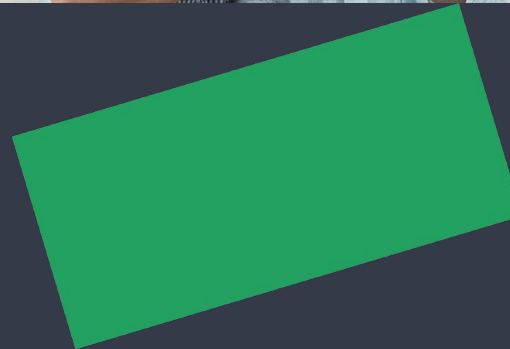





HotDoc Product Update 2024

Wednesday 31st July 2024
12:30pm AEST



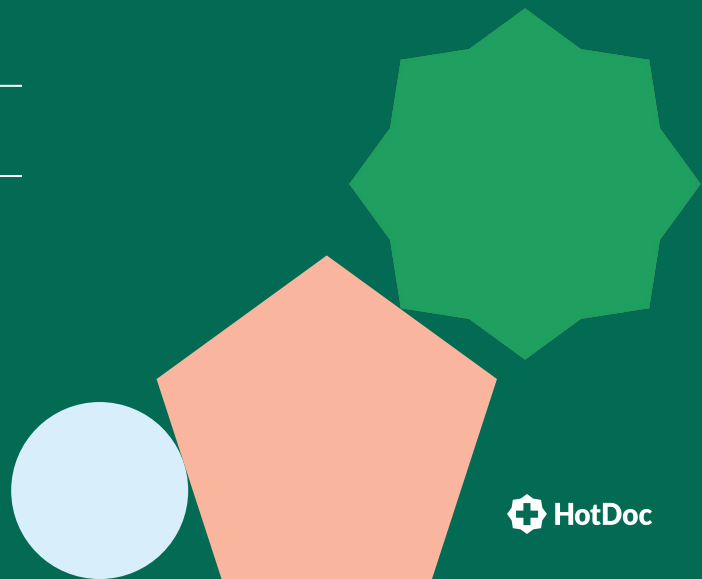
The background is an abstract composition of textures. On the left, there is a vibrant green area with a fine, pebbled texture. On the right, there is a warm orange area with a similar pebbled texture. A large, irregular white shape, resembling a splash or a piece of paper, is positioned in the center, overlapping both the green and orange areas. The text is centered within this white shape.

In the spirit of reconciliation, HotDoc acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community.

We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Today's Agenda

- 1 Introduction
- 2 Recent product updates
- 3 What we're excited about next
- 4 Q&A





1 in 3

Australians use HotDoc

22,000+

Practitioners

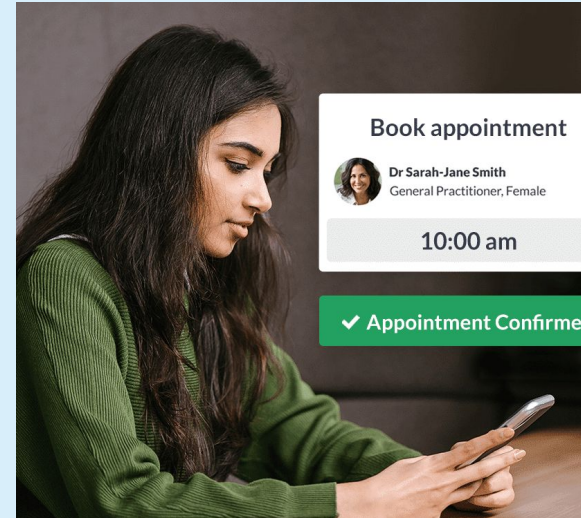


**Enable practices to
deliver the best possible
patient experience**

More time for patient care

Spend less time on routine tasks like phone bookings, patient registrations and patient check-ins. Simplify admin while engaging your patients the way they want to

