



GOING MOBILE FOR BIG SAVINGS:

Divine Spine App
SAVES OVER \$20,000
IN PATIENT EDUCATION COSTS

A TOUCHPOINT STUDIO CASE STUDY



Driving Engagement and Compliance

The Divine Spine brand—encompassing more than 10 clinics throughout Alberta, Canada—is making some serious waves in the world of healthcare. Bringing together the collective talents of physiotherapists, osteopaths, massage therapists and more, this organization is redefining the chiropractic experience. In fact, after spending some time with **Clinical Director Dr. Kelly Polzin**, one quickly learns this team of computerized spine and joint specialists is anything but traditional.

Divine Spine's technology not only allows for more precise adjustments for people in every age bracket (from babies to seniors), it also helps treat a much wider variety of conditions. This has enabled the business to appeal to a whole new set of patients in an otherwise very competitive industry. In fact, 40 percent of their patients have never visited a spine and joint specialist before. Kudos to Divine Spine!

However, in order to help patients achieve the best results possible, high engagement, compliance and retention are critical. Inspiring people to fully commit to their healthcare programs requires a great deal of personalized service and relationship-building. It was in these areas where Dr. Polzin saw an excellent opportunity, and so begins the story of our partnership.



Read on to learn how Divine Spine has remarkably improved patient engagement and compliance through the power of mobile, while also cutting annual expenses by \$20,000.

Technology IS the Brand

Divine Spine's success hinges on technological expertise—not only with respect to medical devices but also in terms of client communications. Of course, all of the organization's systems are entirely computerized. But in a field where services are performed in-house and the bulk of interaction takes place during patient appointments, **sustaining relationships outside the clinic is vital to becoming a “go-to” healthcare provider.**

While this scenario may not immediately appear to have a simple solution, to Dr. Polzin, the answer was crystal clear. It was time for Divine Spine to have its own mobile app. He elaborates:

“We always strive to be as technologically advanced as possible while maintaining simple, streamlined procedures—it’s essential to the Divine Spine brand. So it was only natural to start engaging with our patients through a mobile app.”

As he stated, *simplicity* is a key tenet for the business. In order to drive compliance, and thereby results, the Divine Spine team simplifies its treatment and healing processes as much as possible for patients. In order to ensure its adoption, the app would need to be intuitive and user-friendly as well.

Prior to investigating mobile apps, Divine Spine was also using a software program that integrated with email to facilitate instruction and educational content delivery for each patient. This software was expensive (incurring charges on a per user basis), and it required a couple hours of staff time every week to update—time that could be much better spent elsewhere. **Taking into consideration all of their clinics, this was an expense of well over \$400 per week.** Therefore, the right solution would also help the business cut unnecessary costs.

“This is where the future is going. People aren’t going to pick up the phone and call anymore; they’re going to make inquiries through an app. A Divine Spine mobile solution would meet this expectation, and give our patients an easy way to connect with us.”

That being said, Kelly had reservations about outsourcing this type of project. His team had been burned in the past by unreliable “digital gurus” who didn't have the chops to back up their chatter. He needed a partner he could trust—and he found one in TouchPoint Studio.

The TouchPoint Studio Solution

In early 2018, we had the opportunity to meet with Dr. Polzin and discuss his business needs. After coming up with a detailed plan, our TouchPoint Studio team worked closely with him to create a mobile solution that would provide an outstanding experience for his patients while also saving his staff time. And in just a few short months, Divine Spine was equipped with a much more affordable (and sensible!) replacement for the organization's existing software system and email integration.

We ensured that every aspect of the patient experience had a mobile counterpart. Video testimonials from current customers? Check! A virtual clinic tour for those new to the brand? Check! Handy resources and customized exercise programs? Check and check! Plus, new patients could even book a consultation and access a corresponding coupon via the app. Not to mention Divine Spine was no longer contributing to the deluge of emails customers already receive in their cluttered inboxes.



“Working with TouchPoint Studio was unlike any previous experience we’ve had in the digital field. Not only were they very accountable and collaborative, Chad and his team were great at keeping us on task. Communication was exceptional.”

