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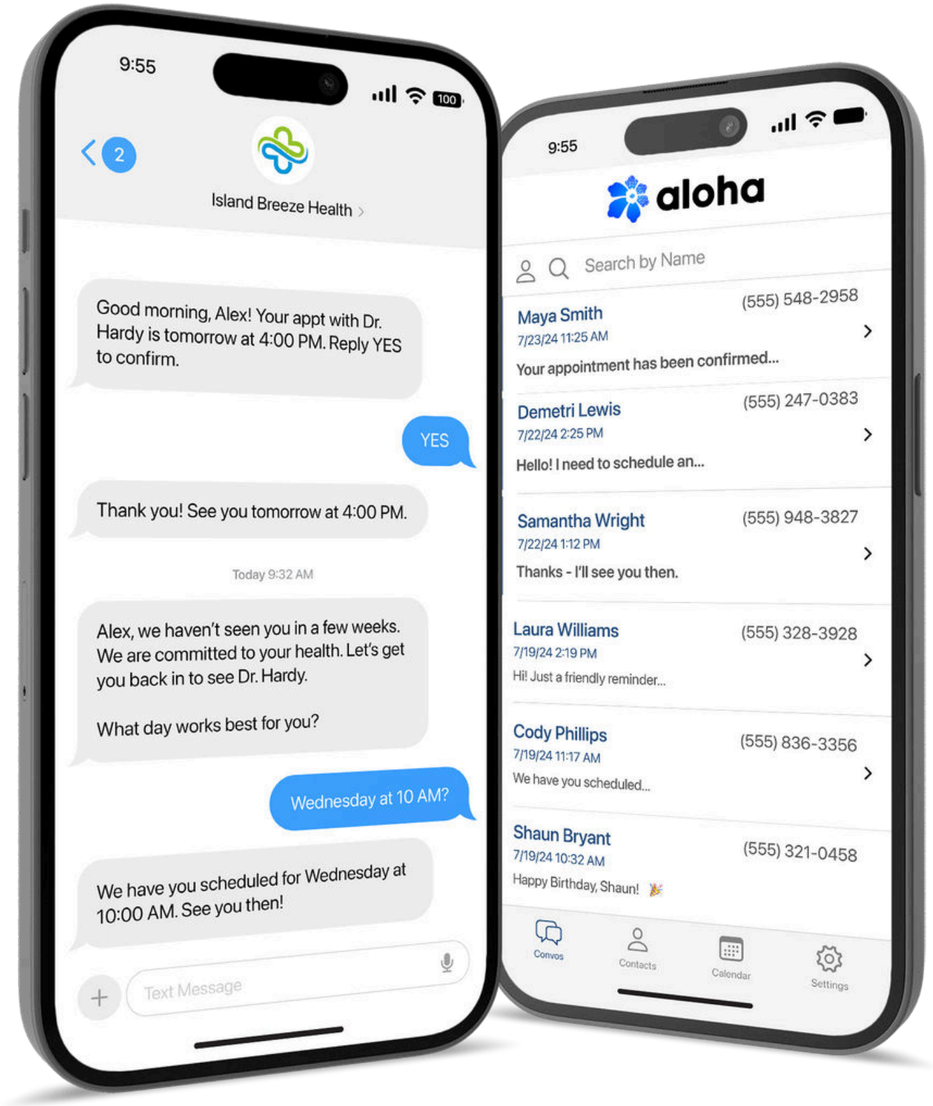
10+

Text Message Templates For Chiropractors



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1. Patient Greetings

Hi {{Patient Name}}, welcome to the {{Your Practice Name}} family! 👋 Feel free to text us anytime with questions.

Thanks! Excited for my appointment tomorrow. 😎



Tip

Add a photo of your team or a short video to your greeting message to make your new patients feel extra welcome.

2. Save Our Number

Hi {{Patient Name}}, this is {{Practice Name}}. Be sure to save this number to your contacts so you don’t miss out on any important appointment information or special offers!

You got it! Just saved your number to my contacts. 👍

Tip

Encouraging patients to save your phone number to their contacts improves the likelihood that your patient (and their phone carrier) will recognize your phone number and not mark it as spam.

3. Appointment Scheduling

Hi {{Patient Name}}, this is {{Practice Name}}. Click here to schedule your appointment: {{Insert Booking Link}}

Thanks- I just booked my appointment for Wednesday. See you then!

Did You Know?

67%

of patients prefer to book their appointments online.

Offering online scheduling is a great way to provide patients with a more convenient way to schedule with you.

