***Connect, Engage, Communicate... Be Heard...***  
**WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...**



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