— Dr. Kelly Polzin, Clinical Director, Divine Spine

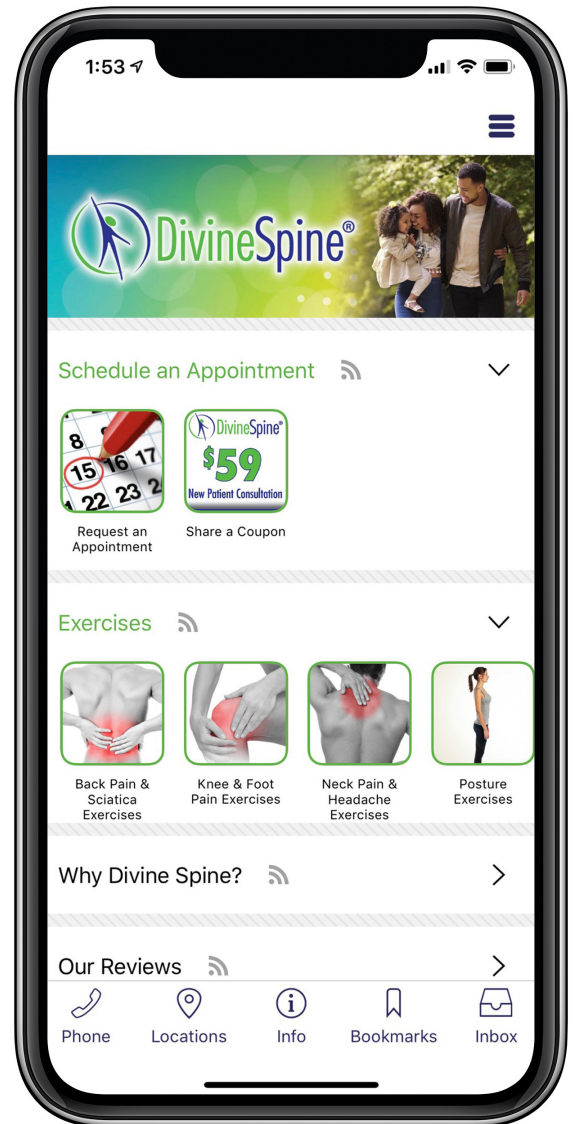
After reviewing Divine Spine's new app, Kelly couldn't have been more pleased with the results. But we weren't done yet. **As a full-service partner, we also helped him navigate and execute the setup of all the necessary app store accounts and complete all of the required steps for launch.** While other developers may know how to build mobile apps, they often don't invest the time with their customers to properly position them for success. But at TouchPoint Studio, we ensure our clients are empowered to hit the ground running!

“From developing the initial ideas, to handling the complexities of working with Apple, all the way through to the launch of our mobile app, the team at TouchPoint made the process as easy as possible and provided guidance every step of the way.”

Now that development had been completed, it was time for the app to be presented at the Divine Spine launch party. Twice a year, the company principals get together with the rest of their team to conduct workshops and discuss the state of the business, new research and a variety of other topics. This time around, the highlight was going to be the organization's new mobile solution.

Needless to say, Kelly felt the pressure was on. Because the team's practitioners are on the front lines every day, they are always looking for something fresh and different that takes their patients' healthcare experience to the next level. So what was their response?

The app received rave reviews! In fact, the last half-day the group had together was spent entirely on brainstorming ways to begin introducing it to patients. Of course, we help with the promotion too—after all, we're partners (and not just vendors)! Moreover, the launch party attendees were even happier to know that our team provides ongoing assistance, maintenance and feature updates, yet another factor that sets us apart from other development companies.



“Everyone at the launch party was amazingly impressed with how useful and engaging our mobile app turned out to be. But what particularly took me by surprise was the level of prestige that people associate with it. It really gives us more legitimacy in the market—and has become another way for us to say ‘we have something that nobody else has’.”

The Divine Spine App

Perhaps most importantly, every Divine Spine patient who downloads the app can access their own personalized treatment plan, complete with take-home exercises and helpful information to keep them motivated. Dr. Polzin's favorite feature? The seamless capabilities happy customers now have to leave positive feedback. Every story shared is another source of inspiration for prospective patients seeking a healthier lifestyle.

Take a look at how Divine Spine's mobile app caters to all patients, no matter where they are on their journey...



