

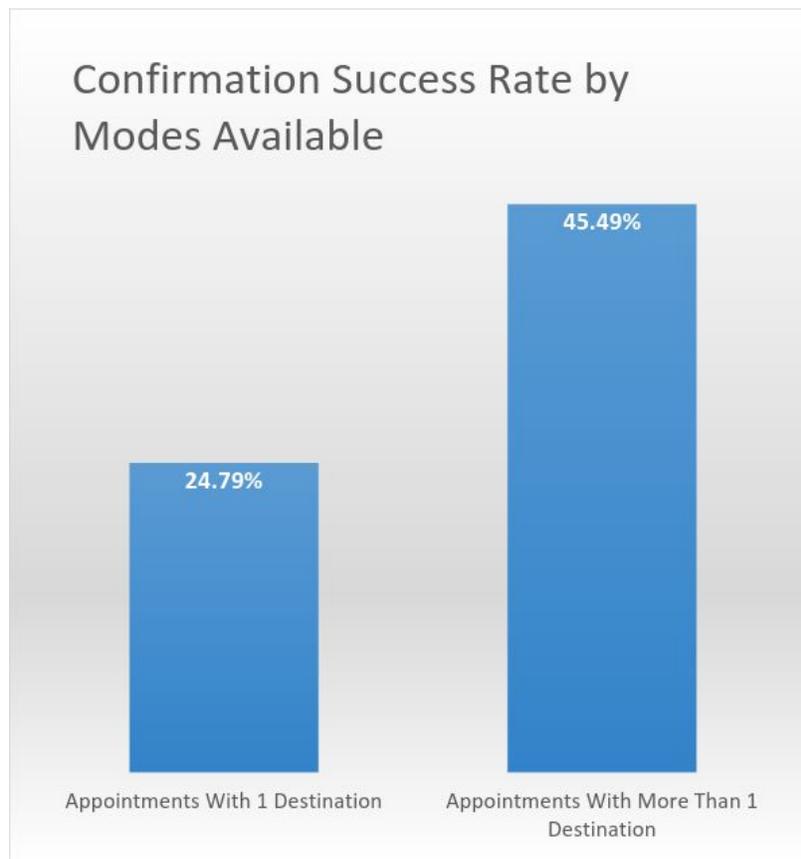
Multiple Mode Effectiveness

Talksoft Corporation recently completed a study of its data on the response rate of appointment reminders, comparing the amount of patient engagement with relation to communication methods available. Talksoft's RemindMe service uses phone calls, text messages, emails, and mobile app as available contact methods. The study found that patients responded at a much higher rate when at least two communication methods or "modes" were used, and the response rate continued to increase with each available mode applied.

Simply collecting more communication options nearly doubled the response rate of patients or customers.

Talksoft first analyzed and compared patients who provided one contact method to the office (be it email address or phone) to patients who had provided multiple contact methods (home phone, cell phone, and/or email address).

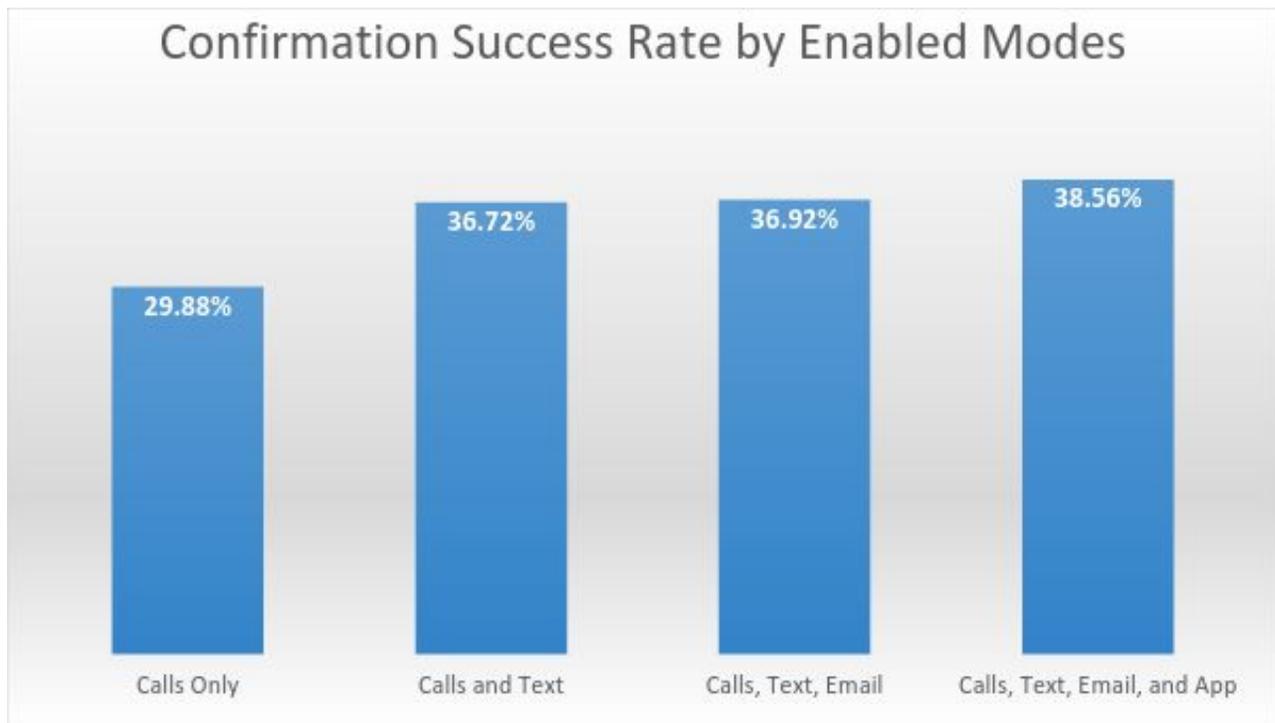
Patients who provided more than one contact method confirmed their appointment 45.49% of the time compared to patients with only one contact method, who confirmed 24.79% of the time.



