

# Affinity Chiropractic Modernizes the Patient Experience with Intelligent Messaging



# About Affinity Chiropractic

Affinity Chiropractic, founded by Dr. Jane Bigby, provides a top-tier patient experience that allows it to get ahead of other chiropractors throughout Oregon. Located in the Klamath Falls, this patient-oriented health and wellness center focusing on a wide range of chiropractic services addresses patient needs with personalized care. Affinity Chiropractic's unique standard of care is not only backed by Dr. Bigby's experience but also a touch

of empathy — making patients feel confident and comfortable with their treatment plan.

In a continuous effort to deliver that top-tier patient experience with personalized care, Affinity Chiropractic realizes it's vital to prioritize the entire patient journey rather than solely while a patient is in the office.

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## The Effects of Costly, Unreliable Technology

Dr. Bigby used an answering service for several years. Affinity Chiropractic chose against hiring staff for the front desk because any answering service should, at least in theory, easily take on inquiries from new and existing patients seeking to schedule appointments. However, it didn't fulfill Affinity Chiropractic's needs nearly as reliably as expected.

Affinity Chiropractic encountered a myriad of issues right away. Dr. Bigby found that, despite being advertised as an efficient tool, the answering service couldn't actually maintain the health and wellness center's schedule.

Instead, it left the schedule in disarray with appointments added to the wrong date and time or double-booked against other appointments.

Dr. Bigby would then need to get involved in the process of scheduling in order to fix time-consuming obstacles caused by the answering service's shortcomings.

Aside from creating a mismanaged schedule, the answering service also ran up costs. Affinity Chiropractic initially figured it would serve as a cost-effective alternative to hiring additional staff and dedicating their time to scheduling appointments, but the answering service's inability to be effective led to lengthy calls. As a result, the by-the-minute pricing structure of the answering service sent costs soaring and ultimately caused Affinity Chiropractic to overpay for an underperforming tool.

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**“Calls to schedule or change an appointment should take 15 to 20 seconds, but it would take the answering service 15 to 20 minutes and I was being charged for every minute. It was very expensive, especially when they’re creating a bad experience for patients.”**

- Dr. Jane Bigby, Founder of Affinity Chiropractic

## The Challenges Dr. Bigby Faced



1

How to communicate with patients quickly and efficiently.

2

The ability to schedule appointments in a fast, easy and cost-effective way.

3

Effectively maintain the center’s schedule.

Patients disliked the answering service, too. Instead of a quick and seamless interaction to schedule an appointment with Affinity Chiropractic, the answering service forced patients to remain on the phone for around 15 minutes.

Everything just felt far too cumbersome for Dr. Bigby and her patients. Affinity Chiropractic thought it chose a solution to automate scheduling and optimize resources, but the answering service fell short of expectations and required Dr. Bigby to intervene. While the in-office patient experience is always stellar with Dr. Bigby, lengthy calls and scheduling snafus made for a frustrating pre-visit patient experience.

In a Facebook Group created for female chiropractors, Dr. Bigby asked around for alternatives to answering services that could help her streamline the front desk without needing to hire staff. Medallia Zingle surfaced as a recommendation from another chiropractor, and Dr. Bigby started researching a few mobile messaging solutions to find the right fit.

Affinity Chiropractic ultimately landed on Medallia Zingle after a competing mobile messaging solution lacked experience, positive reviews, and an attractive price. Medallia Zingle launched more than a decade ago, and countless clients from industries such as healthcare, hospitality, and property management all trust this two-way, real-time communication platform.

Now, Affinity Chiropractic is delivering personalized care at every point in the patient journey.

