

# Products and Pricing General Practitioners

Official partner of





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## About HealthEngine

HealthEngine is Australia's largest and most trusted Online Booking System and Health Directory.

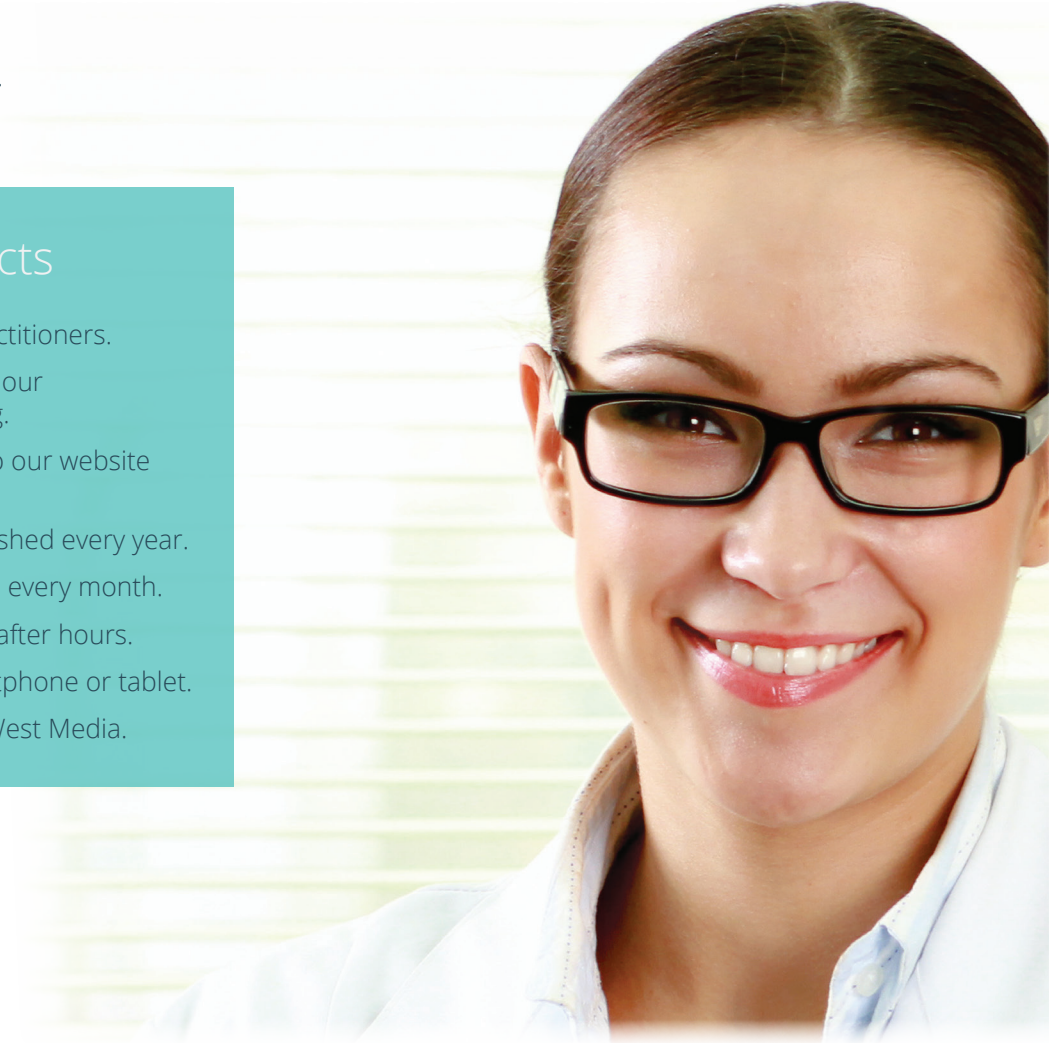
Founded in 2006 by a group of Australian doctors frustrated by how difficult and inefficient it was researching and accessing health practitioners, HealthEngine connects patients with practices making it easier to find and book health appointments anywhere, any time.

### HealthEngine benefits for GPs

- Less time on the phone.
- Less unfilled gaps.
- Open 24/7.
- Reduce no-shows.
- Secure new patients.
- Stand out from your competitors.

### HealthEngine fast facts

- Over 60,000 practices and practitioners.
- Over 6,000 practitioners using our Health Appointment Marketing.
- Over 565,000 patients come to our website every month.
- Millions of appointments published every year.
- Tens of thousands of bookings every month.
- 39% of appointments booked after hours.
- 47% of traffic coming via smartphone or tablet.
- Backed by Telstra and Seven West Media.



