371R- New Clinic Software & Business Growth Tools with Mark Hutton

Steven Bruce

Well, thanks for joining me today, I'll get straight into things. We're looking at clinic software. In particular, we're looking at software designed by an osteopath to suit clinics just like yours and mine. Now, we aren't into advertising or product placement here at the academy. But I do think there's a lot of value in our examining all sorts of products that you might want to try in your own practice. So we approach this with an open mind. And I'd really welcome your own questions about the capabilities of packages on the show today, as well as any suggestions you might have. I confess I am I'm a bit more sympathetic to a product that's been devised by a fellow osteopath. But we still have to be objective in our assessment. Of course, that fellow osteopath is marketing. Hello, Mark. Welcome back to the studio. You were in the studio some time ago as a model when you came down to talk to me for the first occasion about this. So thank you for that as well. Apart from being an osteopath, and you get into this,

Mark Hutton

wow, this idea, come to me in my final years at university and eat the idea which just wouldn't leave me Leave me alone. I don't know where he come from. But he come from somewhere. And I kept pushing it away and it would come back. I kept pushing it away, and it would come back. And that happened for about 12 months.

Steven Bruce

So while you were at university, you're you're probably not using any clinic software at all. So did you have something to compare it with at that stick? Yeah,

Mark Hutton

I was a practising sports therapist. Right? Yeah, so I was in the final years of university and I was using a different clinic software at the time, and started to notice that there were some things that didn't quite suit my patient management style, and speaking to my colleagues started realise that they had similar problems as well.

Steven Bruce

So I reckon you've made a big mistake with this software wasn't my osteopathy. It's called My osteopathy. So you're excluding all of the chiropractors who might be interested in this. Who Run practices almost identical to ours as osteopath.

Mark Hutton

People do say that and we haven't done this to exclude anybody physiotherapy. So Chiropractors, we did this Adler for osteopathy and our colleagues. We really believe in supporting them, especially in their in their self employed small businesses, which we consider to be the backbone of osteopathy. There's small businesses all around the country. And it's it's not easy running, running a small business, osteopathy or any other so really believe in supporting them. Yeah,

Steven Bruce

and I'm guessing from that, that means that you would support a chiropractor who wanted to use this as well. Of course,

Mark Hutton

we'd welcome them.

Steven Bruce

Well, you know, you know how we work here. I mean, I don't think there's a huge difference between the way most chiropractors and osteopaths work and I'm just as anxious to support chiropractors as I am osteopath, or physiotherapist or anyone else who wants to come to us for support. All right, so tell us about my osteopathy. What does it do? So

Mark Hutton

it's clinic software, with powerful marketing tools. And the main difference with Master empathy is that we actually have business mentorship as part of the subscription. So we've teamed up with some of the best business mentors in the industry to support students in their final years when they're getting ready to start their practice if they choose self employment, and owning their own business supporting osteopaths that are a couple of years in and are starting to encounter the same problems that we all face early on and want to learn from the mistakes that others have made. And

then it's well established osteopaths as well that are looking to start taking on associates and what that looks like. And I know firsthand having a mentor having put on that so we really believe in offering the the business mentorship and the business growth tools to support osteopath to really, really support them in their business. Okay,

Steven Bruce

right there. You emphasise business mentors. We'll come back to that. But I still don't know what it actually does. It's clinic software and what are its capabilities,

Mark Hutton

everything you need to manage your practice as an osteopath. So we have a calendar in there where you would manage your appointments. And we have the online booking portal where patients can book an appointment at their chosen date and time. It has all the default reminders in there reminding patients not only when they should rebook if we haven't seen them for a while, but they get the notifications of their appointments, booked them managing invoices and receipts and all that sort of thing. But then specifically the patient management side, which is where Massdrop are the excels. So we know how important patient management is in terms of business growth. That's how we bought our reputation. And that's where my osteopathy excels in the patient management functionality, which is proposing things like treatment plans, providing previously forms for patients to complete before they attend. And genuinely just keeping really good treatment records so that we can review a case where things get complicated refer to colleagues if necessary, and that sort of thing.

Steven Bruce

Who is it good for which sort of remote let's turn that question around to a question you won't want me to ask? What sort of Kleenex is it not good for?

Mark Hutton

The functionality is there to support any any osteopath, really.

Steven Bruce

But a lot of osteopaths will be running clinics where they've got sports therapists, they can So as a hypnotherapist they've got right Botox and all these other things, different practitioners, multiple clinic rooms that deal with all that. Yes,

Mark Hutton

and there might be a little bit of compromise if you're not a musculoskeletal practitioner. So if you operate within the musculoskeletal domain, this is going to be absolutely perfect for you if you're an

osteopath, physiotherapist, chiropractor, sports massage therapist, any other related discipline, it will be absolutely perfect for you. If you ain't integrating other healthcare practices within the within the clinic, it depends on how you choose to use the functionality in terms of an employment booking system, absolutely fine. Managing the treatment records a little bit different because their requirements are different to ours. Obviously, we have to take very, not complicated but comprehensive treatment records and osteopath. And some of the disciplines are not necessarily required to do that. So there can be a little bit of compromise with the treatment record functionality.

