

Tools to get your health business started



A checklist of digital tools for you to consider

The checklist

- Website
- Appropriate social media platforms
- Communication tools
- Online booking tool
- Online data & information collection tool
- Video call tool
- Medical billing application
- Appointment scheduling software
- Electronic medical record application
- Secure messaging tool
- Apps for patient centred care
- Online accounting software
- Point of sale tool

WEBSITE

Websites are crucial for any business. It is imperative that small-medium sized healthcare businesses establish themselves online so that potential customers can find them.

If you are a healthcare professional, building a website may not be in your skill set, however there are a variety of options out there for you to choose from.

Options to consider include:

HotHealth

HotHealth is a fantastic option for any one starting out. It has the basic pages you need and has a user friendly dashboard so you can make updates easily. It also has other features inbuilt, so you are getting more value for your money when stacking different tools together. Plus, it is hosted in Australia and Australian owned and operated.

www.hothealth.com

Wordpress

Wordpress websites are great for those who need a high level of customisation. However, with the ability to have high levels of customisation comes the need to hire a specialist in Wordpress websites and also someone on an ongoing basis to keep the site maintained.

wordpress.org/

Squarespace

Squarespace websites are aimed at businesses who are starting out. They are fairly easy for people to use from a design perspective, however you will need to look at overall costs once you start using a website builder, form creator, video conferencing and more.

www.squarespace.com/pricing

SOCIAL MEDIA

“Social media sites have become powerful and important tools for health education, promotion, and communication activities as they have dramatically grown in popularity.”¹

There are several social media platforms out there for you to consider.

Facebook

Facebook is one of the world’s most popular social media platforms. It can provide the opportunity for two-way communication with consumers and also the ability for your customers to leave reviews.

Instagram

Instagram may be useful to build your community with consumers or other providers.

LinkedIn

If you are looking to expand your professional network of other healthcare professionals, LinkedIn is a good option.

Youtube

Depending on your healthcare services, you may have the opportunity to produce engaging video content. If so, consider Youtube as one of the platforms in your social media strategy.

Social media scheduling

Depending on what channel you decide on, in most circumstances you can pre-schedule your posts to reduce daily admin time.

Some options to consider include the free Creator Studio that comes with Facebook and Instagram, or pair options such as [Later](#) and [Hootsuite](#).

¹ Bernhardt, Jay M et al. “A social media primer for professionals: digital dos and don’ts.” Health promotion practice vol. 15,2 (2014): 168-72. doi:10.1177/1524839913517235

COMMUNICATION TOOLS

Communication tools are imperative to ensuring you can effectively communicate with consumers.

In addition to social media, there are other ways you can communicate with consumers, including email and SMS communication. Usually, your electronic medical record software will have the ability to send SMS in relation to appointments. HotHealth can be used to send notifications about content uploaded to your site. You could also consider email marketing (ensure you have consent) to provide updates to customers.

Some email marketing platforms you can consider include: [MailChimp](#), [Campaign Monitor](#) and [Active Campaign](#).

ONLINE BOOKING TOOLS

“77% of patients think that having the ability to book, cancel, or change appointments online is important.”²

Online booking options to consider:

HotHealth

Is built for healthcare providers with integration opportunities with practice management systems. Designed for you to maintain your relationships with customers and potential customers alike.

Health Engine

A site that aggregates different healthcare practices together for consumers to book with a practice they choose from on Health Engine.

Practice management specific portals

Some practice management software have bespoke tools or portals for bookings with their system. Talk to your provider to find out more.

2 2020, Finances Online, <https://financesonline.com/appointment-scheduling-statistics/>

ONLINE DATA COLLECTION TOOLS

Patient registration and pre-admission are often very time consuming tasks. Online digital data capture aims to eliminate some of the paper-based work involved in these processes.

Further to time saving benefits, online forms can also improve the overall quality of collected data. A research piece by HotDoc indicates that 64% of patients want to fill out their new patient form online.³

There are a few options out there for you to consider, you should take into account data hosting and storage for forms that contain patient data.

