

The GoTo Advantage for Healthcare



GoTo Connect for Healthcare is a secure, AI-powered patient communication platform that gives clinics and multi-location practices everything they need. By combining voice, SMS, AI automation, and leading EHR integrations in a single solution, GoTo reduces wait times, improves outcomes, and helps you stay HIPAA compliant.

Enhance the patient experience and reduce admin burden for care teams with a unified, cost-effective communications platform built for healthcare and backed by powerful AI automation.

	Standard UCaaS Providers RingCentral, Zoom, Dialpad, Nextiva, 8x8	GoTo Connect for Healthcare Every patient touchpoint. One powerful platform.	Best-of-Breed Point Solutions RingRX, Weave
Who is it for?	Cost-conscious practices with basic phone needs	Practices ready to modernize and elevate patient experience	Practices requiring specialized reporting or analytics tools
Key Features	<ul style="list-style-type: none"> • Desk, mobile, SMS & Fax in one number • Cheap hardware 	<ul style="list-style-type: none"> • All-in-one communications platform • Deep EHR & PM integrations • AI-driven automation and insights • Confidently supports HIPAA compliance and protects PHI 	<ul style="list-style-type: none"> • Separate tools for analytics and reporting • AI powered scoring & reporting • Custom alerts & lead recovery
Strengths	<ul style="list-style-type: none"> • Simple platform • Easy to deploy • Minimal training 	<ul style="list-style-type: none"> • AI that analyzes every patient interaction • Advanced front office and patient intake functionality 	<ul style="list-style-type: none"> • Configurable options • Focused analytics
Cost & Complexity	<ul style="list-style-type: none"> • Feature limitations • Lacks innovation 	<ul style="list-style-type: none"> • “just right” for practices • Easily set up and manage multiple locations • Consolidates multiple tools 	<ul style="list-style-type: none"> • Requires dedicated IT support • Higher costs & integration complexity • May require multiple tools