Steven Bruce

So could they can you can it set up different templates for different practitioners?

Mark Hutton

Yes, primarily with the new patient form. So the new patient form is an email that gets sent to all new patients, for them to complete before they attend the clinic. So we can ask them questions, we can ask one question just briefly about their presenting complaint. Or we can start to take the early stages of the whole medical history. We can ask about medications, any symptoms that concern them if they've seen an osteopath before? Or what what their main goal is from visits and an osteopath. And then all the social questions as well. What do you do for a living? Do you sleep well, and then obviously, the administrator administrative stuff like GP surgery address and emergency contacts and so on.

Steven Bruce

Right, and in terms of uploading things, like radiology reports, and other stuff that's that's true. Absolutely. Yeah. What about taking money?

Mark Hutton

Yes. So we have the online booking portal that integrates with stripe stripe and the world's leading provider now in online Yeah, brilliant. Really? Yeah. Really, really, really, really secure, robust system we integrate with them. And yeah, and they they process the payments for for us on our behalf. We don't have any anything to do with the transaction of money. That's all handled Bosch right. We obviously love regulated by the many financial services they do all that for,

Steven Bruce

I don't know if there's anybody out there who doesn't who isn't familiar with stripe in some way or another, but I don't know what you've used in the past we used to use. World pay. Yep. All fall by comparison with stripe is so hard to get the reports out of them, or manage or find out what payments have happened. Stripe is just so easy, so easy.

Mark Hutton

That's that we say that a lot with people with stripe, because they're not the cheapest. They're not very expensive, but they're not the cheapest, but you get really powerful reporting, which is worth its weight in gold. So can

Steven Bruce

we have a look then at what we get with this? The dashboard on your your system?

Mark Hutton

Yeah, absolutely. So I think the first thing I wanted to demonstrate really is the reporting functionality, the dashboard, because the dashboard shows you all the important metrics of the practice, and working with the business coaches that we do. Their favourite sign is that the numbers don't lie. And working alongside them. It's really common for early osteopaths that early on in their career to bury their head in the sand and not have a real good grip on the numbers. And it's so important because it shows you what where you should be fine tuning your practice and things like that. And I hate to keep referring to osteopathic practice as a business. But we believe that that's what needs to be celebrated because it is, you know, an osteopathic business, they're out there offering a really good service.

Steven Bruce

That's a good turn of phrase you've got there. Because I'm very fond of saying to people, you know, we are running a business, you've still got to put food on the table and buy kids shoes and things like that. So instead of simply saying, well, we can't get away from it. We are a business. You're right, we should celebrate. Yeah, and if there's no, there's no shame in earning money from what we do. And I certainly from when I qualified there are a lot of people I still have a bit of this myself, we hate taking money off people. But yeah,

Mark Hutton

me too. I'm I have that. In fact, we've developed a piece of functionality called treatment plans that actually helps with that with the proposal of the care that you propose to provide. And you can send it electronically to patients and they can digest what that means in their own time. So hopefully, we'll get a chance to demonstrate that and I think

Steven Bruce

every practitioner should be made to go to a private conventional consultant once in a while. I took my father to one the other day and it was 220 quid for 20 minutes of nothing but conversation there was nothing else in it was 220 quid and I thought, yeah, people there are people out there who are not ashamed to charge for their time. But don't worry, but this isn't all about how much we can earn

from our No no, no, the numbers are really important. I mean, knowing your numbers is is a key to surviving in business and alone making progress, isn't it? Yes,

Mark Hutton

the business they are still but the business has to be healthy because otherwise we're not going to be there to be able to provide care for our patients are we unlocker, like I said before we consider private practice self employment and small businesses the backbone of osteopathy that That's why we believe so much in. So if

Steven Bruce

we got on the screen here, you'll probably have to wiggle your mouse over different parts of it so that people can see it. So

Mark Hutton

this is the default screen that you see when you log into my osteopathy. And it's the reporting dashboard, it shows you all the important metrics of the of the performance of the practice. So first of all, we can see this this date picker here, this is where we select a range. So we might want to see statistics for a monthly period. Or we might want to see statistics for a weekly period with depending on how you reconcile your accounts. This is the 42 month. And then we can also filter by location. So if we have more than one clinic premises we can choose, we can identify how each clinic premises is performing. And then we can filter it by practitioner to. So we can generate individual practitioner reports, which is really important if you're either a multidisciplinary practice or you have lots of associates, you can keep an eye on how each associate, like your

Steven Bruce

clinic, we're on day three of the most one of the one of which was a Sunday, and we've already taken 6800. Right?