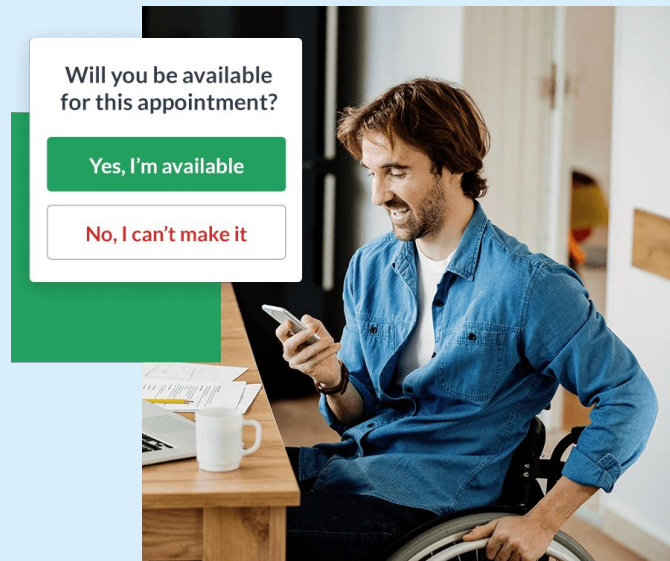
- 🌿 Online bookings
- 🌿 Digital forms
- 🌿 Mobile check in
- 🌿 Payments



Effortless patient communications

Information delivered in a way that's convenient for you and your patients. Automate communications so your team and your patients never miss a thing.

- 🌿 Appointment reminders
- 🌿 Recalls
- 🌿 Results
- 🌿 Patient engagement and marketing



Attract new patients and maximise revenue

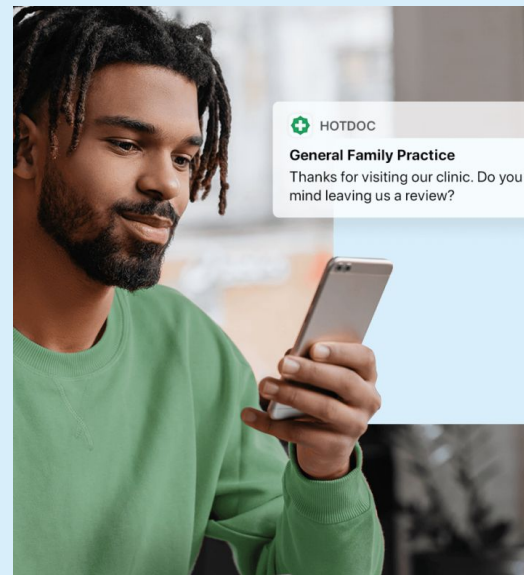
Grow new patients without the advertising costs. Use the power of your patients' recommendations to reduce your marketing budget