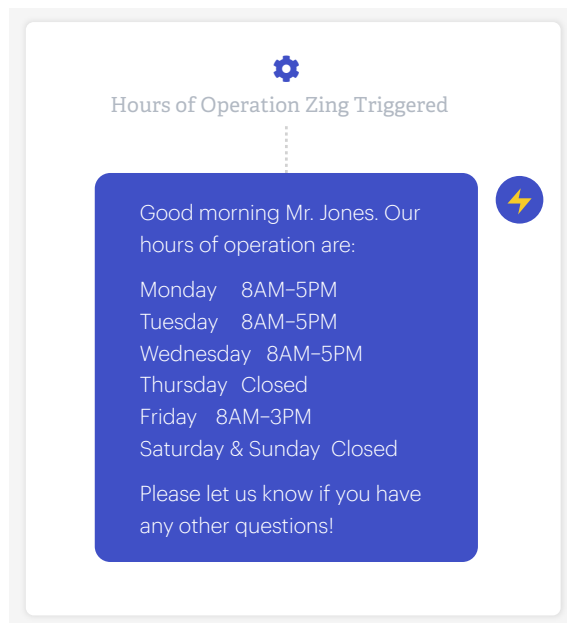
# Modernizing the Patient Experience

Affinity Chiropractic replaced the answering service with Medallia Zingle, and immediately Dr. Bigby's health and wellness center earned significant improvements to operations benefitting both the business and its patients.

Medallia Zingle is at the ready for inquiries of all types without Affinity Chiropractic needing staff to answer an endless number of calls. Instead, Affinity Chiropractic and its patients communicate via text automatically — AI-powered intelligent messaging technology understands conversation flow to effectively interact with patients.

If a patient calls Affinity Chiropractic and no one answers, they're instructed to text the health and wellness center directly. Patients just need to send "schedule," for example, and Affinity Chiropractic replies with a link to the online portal where patients schedule, cancel, and change appointments. Affinity Chiropractic saves time while receiving accurate information that syncs with its EHR system.

Dr. Bigby shared that patients prefer this self-service method over calling the office to schedule appointments or receive information about Affinity Chiropractic. In addition to the automation for scheduling an appointment, Affinity



Chiropractic also uses other intent-triggered automations in Medallia Zingle to share hours of operation, out-of-office messages, and answers to frequently asked questions.

When she needs to close for a few hours or a few days, Dr. Bigby knows that patients are still able to reach out and receive the information they're seeking. Patients just text Affinity Chiropractic and Medallia Zingle handles the rest to ensure a seamless patient experience at any time while easing the workload on Dr. Bigby.

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**Patients tell me about how slick the experience is, how convenient it is, and how they can do things without needing to call. I replaced the answering service with Zingle and it was an incredible choice.”**

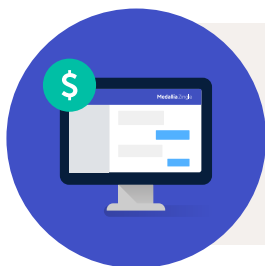
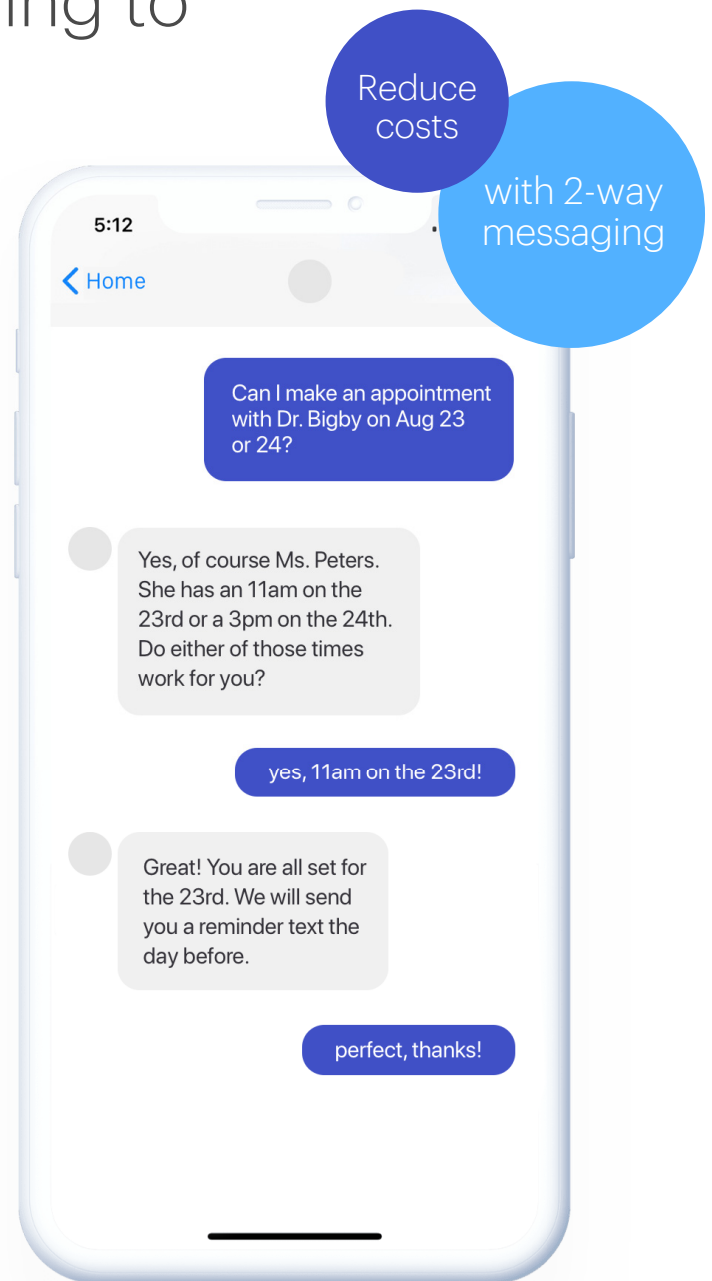
- Dr. Jane Bigby, Founder of Affinity Chiropractic