HotHealth

One of the tools you can use on HotHealth is the form builder. Choose from a template or create a form from scratch. Forms are hosted on your HotHealth site, retaining your branding. Completed forms can be sent via Secure Message Delivery to your Electronic Medical Record Platform or downloaded from the site, plus, HotHealth is hosted in Australia.

www.hothealth.com/digitalforms

Google Forms

Google Forms may be an option for you to consider as part of your Google Suite if you use Google's email platform.

Formlify

This is a standalone form builder that you can link to from your site, which allows you to create your forms from scratch.

³ <https://practices.hotdoc.com.au/blog/digital-new-patient-registration-forms/>

VIDEO CALL TOOLS

“Telehealth is physician-approved, with 90% agreeing that virtual care is beneficial in terms of increased access, communication, and satisfaction.”⁴

Video call technology has increased due to COVID-19 and the need for social distancing where possible.

There are lots of options out there you would have heard of for video consulting technology. This landscape from doctology outlines a mixture of telehealth services and technology.

[View here.](#)

Some options to consider are below:

HotHealth

Some of HotHealth’s plans allow you to schedule and hold video consultations within your site. Users will need to use their HotHealth log ins to access the meeting room where the appointment is held. Patients can book directly into your schedule if you wish, or you can create one on one or group appointments when needed.

www.hothealth.com/telehealth

Zoom

Zoom is one of the more well known video conferencing platforms out there. It may be suitable for some healthcare providers, however you should research if it fits the requirements for your profession.

zoom.us/

⁴ 2018, Deloitte, <https://www2.deloitte.com/us/en/insights/industry/health-care/virtual-health-care-health-consumer-and-physician-surveys.html/#infographic>

MEDICAL PRACTICE BILLING TOOLS

When choosing a practice management system, ensure the software has features such as Online Medicare Claiming or DVA billing depending on your needs.

You can also look at options that integrate directly with Point of Sale systems and Online Eligibility Checking.

Options to consider when looking at billing include:

- Eftpos integration
- Online payment integration
- Private billing integration
- Medicare Online Claiming
- DVA online claiming
- Invoicing

Some practice management systems or billing software providers include the below.

MasterCare+

MasterCare+ is also a Global Health product. This solution has Medicare Online Claiming and general invoicing. At the time of writing, this solution is great for Allied Health providers who are looking for billing solutions.

www.mastercare.net.au/mastercare-plus

PrimaryClinic Practice

Another Global Health software product, PrimaryClinic has more comprehensive billing options than MasterCare+ and is more suited to larger, more complex practices with a combination of private, general and DVA billing.

www.primaryclinic.com.au/practice-management-software

APPOINTMENT SCHEDULING TOOLS

Appointment scheduling tools are just the appointment rostering and scheduling, without the ability for consumers to book online.

Similar to medical billing tools, most practice management systems will come with inbuilt rostering and scheduling.

Some features to consider in your own needs include:

- Staff rostering
- Room booking
- SMS reminders
- Online booking integration
- Administration view of staff member or team appointment books

ELECTRONIC MEDICAL RECORD SOFTWARE

Some solutions come with practice management (billing and appointments) and electronic medical records (EMR for short) combined. Others usually will integrate with each other as they are both key technology tools to use in a health business.

HEALTH BUSINESSES HAVE SEVERAL
OPTIONS FOR LOOKING INTO
ELECTRONIC MEDICAL RECORDS.

WE ENCOURAGE YOU TO CONSIDER:

MASTERCARE+
MASTERCARE EMR
PRIMARYCLINIC

EMR tools usually include
features such as:

- Client notes
- Letter writers
- Alerts
- Allergies
- Document storage
- Diagnosis
- Prescription writing

SECURE MESSAGING PLATFORM

Secure Messaging in the context of Australian Healthcare refers to Secure Message Delivery.