🌿 Network and Matching

🌿 Reviews

🌿 Broadcast

🌿 Inform



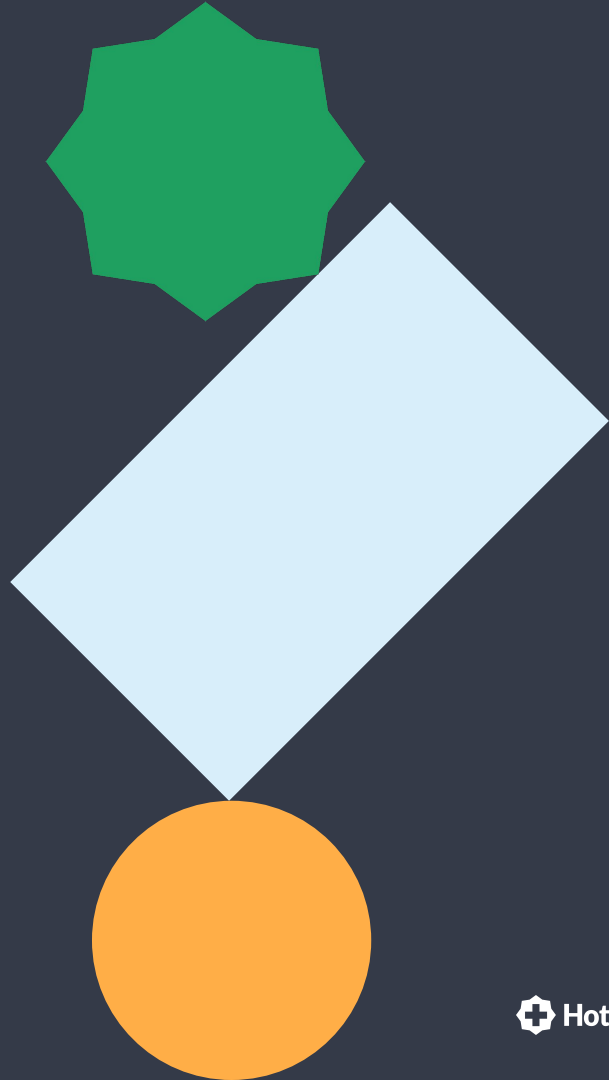
Impact calculator

HotDoc impact calculated for a 6 GP practice

	Volume per practice per month	Time saved per unit (minutes)	Overall time saving for clinic (hours)
Bookings	500	3	25
Recalls	300	3	15
Results	250	3	12.5
Reminders	1,500	0.5	12.5
Other	1,500	3	50

We save clinics over **100 Reception/Nurse hours per month**

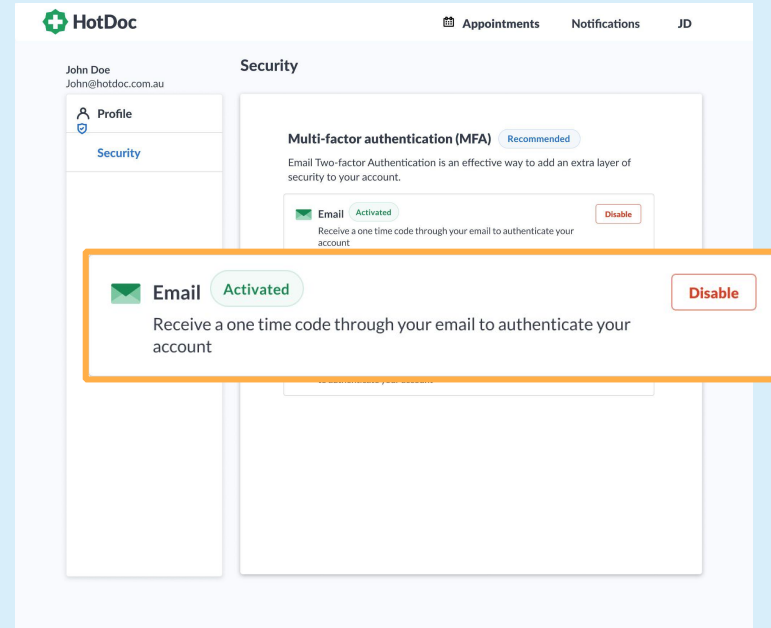
Recent product updates



Privacy and security improvements

Targeted improvements to raise the experience patient and practices have with the platform

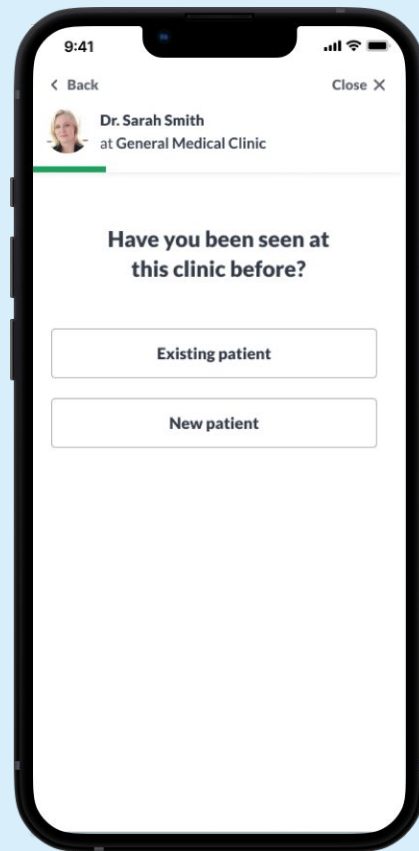
- 🌿 Patient Multi Factor Email verification
- 🌿 Centralising opt out preferences
- 🌿 Removal of PMS patients from the dashboard