# The Impact of Upgrading to Medallia Zingle

Medallia Zingle entirely replaced the answering service Dr. Bigby used prior. Yet it's not only a remarkable level of improved efficiency and patient satisfaction that a mobile messaging solution achieved for Affinity Chiropractic. Costs dropped considerably by switching to Medallia Zingle, allowing Dr. Bigby to put money back into her business.

Affinity Chiropractic typically sees reduced costs of over 200% monthly after choosing Medallia Zingle.

Beyond just saving money, Dr. Bigby doesn't worry about a sky-high bill surprising her. Medallia Zingle's price remains the same and won't fluctuate month-to-month, which wasn't true for the answering service. In the past, Affinity Chiropractic wasn't sure what they'd pay until a bill arrived. But now there's confidence in the tool Dr. Bigby uses and the price paid for it, all while delivering an outstanding patient experience.



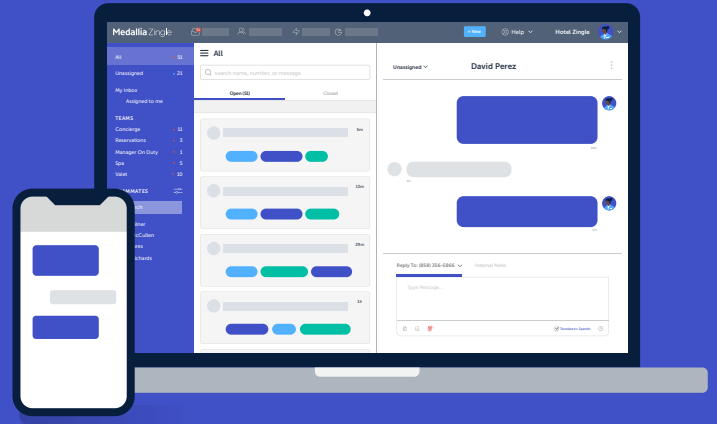
OVER  
**200%**

in monthly reduced costs for Affinity Chiropractic by switching to Medallia Zingle from an answering service.

# See Zingle in Action

Schedule a demo with one of our healthcare experts today!

[Schedule a Demo](#)



## About Medallia Zingle

Medallia Zingle empowers businesses to engage, support and respond to customers in more meaningful and impactful ways. Zingle's customer engagement platform combines artificial intelligence and machine learning with workflow automation and mobile messaging, allowing brands to easily deliver exceptional customer experiences in real time. Leading brands across different verticals, including hospitality, food & beverage, retail, and more, use Zingle to increase efficiency, improve operations and delight their customers. Zingle is a division of Medallia, the pioneer and market leader in experience management. Find out more at [zingle.com](https://zingle.com).

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