Mark Hutton

So just a disclaimer, this is the demo account, excuse my avatar in the top left corner. This is just the demo account. But yeah, I wish we was with that kind of money. But yeah, so if we go down to the next section, here, we've got historical data. What that means is we can enable or disable this dashboard to show historical data, which is information from the previous period. So if we've selected a month, we can see what was going on the previous month, the last year, for example, so we can compare the trend as we go, we've turned it off for the demonstration because he looks a little bit more complicated. Are

Steven Bruce

you so you can compare this month last month? Or could you compare this month with the same month last year last year? Or you could do a whole year to a whole year comparison?

Mark Hutton

You can you can you can customise that Yeah. So if we look at the first metric, which is appointment value, the system will calculate how much the appointments are worth in your diary doesn't mean that you've been paid that amount of money yet, but it means that's the amount of money that you have scheduled in your in your diary from the services that are scheduled. And then we can see next we can see the total amount paid, we can see how many appointments are unpaid. And then we have a really cool feature here called revenue projection. So again, this is great for associates because it will put the calculator inside the system will predict how much you're likely to earn at the end of the financial year. So if you don't, if you get three months in the year, and you don't like what you see there, then it's time to start changing some things, get a mentor, speak to colleagues reach out to somebody else and speak to other professional advisors. So it's really good idea to see the trend ahead of time. One

Steven Bruce

thing that's immediately occurred to me as a clinic owner is, I might not want all my associates to see all this data.

Mark Hutton

Yes, so we have what's called permission levels in the system. So when you log in, if you're a practitioner, not necessarily an administrator of the system, if you have access to this as an osteopath, as an associate, let's say you will see your own financial reporting dashboard, but you won't be able to see the reporting of anyone else in the clinic. And if you're an associate, if you're an administrator, you'll be able to see everybody with neuroticism. So next commission Commission is the amount of money that you'll be paid, typically as an associate. So one of the unique things about mastery apathy, again, is that we can assign a percentage to each service. So we might assign a 60% commission to a new patient appointment, and a 50% commission to a follow up appointment, there would might be an incentive to get new patients through the door for the associate, but then they give them 50% Of follow ups. And then that could have 40% of say, a sports massage or however you choose to distribute it, we can have different Commission's to different service types, and then the system will calculate how much you're due to be paid at the end of the period, whether it be weekly or monthly. You

Steven Bruce

might not have considered this and it probably isn't desperately important. But we have changed. We've turned that terminology on its head in my own clinic, because we don't want to give the impression that we're employing practitioners while their associates. Yeah. So they don't get paid a commission. They pay us a commission on their patients. Right. Even though of course, we take all the money from the union sick. Yeah, that's interesting. And I don't know if that matters at all. But

obviously, what they what they're interested in is how much they're going to take home at the end of the month. So maybe the terminal terminology is unimportant.

Mark Hutton

Well, this is what we're finding all the time, the more osteopaths we speak to and the more awesome paths people bring together. It's a boiling pot for ideas. And this a lot of the ideas in the software that we're starting to implement now are not actually my own or, or the audience of our team, with the ideas of other osteopaths, they use it and that's one of the beautiful things about this is it's bringing osteopaths together, and we're getting all of those ideas going. And it's slowly and surely starting to become a very fine tuned tool for osteopaths. Yeah, yeah, so just just switching through this a little bit more. So total appointments that will show us the amount of appointments that we've got scheduled for the period, and then we will see metrics for the appointments so we've got the total of appointments booked So, how many have been completed? How many was cancelled? rescheduled did not attend, and then how many booked again? So booked again is how many patients booked again or didn't book. So ideally, we would want that to be about 75%. From the business mentors that we work with, that seems to be the gold standard. We want about 75% book again, ratio. Here, this this, this donut chart shows us the fully booked percentage show again, this is the demo account. So we're only 27.6% Fully Booked here. And 72% is available to be booked. So we're not very fully booked. But that is where we would expect to be 75%. This donut chart here will show us the percentage of online bookings as opposed to the calendar so we can start to get an idea of how patients prefer to book, which is really cool. And then we can see the referral sources. So we can see how people are actually hearing about the practice, which obviously for our marketing is really, really important.