Flexible booking flows

We've enabled greater flexibility for your appointment management and booking flows

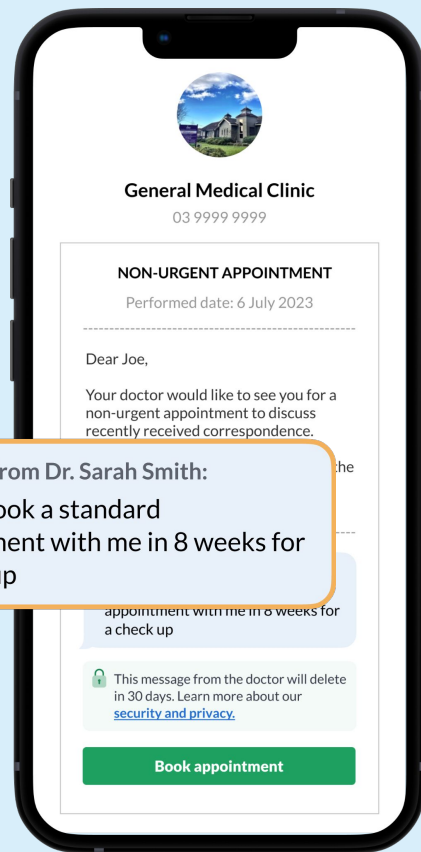
- 🌿 Limit online bookings to existing patients
- 🌿 Customise practitioner's exclusive session
- 🌿 All day option in calendar



Enhanced patient communications

Increasing the visibility and customisation of patient communications to help you boost engagement with your customer base

- **Easier to communicate results and follow ups**
- **More context in recall activity log**
- **Improved patient matching on forms**



Recalls via email

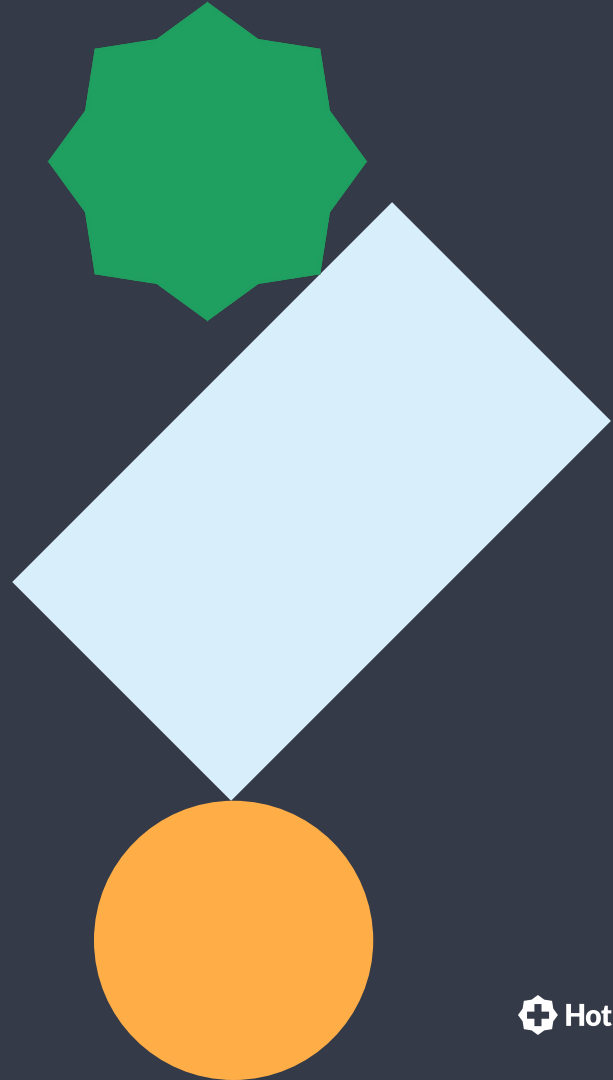
Increase engagement with this new communications channel for recalls