4. Appointment Reminders

Reply YES to confirm your appointment with {{Practice Name}} at {{Time}} and {{Date}}. If you have any questions or need to reschedule, please call/text us back.

YES - I'll be there!

Did You Know?

On average, patient no-shows cost practices

14% of their revenue

A friendly appointment reminder text can help patients remember their appointments, prevent no-shows, and provide your team with extra confirmation.

5. Intake Forms

Hi {{Patient Name}}, please fill out our new patient intake form here: 📝 {{Insert Online Intake Form Link}} and save time in the office!

Done! ✅

Did You Know?

81%

of patients prefer to fill out intake forms online.

Allowing your patients to fill out intake forms online via text is a smart way to give patients the experience they want while saving time in the office.

6. No-Show Rescheduling Text

We missed you today, {{Patient Name}} Let's get you rescheduled. 😢

Please give us a call or click here to reschedule online: {{Insert Booking Link}}

So sorry! Today has been crazy. Just rescheduled for Friday. I'll be there!

Did You Know?

Two of the most common reason for patient no-shows are:

- Forgetting about the appointment
- Scheduling conflicts

Sending an automated text that acknowledges the no-show and provides a way to reschedule can be a low effort way to get no-shows back on the books.

7. Getting Reviews

Hi {{Patient Name}}, we hope you had a great visit. Please rate our service from 5 (Best) to 1 (Poor) by responding to this message.

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That’s great to hear! We would really appreciate if you could leave us a review. It’s quick & easy, just use this link: {{Insert Link To Google Review Page}}

Done ✅ Thanks, Doc!

Did You Know?

98%

of people read online reviews for local businesses.

With that said, having quality, positive online reviews from patients is crucial for Chiropractors to grow their practice.

The most efficient way to gather reviews is to request them via text after a patient has had a positive visit.

8. Referral Requests

We’re so glad you’re enjoying your experience with us. We would love to help your friends or family as well. Here is a link to share with them: {{Insert Booking Link}}

Absolutely - I know my sister would love you guys. I’ll send the link to her.

Did You Know?

A referred customer is

18% More Loyal

than a customer acquired by other means.

Tip

Go the extra mile and add a special discount for the referrer or referred as an extra incentive and thank you.

9. Reactivate Past Patients

Hi {{Patient Name}}, we want to see you back! Pun intended. Reply back to this text to receive 2 full treatments for the price of 1. Your back deserves it!

Yes please!!

Tip

If you are sending a mass reactivation text to patients, you can make your messaging more personal by segmenting your audience and tailoring your message for each group.

10. Happy Birthday Texts

Hi {{Patient Name}}, we wanted to wish you the happiest birthday ever! 🥳 We're grateful to know you and hope you have a wonderful day.

- Your {{Practice Name}} Family

Thank you! 🙂 🎉

Tip

Make your message pop by sending a fun gif or photo of your team to accompany the text. Make it special and have fun with it!

11. Event Announcements

Have you heard about our {{Event Name}}?! It’s just right around the corner. We’d love to see you there, but seats are limited. Sign up today or learn more by clicking this link: {{Insert Link}}

That sounds fun - I’ll be there.

Tip

Special events are a great way to connect with your community, generate brand awareness, and build loyalty with your most valuable clients.

Let your patients know about events by sending a text with more information and a sign-up link.

Bonus Tips

1. Use Automation When Appropriate:
If you find yourself sending the same messages over and over, you can likely use automation to save time and increase efficiency. For example, appointment-related texts and review requests are great to put on autopilot.

2. Keep It Short And Sweet:
It's best practice to keep your texts under 160 characters. 1) Your patients usually aren't interested in reading a novel-length paragraph text and 2) Long texts can sometimes cost more to send. When in doubt, keep it short and sweet!

3. Only Send Texts During Business Hours:
Unless there are unique exceptions, it's typically best practice to only send text messages during your business hours. Not only is it respectful to your patients, but it's actually against some texting compliance laws to send texts outside of normal hours.

Bonus Tips (continued)

4. Be Mindful Of Your Texting Frequency:
The goal of business texting is to be helpful and provide value to patients. If you send too many texts too often, it can come across as spam and your patients will opt-out. Use your best judgment when sending texts and keep an eye out for high opt-out rates.

5. Experiment With Your Messaging:
The best way to get the most out of your texts is to experiment and discover which messaging works best. Don’t be afraid to A/B test your messages to find out which ones result in the best patient engagement.

6. Be Human:
Automated texts have their time and place, but sending a personalized text is an extra touch that lets your patients know you care and builds a stronger relationship. Remember to have fun, be creative, and be human in your texts.

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