(continued)

Talksoft also studied the effect of accounts enabling multiple modes of communication to their customer. We found that with each additional method of communication added, response rate increased across the account.

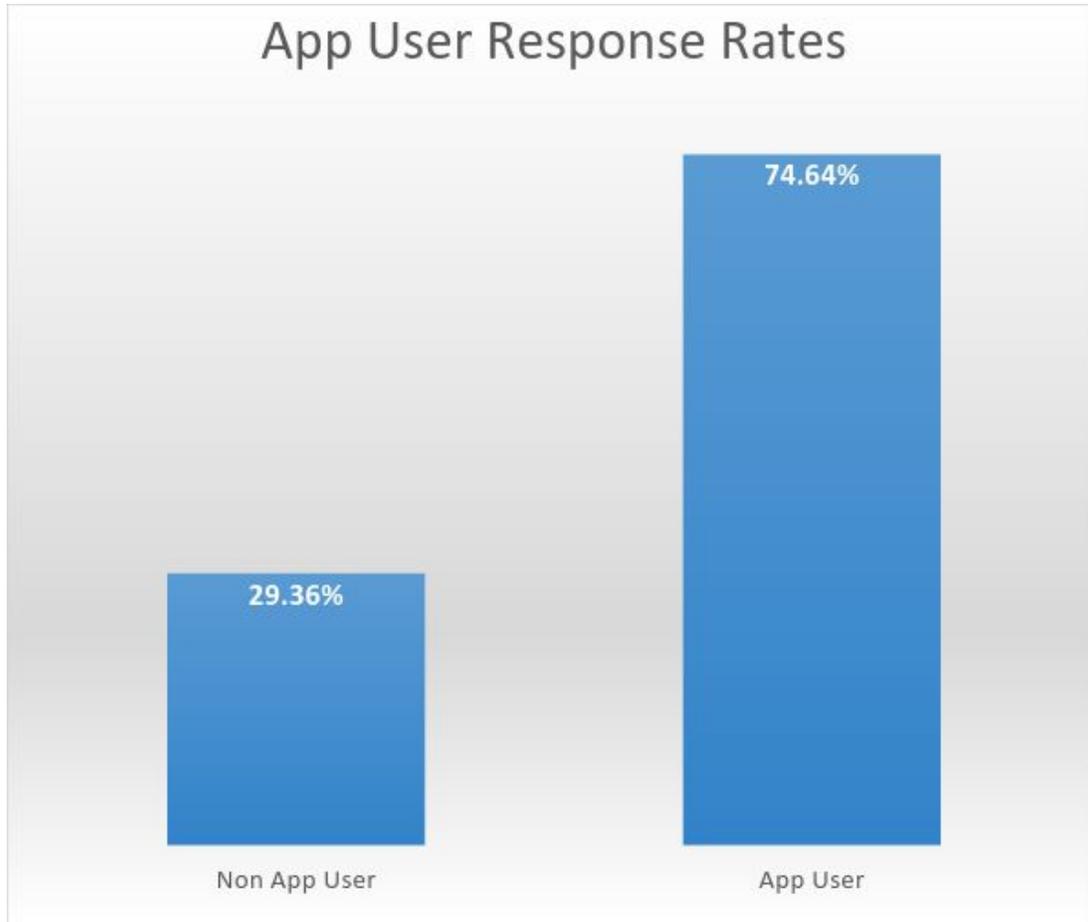
Talksoft's premium service (appointment reminders via call, text, email and mobile app) shows a much higher response rate across all Talksoft accounts in comparison to Calls Only.



In 2013 Talksoft was the first messaging service to launch a mobile app for patients or customers, and two years later, *Talksoft Connect* has been downloaded thousands of times. **The response data shows that *Talksoft Connect* users response rates are significantly higher than non-app users.**

(continued)

The mobile app is included in the premium service used by customers and their patients or customers. The data shows that using just this single mode of communication, the mobile app increases response rate, and that **no other communication method, increases patient response and engagement as dramatically.**



This information may be obvious and assumed, but the data reveals 39% of Talksoft's customer based is still phone-only and not all scheduling systems have a way to capture or transmit appropriately email and mobile fields. Communication modes evolve quickly but the data provided from the scheduling system doesn't always keep up with the available technology.

Recommendation:

Practices are encouraged, based on this data and the benefits of patient engagement, to collect multiple modes of communication to reach a patient or customer and apply them appropriately through Talksoft's premium service. Talksoft's proprietary RemindMe service works to reach a patient by all modes of communication, however once engaged by the patient, intelligently knows to cease all other communication modes to provide the best recipient experience.

Note: Data and analysis for this report is from all Talksoft Accounts as of February 2015.