

UnifiMD VAR Partner Monthly News



UNIFIMD INTEGRATED LAB RESULTS

We recently had a UnifiMD Partner get patient demographic outbound Quest ADT integration for Lab management. If you have a practice that deals with a lot of labs, this may be the answer for them.

Think about those Oncologists, Allergists, Family Practice, Pediatricians, OBGYN's, and Primary Care, just to name a few. We can connect to any lab and not just the patient ADT but also process results. This is one of those things where its minimal work for you with a decent pay day. If the volume is high enough, the labs will pay us \$3,500 per ADT and upwards of \$6,000 per results! As a partner, 30% of that is YOURS - \$1,050 to \$1,800! It is really easy money and either no cost or low cost to your customer. If you have a customer interested, please send Shelly an email with the contact information of their lab rep and Micah will give them a call to get the ball rolling!

Welcome!

Welcome to the eighth edition of our UnifiMD monthly newsletter, powered by CHS! Inside we will discuss...

- Integrated Lab Results
- Online Reviews
- You Hear It First
- Staff pet pic!



Online Reviews

Do they matter to your potential prospects?

The answer is Absolutely! For decades we've all been fine with getting new customers by sending out email campaigns, mailing out letters or post cards, relying on our website or from word of mouth. This often came from an existing customers experience or personal "review." Well, things have changed and we all need to step it up to get with the way people are judging companies based off of what strangers have publicly said about them. In a recent online article, [7 Benefits Of Online Reviews](#) the author, Stephanie Heitman, covers the most important reasons why reviews are critical for small businesses and should be top of mind: **1. Reviews Help You Get Found Online**, in fact, according to LocalSEO Guide, online reviews and specific keyword influence local search engine visibility more than any other factor. **2. Reviews Give Your Business**

Credibility, studies show that close to 90% of consumers trust online reviews as much as personal recommendations. **3. Reviews Impact Purchasing Decisions**, nearly 70% of consumers are influenced by online reviews. **4. Review Responses Show that Your Business Cares**, your response can be just as important as the review. **5. Reviews Provide Important Feedback**, helps you do more of the good and less of the bad. **6. Reviews Help Build Trust with Customers**, and **7. Reviews Facilitate Word-of-Mouth Marketing & Referrals** - the more chatter, the better! Online reviews actually matter and can be the deciding factor between you and your competitor. So, don't be afraid of reviews, embrace them and their power!



YOU hear it first!

UnifiMD's NEW Integrated Patient Engagement Platform

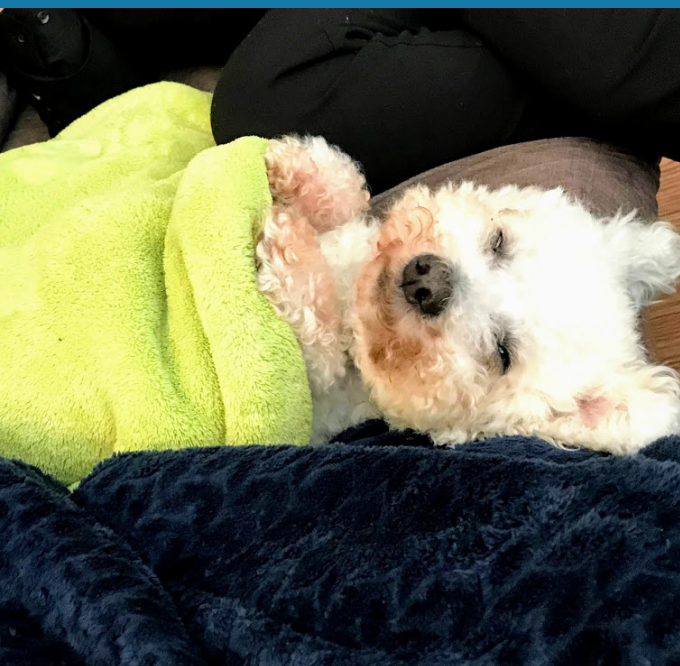
We are so excited to give you a sneak peek of what is coming in a few weeks...

- Texting
- Automated Confirmations and Reminders
- Online Scheduler
- Recall Wizard
- Patient Forms
- Curbside Check-In
- Phone calls with a dashboard to show patient balance, photo, birthdate, relatives and more
- Treatment Plans
- iPhone and Android App
- Reputation Management
- Social Media Features
- Marketing - email and campaign templates

Automate just about everything.



Just For Fun Pet of the Month...



This cutie is Ingo a Bichon Frise, who became part of this family when another family member could no longer care for him. He's very friendly, well-behaved and . He goes nuts for rotisserie chicken, apples, and peanut butter. He sleeps under Dad's desk all day and in Brother's bed at night. When he's cold or wet he zooms around the house until he's dry.

From Mike Heron
CHS Product Process &
System Analyst