The Australian Digital Health Agency states that “general practitioners waste 10% of their time daily searching for paper records.”⁵ Secure Messaging aims to reduce this by encouraging the electronic exchange of health information via SMD platforms instead of fax, email and post.

ReferralNet

ReferralNet is Global Health’s SMD platform. It is one of four in Australia. ReferralNet is installed or included in your practice management system or clinical patient record application. For example, our team can install it to work with software such as MasterCare EMR, Primaryclinic and Best Practice. Alternatively, if you use software such as MasterCare+ it is included automatically.

Other advantages of ReferralNet is the growing number of partners and integrations. ReferralNet is integrated with [VoiceBox](#) and [Go Fax](#), which both extend your services even more!

Plus, if you use HotHealth’s online forms feature, you can configure your online forms to be sent direct to your ReferralNet end point.

How easy is that!?

[Find out more.](#)

5 ADHA, developer.digitalhealth.gov.au/products/secure-messaging

APPS FOR PATIENT CENTRED CARE

At the centre of all healthcare providers is a mission to provide the best quality care possible to patients and clients. More and more apps and online platforms are proving they have a part to play.

The amount of apps available for healthcare providers and consumers alike can be overwhelming. Here are some items to consider when looking at patient apps, plus some information about Global Health's Lifecard.

Ability to share

Apps that encourage patients to record medical information, should have inbuilt sharing functionality so they can share the record with healthcare providers, family members and carers.

Multi-function app

There is an abundance of condition specific apps available for consumers to use. However, the barrier to use is that healthcare providers are asking consumers to use several apps for different features. Apps that have some level of multi-functionality can assist in encouraging the use of such apps, due to there being a reduced amount of accounts to create and apps to download.

Lifecard

Lifecard is Global Health's personal health record application. Available as a phone app and via the web browser, patients and clients can update their record on the go. Using the sharing function, they are able to share all or parts of their record with their healthcare provider.

Connected to ReferralNet, healthcare providers are able to send documents and measurements from their healthcare system to the person's Lifecard.

[Learn more about Lifecard on the website.](#)

ONLINE ACCOUNTING SOFTWARE

Online accounting software can help to free up some administration time. The ability to automatically do some of the time consuming reports and payroll is useful for a lot of small businesses, including those in healthcare.

Many of the online accounting software providers have integration with tools such as Stripe, which HotHealth also integrates with. Theoretically, the items you sell or bookings to take payments for through HotHealth can link to your online accounting software, further improving efficiencies.

Online accounting software to consider:

- [Xero](#)
- [MYOB](#)
- [Quickbooks](#)

POINT OF SALE SOFTWARE

Point of Sale software is just as important as the accounting software; it allows for you to take the payment! Here are three tools you can consider to take payments for your services.

Square Point of Sale

Square gives you point of sale tools to manage your health services business. [Learn about their Eftpos payment software and hardware here.](#)

Tyro

Tyro has been involved in the health sector for several years and integrate with a number of Practice Management Systems. [Read more here.](#)

HotHealth

HotHealth can take payments for items on your online store or for appointments on your online booking page. Unlike Square and Tyro, you do not customise the price for each patient specifically, so it is better for privately billed services and items. [Learn more.](#)

HotHealth

An Australian, patient engagement platform

LEARN MORE ABOUT HOTHEALTH ON OUR WEBSITE

The features and benefits that HotHealth offers all revolve around our core vision of empowering healthcare consumers. HotHealth gives organisations of all sizes the ability to better engage with their patients and clients through tools such as telehealth, forms, chat forums and information distribution. Ultimately, we want consumers to be actively involved in their healthcare.

www.hothealth.com



A PRODUCT BY GLOBAL HEALTH

HotHealth was created by Global Health to connect healthcare providers with their consumers. Global Health believe in taking an integrated approach to healthcare with technology working across the healthcare industry to ensure providers have access to the right information at the right time; allowing them to make informed decisions.

www.global-health.com