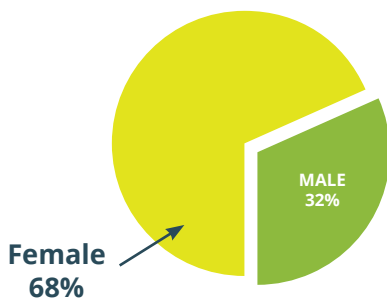


# Who's Using HealthEngine?

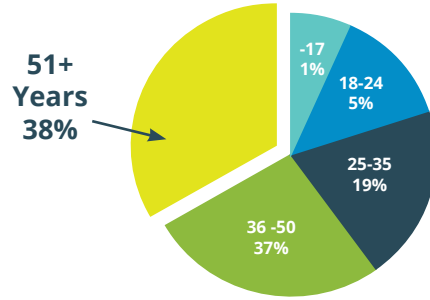
HealthEngine gives patients the opportunity to book health appointments online anywhere, any time.

A recent survey of people who booked health appointments online using HealthEngine showed the mindset of patients towards accessing healthcare is changing, becoming less loyalty based and more convenience driven.

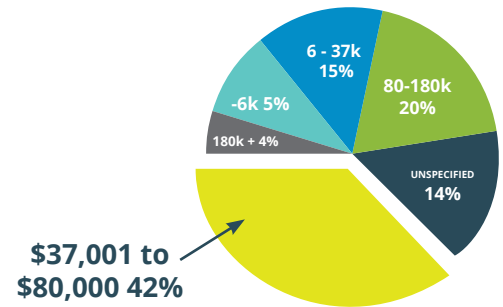
GENDER



AGE



INCOME



Source: Google Analytics.

**47%** Access the HealthEngine Online Booking System via a tablet or smartphone.

**18%** Left their regular practice because they didn't offer online booking.

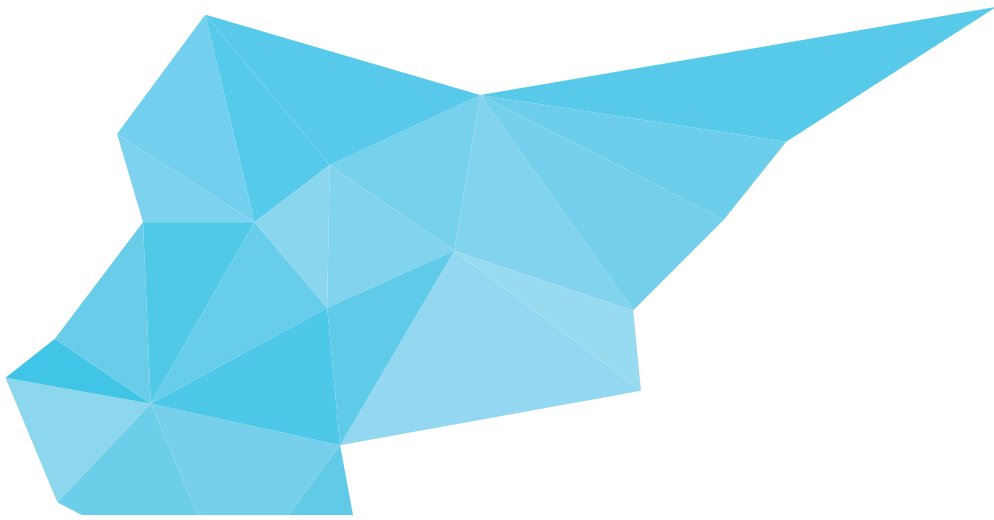
**30%** Moved location and looked online for a more conveniently located practice to them.

**27%** Found a more convenient appointment time at a different practice.

**34%** Don't have a regular practice.



Source: HealthEngine customer survey September 2014.



# Improve practice performance with HealthEngine's Online Booking system.

HealthEngine's Online Booking System is a customisable, interactive booking service that allows patients to book health appointments online, 24/7. Currently used by GPs of all sizes, our Online Booking System can completely turn your practice around by freeing up the front desk, reducing no-shows and giving your patients the ability to find and book an appointment anywhere, any time.

## Benefits of online booking

### **Less time on the phone**

Free up the phone lines and reduce the number of people who end up on hold or receive an engaged tone.

### **Less unfilled gaps**

Only our appointment marketplace can bring you brand new patients, risk-free.