- 🌿 Increase traction save on postage costs
- 🌿 Patient trust, alternative to SMS

+10%




Engagement rate

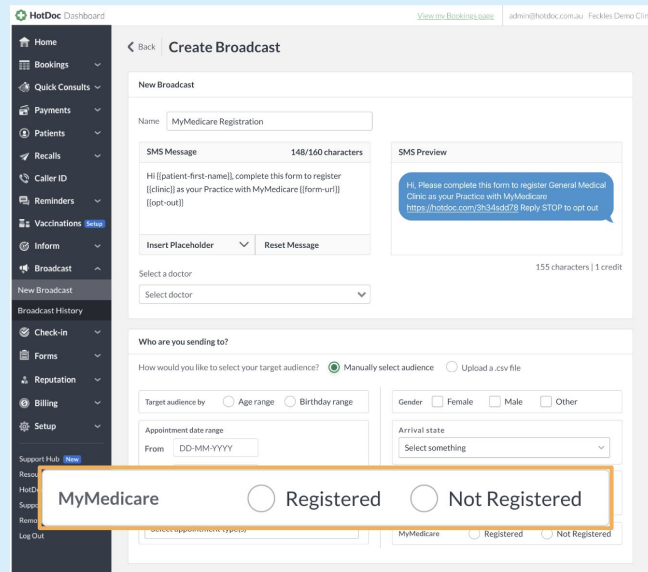
What's next?



MyMedicare engagement

Build marketing campaigns based off a patient's MyMedicare registration status

-  **Registration syncing**
Sync patient registration information
-  **Broadcast template**
Ability to target patient registered or not registered
-  **Inform Campaign**
Ability to target patients not yet registered



HotDoc Dashboard

View my Bookings page | admin@hotdoc.com.au | Fickles Demo Clinic

Create Broadcast

New Broadcast

Name: MyMedicare Registration

SMS Message: 148/160 characters
Hi {patient-first-name}, complete this form to register {clinic} as your Practice with MyMedicare {form-url} {opt-out}

SMS Preview: Hi, Please complete this form to register General Medical Clinic as your Practice with MyMedicare <https://hotdoc.com/2023/03/01/Reply-STDP-to-opt-out>

Insert Placeholder | Reset Message

Select a doctor | Select doctor

155 characters | 1 credit

Who are you sending to?

How would you like to select your target audience? Manually select audience Upload a .csv file

Target audience by: Age range Birthday range

Gender: Female Male Other

Appointment date range: From DD-MM-YYYY

Arrival state: Select something

MyMedicare Registered Not Registered

Bad debt

- Practices are carrying too much bad debt
- Receptionists have become full time debt collectors

What practice data is telling us

20%

Of appointments can result in an unpaid 'walk out'

1 x FTE

Required to chase bad debt backlog

\$3.9m

Amount of debt being carried by subset of HotDoc practices

Debt prevention is better than cure

Drastically reduce the chance of bad debt occurring with new card pre-authorisation feature.

- HotDoc confirms patient has sufficient funds at time of booking
- Amount debited from patient's account at appointment completion
- Bad debt reduction and hassle free collection

Payment for Online Booked Appointments

Use HotDoc Payments to collect funds for this appointment

In order to book online, the patient is required to:

Store a payment method
Patient adds a payment method when booking and payment is collected after appointment.