Tour a Clinic

For those who are skeptical about computerized spine and joint treatments, a virtual tour kicked off with Dr. Polzin is likely to put them at ease. What a great way to showcase the facilities!



Customer Testimonials

The ultimate selling point for any business is being able to offer social proof of success. If a prospect or customer is looking for positive reviews, they need only turn to the Divine Spine app for both written and video testimonials.



Request Appointment

Interested in becoming a Divine Spine patient? No need to call. It's super easy to book your first consultation through the app. Plus, users even get a coupon for \$59 off. This streamlined service leaves everyone happy!



Helpful Articles

Patients have access to a number of resources—articles and videos included. The Divine Spine team can add to this media library at their leisure to keep their customers informed 24/7.

Want to see this mobile app in action? You can download it here:



And the Results?

According to Dr. Polzin, **Divine Spine's new mobile solution—in just 90 days—has impacted the way they do business at every stage**, from marketing and acquisition, to treatment program implementation and customer success. Nearly all of the conversations that happen across each clinic, both with patients and employees, are now influenced by the app. Customer satisfaction has never been higher, and the business is saving a LOT of money. We're so happy to have given Divine Spine the tools it needs to differentiate themselves from competitors, and we look forward to their continued success!

Here are a few more details that showcase what a difference going mobile has made for Divine Spine:

Saving Over \$20,000 per Year

Who doesn't love saving money? **Divine Spine is certainly happy that they've been able to completely eliminate a \$20,000+ line item from their budget.** With the cumbersome, manual software platform out of the way and staff members freed up to spend time on what they do best, the business is saving over \$400 every week.

Skyrocketing Patient Compliance

Keeping things simple for patients has had a profound effect on their commitment level. **Dr. Polzin reports that patients who have downloaded the app have exhibited much higher compliance rates.** With everything in the app designed to meet the needs of each individual user, customers don't need to be at the clinic to receive personalized education. It's all there on their smartphones.

Streamlined Communication

Outgoing emails from the organization's previous software platform would often end up in spam folders. Sometimes patients would lose their passwords or miss out on announcements altogether. It was just hassle after hassle. With the app, there is NO hassle. And because it's dynamic, **Divine Spine can update patient education and send out notifications at a moment's notice.**

Improved Morale

While the ability to direct patient protocols has been spectacular, morale at Divine Spine is also on the rise! **Staff engagement, as well as patient engagement, has increased**, and the fun Kelly and his team are having with the app is seemingly limitless. Let's just say there's a little music video entitled "Ice, Ice Daily" coming soon...

Going mobile was the right decision for Divine Spine, and they haven't looked back. From making a great first impression with new patients to helping existing customers stay on track, the app has enabled Dr. Polzin and his colleagues to communicate with and relate to patients in ways like never before. Moving forward, Divine Spine even plans to incorporate mobile into its advertising strategy!

As an innovative, tech-driven organization, Divine Spine now has a patient engagement platform that aligns with its brand. By creating a wow-worthy mobile experience, this unique healthcare provider has been able to cultivate an even more committed customer base while simultaneously growing their business. And slashing \$20,000 in expenses? Just one more reason why the Divine Spine team is smiling about their TouchPoint Studio mobile solution.

“There are so many things that TouchPoint can do for you. Without their support and direction, taking our business mobile would've been an overwhelming process. While most developers are shortsighted, I appreciate that Chad and his team want to build long-term relationships. You can really trust them, and that, you can't put a price on.”



Join the Mobile Revolution!

Interested in learning more about how mobile technology can benefit your business?

Let's Talk.

CONTACT US TODAY

800.691.2932

info@touchpointstudio.com

OR VISIT OUR WEBSITE

<https://www.touchpointstudio.com>

CONTACT US

ABOUT TOUCHPOINT STUDIO

Our core mission is to help organizations of all sizes amplify their brand's reach and value to the rapidly expanding population of active mobile users. After spending nearly two decades designing and developing for some seriously big brands, we set out to create a platform that would make mobile technology available to every company, not just big corporations with large marketing budgets. After countless hours putting our heads together, unpacking and then repacking our ideas, TouchPoint Studio—the most cost-effective mobile app platform for small to mid-sized businesses—was born. We pride ourselves on solving problems for our clients. We're experts in our field, always learning and growing to remain competitive. And we care about our partnerships, as you do yours.