### **Open 24/7**

Let your patients choose an appointment, make a booking and handle their own cancellation, 24/7.

### **Reduce no-shows**

Our proprietary system results in an industry-leading no-show rate of <1%.



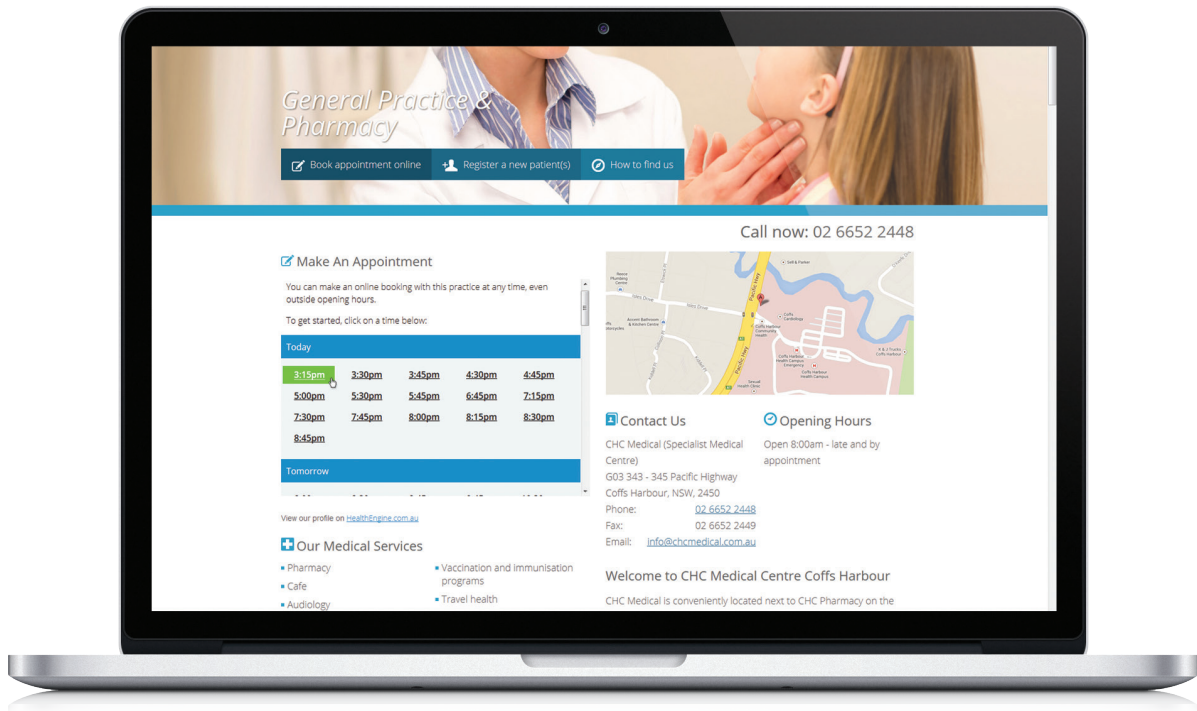
### **AGPAL Client Benefit**

HealthEngine's Online Booking System is now available to AGPAL clients at no cost.





# Online Booking System



## How does it work?

Our Online Booking System allows your patients to book online appointments through your existing website, 24/7.

- Easily connects with major practice software.
- Quick to install - takes just minutes.
- Highly-customisable.

Our system plugs directly into your practice management software and is displayed on your website. Or if you don't have a website, we can build one for you, **see page 13**.

<sup>^</sup> Full time equivalent GPs  
<sup>\*</sup> Exclusive use of HealthEngine for all online booking services.  
<sup>#</sup> AGPAL accreditation as listed on [agpal.com.au](http://agpal.com.au). Required to use HealthEngine for the provision of online booking services for a minimum period of 12 months from appointments going live online.  
 Not available with any other offer. Conditions apply and are available for viewing at [healthengine.com.au/agpal](http://healthengine.com.au/agpal)

## Pricing

Setup fee		
No Contract	Contract (12mth)	<b>AGPAL Clients</b>
\$150	\$0*	<b>\$0#</b>
Monthly		
		<b>AGPAL Clients</b>
1-2 GPs <sup>^</sup>	\$60	<b>\$0#</b>
3-5 GPs <sup>^</sup>	\$90	<b>\$0#</b>
6-10 GPs <sup>^</sup>	\$150	<b>\$0#</b>
11+ GPs <sup>^</sup>	Upon request	<b>\$0#</b>

### Integration Partners



All prices exclude GST.