Pre-authorise appointment cost **Fees apply***
Full amount is temporarily held for up to 7 days and payment is collected after appointment.
*\$0.35 plus GST per attempt added to monthly usage cost

Cost of appointment (minimum \$5)

Payment Breakdown
Processing fee is 1.75% + 30c per transaction

[Patient pays processing fee](#)

Processing Fee:	\$1.53
Patient pays:	\$51.53
You receive:	50.00

Healthcare is slow

- It takes **>3.5 days** to see the GP
- For **10% of GPs** wait is **>4 weeks**

What patients are telling us

5 of 10

Frustrated by how long it takes to see usual GP

2 of 10

Turn to virtual care services to close the gap

8 of 10

Would use these services if offered by their own doctor

Improved access and speed to care

Quick Consults is online healthcare powered by HotDoc.
Faster more efficient care between patient and doctor

- Save on admin time
- Convenience and flexibility for doctors
- Meet demand



Quick Consults

Online healthcare from your regular doctor



Quick Consults case study

Bundall Medical Centre is giving doctors easier and more efficient ways to connect with their patients.

The challenge

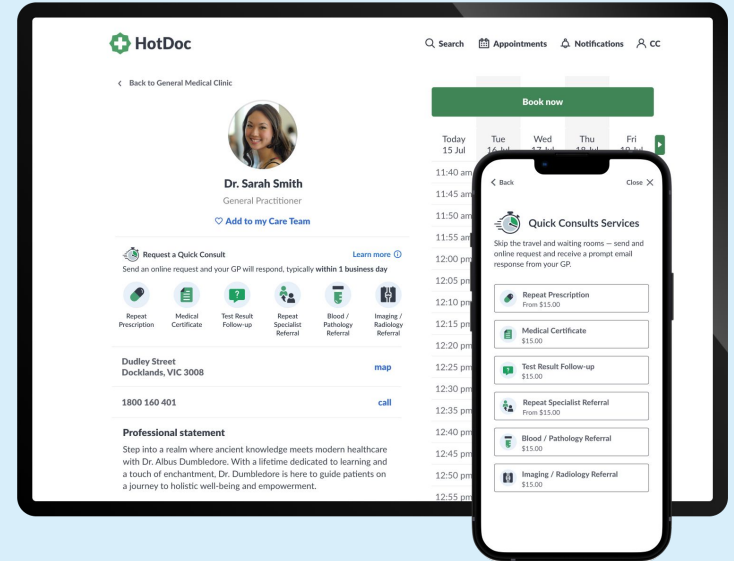
Overwhelming number of calls for basic requests, which consumed significant time and resources.

Overcoming the challenge

The introduction of Quick Consults completely changed the clinic's operations.

The results and benefits

Reduced the clinic's call volumes, streamlined processes, and doctors could charge for services that were previously free.





*“We were receiving upwards of **50 calls a day**, this is streamlined, more affordable than a consult and we save appointments for those who **really need them**... it’s less practice workload and the doctors are **getting paid for extra services**”*

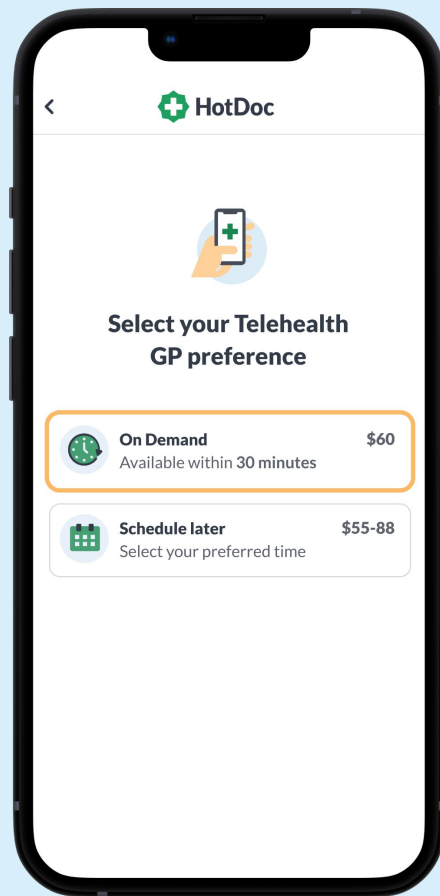
Sarah O'Connor

Practice Manager - Bundall Medical Centre

On Demand Telehealth

Fill your GP books with last minute Telehealth bookings.