# Market your practice through HealthEngine.

HealthEngine provides a number of marketing solutions for practices wanting to grow their patient base, or simply strengthen their online presence and set themselves apart from their competitors. Choose to list your practice on our Online Health Directory and optionally publish your appointment availability to both existing and new patients.

## Online Health Directory

HealthEngine is the most comprehensive Online Health Directory in Australia, and the leading online destination for patients wanting to find and research healthcare. Being featured on HealthEngine can enhance your Google and search engine presence, with practices able to choose from two affordable and effective profile options:

**Starter Profile – \$29 a month** (\$9 with Health Appointment Marketing)

**Professional Profile – \$49 a month** (\$19 with Health Appointment Marketing)

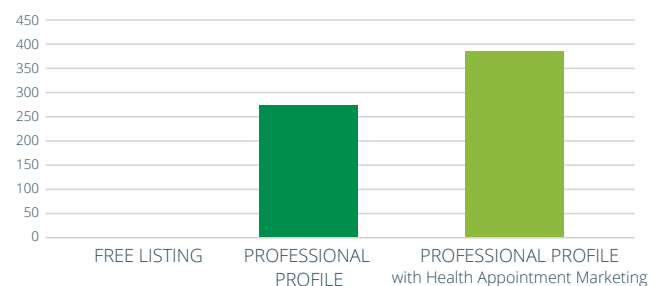
Both the Starter and Professional Profiles allow your practice to publish your availability through our Health Appointment Marketing solution.

## Health Appointment Marketing

Whichever online booking system you use, Health Appointment Marketing gives you the opportunity to publish your practice's real-time appointment availability to patients through our Online Health Directory. Be easily found by both existing and new patients.

**The following graph shows that a Professional Profile on HealthEngine, together with Health Appointment Marketing, can significantly increase the number of patients viewing your practice profile.**

Median number of profile views - National GP - August 2014



# Online Health Directory

## Products and pricing

All prices exclude GST.

Features	Free	Starter \$29 a month	Professional \$49 a month
Address, phone number and Google map	✓	✓	✓
Link to practice website	-	✓	✓
No competitor advertising	-	✓	✓
Appear above Free listings	-	✓	✓
Practice overview	-	✓ Limit of 100 words	✓ No limit
Special interests	-	✓ Limit of 3	✓ Limit of 20
Image gallery	-	✓ Limit of 3	✓ No limit
Monthly reporting	-	✓	✓
Self-managed profile	-	✓	✓
Verified practice identifier	-	✓	✓
Ability to publish appointments	-	✓	✓
Appear on Free listings	-	-	✓
Appear in the top 3 listings ( <b>Professional Plus</b> )	-	-	From \$199 a month
Profile hero image	-	-	✓
Staff photos and descriptions	-	-	✓
Videos	-	-	✓
Articles for downloads	-	-	✓ Up to two PDFs
Social media sharing and follow links	-	-	✓
Practitioner qualifications	-	-	✓
Contact enquiry form	-	-	✓
HealthEngine phone support	-	-	✓
Custom practice and practitioner title	-	-	✓

### Professional Plus

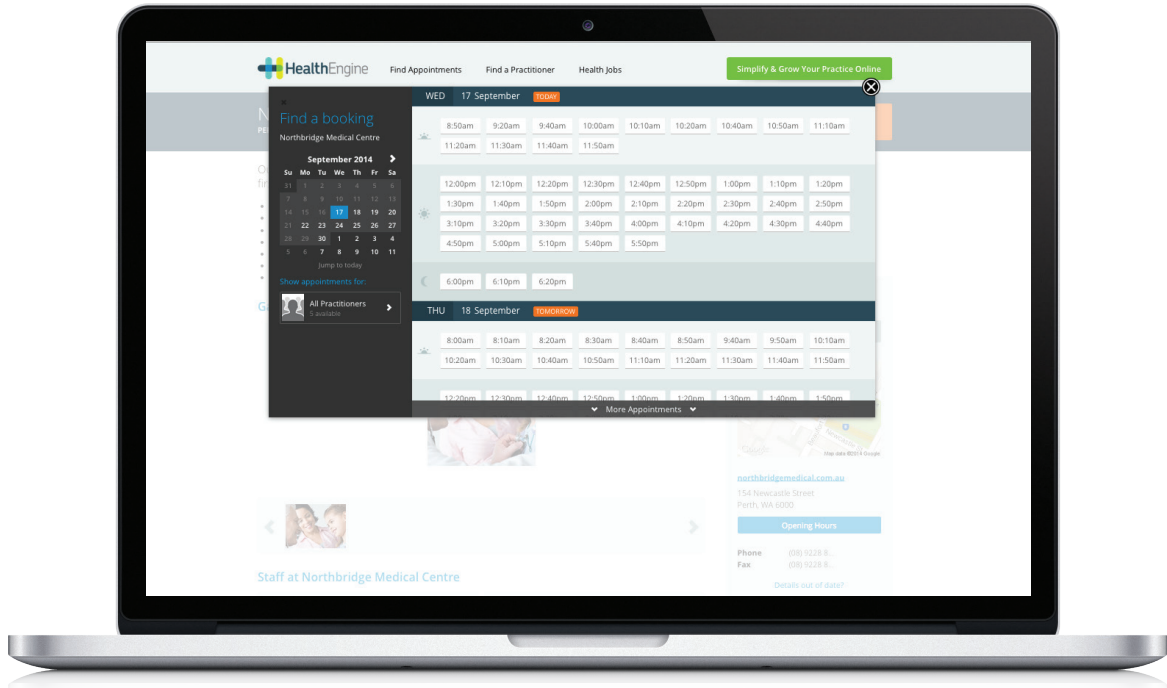
Position your practice as an industry leader from an additional \$199 a month. Appear in the top 3 listings for your specialty in your choice of four postcodes, giving you optimum exposure on HealthEngine and cementing your position as a top provider in your chosen field.







# Health Appointment Marketing



## Publish your appointments on HealthEngine

Secure new patients and fill gaps in your practice schedule by allowing patients to find available appointments and book them instantly online.

Whichever online booking system you use, HealthEngine's Appointment Marketing solution gives you the opportunity to publish your practice's real-time appointment availability to patients through our Online Health Directory. Be easily found by both existing and new patients.

You can choose to fill sporadic appointment gaps or attract large volumes of new patients. Appointment Marketing plugs neatly into practice management software allowing you to decide when you need the service. You're in complete control.

### Benefits

- Make it easier for new patients to find you.
- No contracts.
- Pay only for appointments attended.

Health Appointment Marketing requires a Starter or Professional Profile.

### Pricing

Bookings through  
HealthEngine.com.au

NEW PATIENT  
REFERRAL FEE

FROM \$4

All prices exclude GST.