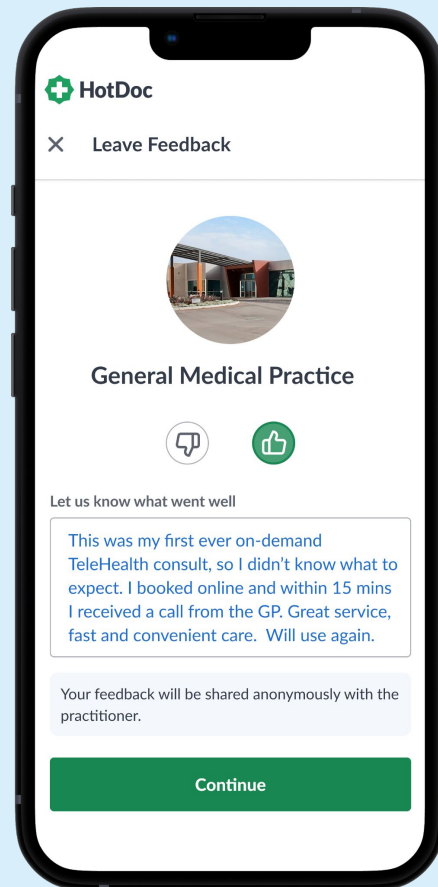
- Reduce revenue loss to late cancellations
- Give your new doctors a helpful head-start
- Create a standby waitlist for your own patients



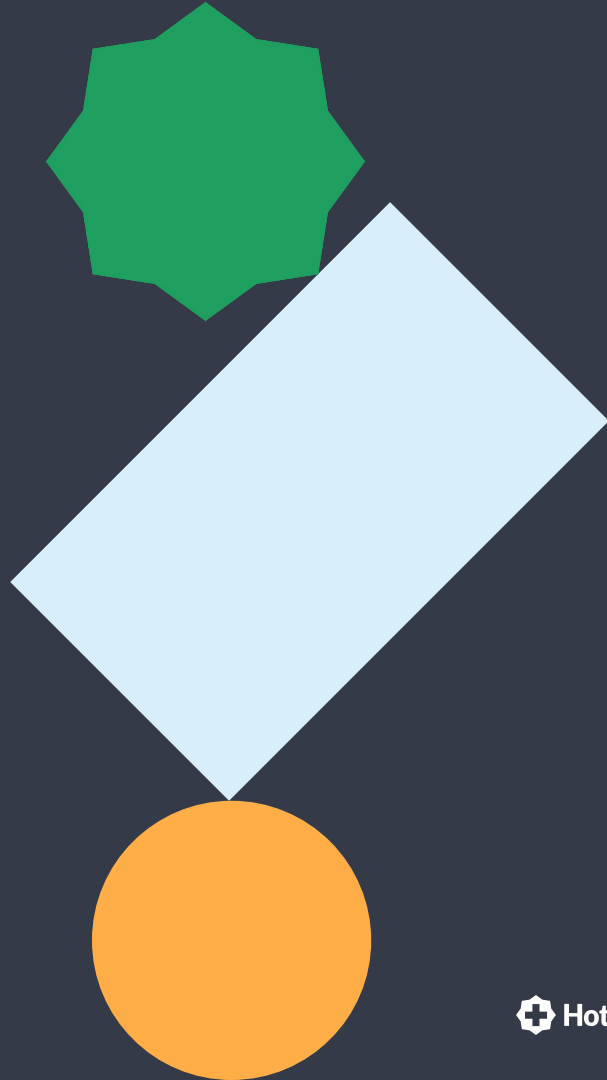
Upgrade to reviews: Patient Feedback

Collect patient feedback automatically for Quality Improvement purposes

- Support QI accreditation activities
- Boost morale by sharing positive feedback with your GPs and other staff
- Publish feedback on HotDoc to show you provide an outstanding service



Q+A





Thanks for watching

Contact Us
info@hotdoc.com.au