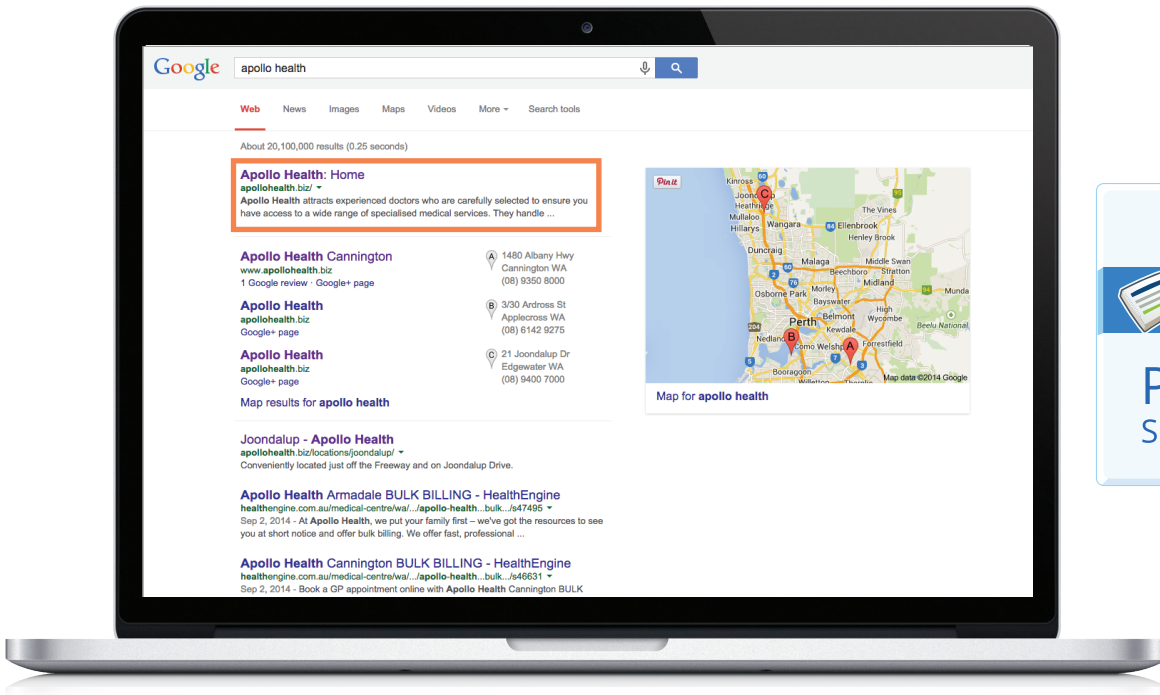


## Additional Products and Services

HealthEngine provides a range of additional products and services that work to improve the performance of your practice.



# Search Marketing



## Features and benefits

Search marketing is an essential part of a comprehensive marketing strategy, allowing you to promote your practice directly at the top of Google search results.

HealthEngine's Search Marketing solutions uniquely blend our deep understanding of health marketing and search with our Premier partnership with Google to provide unparalleled results.

Our Search Marketing service includes:

- Solution customised to your practice's location, specialty, special interest areas and procedures.
- Dedicated Account Manager and phone support.
- Monthly analysis and reporting.
- Constant optimisation to Google best practice.

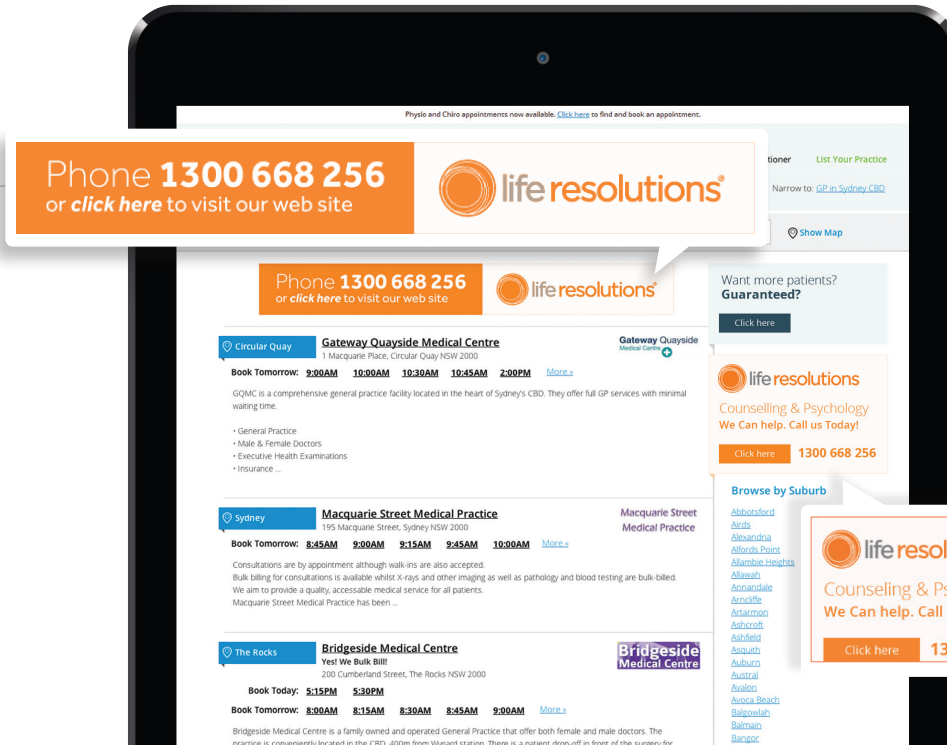
## Pricing

**Call a HealthEngine consultant to customise a solution that suits your practice's individual situation.**



# Banner Advertising Campaign

Leaderboard web banner



Medium Rectangle (MREC) web banner

## Features and benefits

Raise awareness of your practice and increase the number of patient bookings with a targeted banner advertising campaign.

- Be shown a minimum of 10,000 times - guaranteed.
- Campaign is measurable.
- Draw attention to your contact details and company logo.
- Target a specific location.
- Build brand recognition for your practice.
- Attract more attention.
- Link through to your HealthEngine listing or website.

## Pricing

<b>Setup fee</b>	Free
<b>Per 10,000 Impressions</b>	\$600

- Banner ads can appear anywhere on the HealthEngine website as long as the viewer is within the area(s) nominated.
- Maximum campaign period of one year.
- Reports are provided during and after the campaign showing page impression numbers, total clicks and click through rates.

All prices exclude GST.



# Practice Websites



## Custom Webpage

If your practice doesn't have a website, HealthEngine can build and host a basic webpage at no additional cost. We can also provide a customised webpage for a small monthly fee.

- Fully integrated with our Online Booking System.
- Professional online presence.
- Optimised for smartphones and tablets.
- Hassle-free and low maintenance.

### Pricing

<b>Basic</b>	Free
<b>Customised</b>	\$20/mth

## Custom Website

Want your own website? We can build a detailed site, tailored to your needs.

- Fully integrated with our Online Booking System.
- Responsive design that displays on all desktops, laptops and mobile devices.
- Your own domain name.
- Customised with your logo and selected colour scheme.

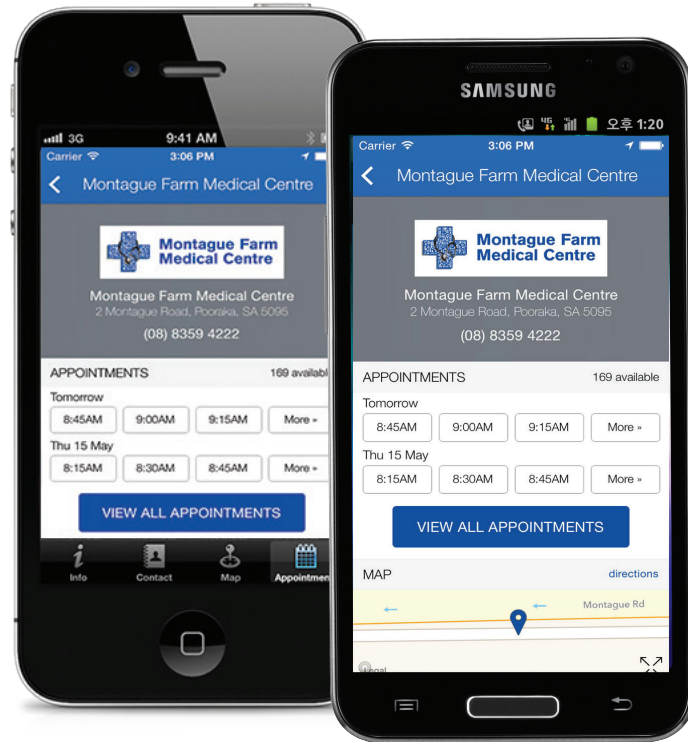
### Pricing

<b>Design and build</b>	\$499
<b>Hosting</b>	\$10/mth

All prices exclude GST.



# Custom Practice Booking App



## Features and benefits

Our expert team of developers can build an App specifically for your practice, allowing your patients to book on the go anywhere, any time.

- Personalised App icon and name, and styled to match your logo colours.
- Displays complete information about your practice, powered by HealthEngine.
- Allows patients to search and book available appointments at your practice, 24/7.
- Send patients push notifications about upcoming appointments, booked via the App.
- Offers directions to help patients get to your practice.

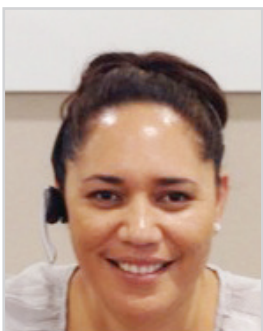
## Pricing

<b>Setup fee</b>	\$250
<b>Monthly support &amp; updates</b>	\$50/mth



- Development time estimated at 3-4 weeks, commencing from the date your practice profile is live on the HealthEngine website.

All prices exclude GST.



Renarda Teki  
Assistant Practice Manager



"We love HealthEngine's Online Booking System. It has been great so far and we can only see it getting better."

Renarda is assistant practice manager at Apollo Health, a skin and antenatal clinic.

With seven GPs, three registered nurses and four administration staff, there is a lot that needs to be done in a day and a great deal of organisation and planning required to keep things running smoothly.

"Our head office first alerted me to the benefits of HealthEngine's Online Booking System," Renarda explains. "We knew about the marketing possibilities of listing on their website, then we saw how easy it was for patients to find and book appointments."

From sign up to implementation, Renarda's staff were trained and up and running in less than half an hour.

"We can secure more details from patients and we've eliminated some of the frustration associated with manual bookings," Renarda says. "Our staff can now focus on other important matters."

Feedback from Renarda's patients has also been positive. "They find it a lot easier to make appointments and no longer need to wait on the phone. They also find it very quick and easy to use," Renarda says.



Anthony Lau  
Practice Manager



"We are seeing people who want an appointment but don't want to have to phone around."

Ocean Village Medical Centre was one of the first GP practices in Australia to sign up to HealthEngine's Health Appointment Marketing service. They immediately found it helped fill vacant appointments.

"We operate Monday to Wednesday and Friday 8am to 6pm, Thursdays 8am to 8pm and Saturday 8am to 12pm and the demand is variable across those days," says practice manager Anthony Lau.

Mr Lau says HealthEngine's Health Appointment Marketing Service has been able to promote the centre to a broader

audience, and made it easier for them to fill spare appointments with patients who might not have attended the centre in the past.

"We are seeing people who want an appointment but don't want to have to phone around the different surgeries in the area to find a free time," he said.

"For them to be able to look on HealthEngine and see what is available nearby is very useful for them - and for us as well."



- **Can we offer different appointment lengths?**  
Absolutely. Your patients can choose the types of appointments they are after when they book. You can also set different appointment lengths based on the types of appointments.
- **Can a patient choose to see their own doctor?**  
Yes. We give you the option to offer practitioner-specific appointment times.
- **Can the Online Booking System integrate with our practice management software?**  
Yes. Currently our system connects seamlessly with Best Practice, ZedMed, Pracsoft, Practice 2000 and Genie.
- **What if you don't use any of the standard practice management software systems?**  
We have a simple-to-use solution that takes just minutes to implement. HealthEngine also provides training and ongoing support.
- **Do you send the patient a booking reminder?**  
Yes. We send patients an email reminder one hour before their scheduled appointment. SMS reminders can also be sent for a small fee.
- **Where are the appointments published?**  
The appointments appear on your website, on the webpage built for you or published on [healthengine.com.au](http://healthengine.com.au)
- **If some of our doctors don't want new patients, can they still have the Online Booking System?**  
Yes. We can turn the appointment marketing service off for those particular doctors but still publish their appointments on your website.
- **What happens if a new patient doesn't show up for their appointment?**  
You won't pay. Our billing is very transparent, with invoices listing the names of all patients that have booked. If any of the new patients didn't show up for their appointment, you won't be charged.
- **What happens if in the future we don't want any more new patients?**  
That's not a problem. Just let us know if this happens and we will switch appointment marketing off. You can keep the Online Booking System on your website for your existing patients.
- **How do I know if a new appointment has been made when I'm away from the practice?**  
Every time an appointment is made you will be automatically sent an email letting you know.
- **What if I forget my login details?**  
Simply call our friendly Practice Support team on 1300 377 639 with any queries you may have.



## Working with you

HealthEngine works for practices of all shapes and sizes. Here, we address some common misconceptions...

- **Many of my patients are elderly. They won't use the internet to make GP appointments.**

A common misconception is that the older generation isn't online. In fact, 38% of all HealthEngine users are aged 51 years and over.

HealthEngine also benefits patients with limited hearing and speech abilities, or who speak English as a second language. We regularly receive positive feedback from such patients who are grateful that their GP is offering online bookings, as the internet provides an easier way for them to make appointments than over the phone.

- **My practice is complex. We offer an array of appointment types and times, and have more than one discipline. I don't think the Online Booking System can help us.**

Our goal at HealthEngine is to provide solutions that are tailored to each practice's needs. Our Online Booking System is highly adjustable and flexible, and connects seamlessly with existing practice management software. The system can be fully customised at no additional cost.

Many of our existing practices have more than one discipline, and even have multiple practice locations. HealthEngine can tailor the Online Booking System to include these for a small additional fee.

- **I'm concerned the Online Booking System will access sensitive patient information.**

The privacy of your patients is of the utmost importance to HealthEngine. We do not capture or store any information other than what is provided as part of the booking.

- **Our business is going well and we're happy with our current systems and processes. We don't need to change.**

The mindset of patients towards accessing healthcare is changing – it's becoming less loyalty based and more convenience driven.

We recently surveyed users of HealthEngine and discovered that 18% left their regular practice because they didn't offer online bookings, and 34% of users don't have a regular practice. 27% also found a more convenient appointment time online - with a new practice - than what was offered by their regular GP.

By choosing to implement online bookings you don't only give patients an alternative way of finding you, you're also less likely to lose them to one of your competitors.

For more information phone **1300 315 110** or visit **[healthengine.com.au/gp](http://healthengine.com.au/gp)**

Strategic Partners