Steven Bruce

I guess we can customise that to add in whatever else we might have newsletters or yeah, we can add in our own. Exactly,

Mark Hutton

yes. And then the popular services in the practice as well. So we can see which are the most popular services and how many of those have been performed. And we can see the top patients for that period and spend. And then we can see the complaint type as well. So we can see what type of complaints we're treating. Now, this is demo accounts. And it's very evenly distributed across lots of different complaints. In reality, we would probably see maybe 50% for low back, and then 25% For neck and so on and so forth. But yeah, if we just hover over these segments, here, we can see the percentage or the number of complaints, we're seeing the corresponding to those body areas. And then just a little bit about the demographic of the patients as well. What percentage are new patients or existing patients in the system, and then the age and then the sex of the patients as well. So just a little bit about the demographic. But in terms of this dashboard, it's amazing how many osteopaths actually don't do this with mind. So this is, it's a really important thing to do for the business. And while

Steven Bruce

we're talking, I'm thinking most people really want to see how people book in and how we handle a patient through the system. Because as you've just pointed out, they don't pay much attention to this stuff here. They look at their diary, paper diary, whatever reasons and say we were full of we weren't full. Yeah. And in terms of generating new business, a lot of this stuff is quite important. Absolutely,

Mark Hutton

absolutely. It is. Yeah, of course.

Steven Bruce

So let's go to what people will be most interested in probably. And so we're looking at, how does it what happens? What's the screen look like when you are seeing me as a new patient? In terms of treatment records? Or? Yeah, I mean, what information are you able to upload in terms of imagery drawing on the screen and all that sort of stuff?

Mark Hutton

Yeah. So let's go into the calendar and then go into an appointment so we can see what that typical workflow looks like. So if we click into this appointment here, it's going to bring us into the appointment details section section, which is all the information corresponding to the appointment, what we call as the case history as osteopaths. So, I think the what I'd like to show you before going into this section in detail is how we actually got this data in here. So this is the presenting complaint, medical history examination. We have data in here, but where did it come from, we didn't actually input this as the practitioner, the patient imported this on our behalf. So I want to show you the new patient form that gets emailed in the first instance, which is this one. So the patient will book their first new patient appointment, whether that be via the calendar, or the online booking portal, and then they'll receive the booking confirmation. And then they'll also receive an additional email, which is the new patient form that will click into the form and then it will it will be looked look just like this which you stole is very similar to our booking portal.

Steven Bruce

When you say that the patient will have booked in via the calendar, what do you mean,

Mark Hutton

they will have called the reception to the either the practitioner would have booked it via their calendar or the reception team, right?

Steven Bruce

Yeah, so the receptionist or practitioner will have had to input this input information at that stage and

Mark Hutton

know the system will recognise if it's a new patient. And if it is, it will automatically trigger a new patient form. So all we need to do is book the appointment and then the system will think for itself and then do the rest. So they'll get sent an email saying fill in this information. Absolutely. And we can send them manually as well. So at any stage in the case, if we want to do a reevaluation and we want to send this form again, or it's been, you know, five years or something and the patient has moved and we want to get all their new personal details. Again, we can send a new patient form manually. So we can completely customise these forms, to your own style of taking a case history, but there are some fundamental components like the presenting complaint and things like that, but you can completely customise the way that the questions are phrased here for the demo account. We have pre please do provide a brief description of your complaint. And this is an example of a text field so the patient would type in here. Here we're asking for pain levels using a sliding scale. Any symptoms that concern again with the text field, here we have radio buttons, so you can you can come pletely customise these forms using these different, different modules.

Steven Bruce

Could I if I didn't like the, how was this complaint affecting your life? Could I change the texture? Absolutely. Yeah. Because I was just as you went past it, we've done a few shows about complaints. And I was thinking, tell us about your complaint. And I was thinking I don't want to put

Mark Hutton

Yeah, yeah, absolutely. You can completely phrase these questions however you like and people do some people choose to use the templates we have. We do have templates in the system to get you started. You don't have to design these from scratch. But you can you can customise the word in headset to your own patient friendly style.

Steven Bruce

We've had a few questions in already Mike wants to know about the the pricing, which I guess we'll come on to later, I really will look at the software first of all, but I'll come back to that. Charlotte's was asked about differences between this and the market leaders which are and we're thinking of clinico and Jane, for example, because certainly we use Janie in my practice, but clinico is another big name on the market for Linux software. I'm guessing that you've looked in detail on both of those to work out how you can compete. How well do you think you fare against them? Well,

Mark Hutton

we're the only software in the world that's created by osteopaths for Asti possible what exactly does that mean? When you use amasty? Obviously, not only do you have access to business mentorship,

which you may or may not choose to use, but that's hugely beneficial. Even if you think you know it all. There's always something to learn. So there's that this is about bringing, what

Steven Bruce

do you mean when you just said business mentorship? So when you first said mentorship, I was thinking, okay, that's clinic mentorship, business, mentorship, that different thing? Yeah, well, what are these business mentors going to tell me? And who are they? Well, we

Mark Hutton

can't disclose who they are just yet. But we have monthly webinars where we all come together, and we discuss some of the problems that we're all facing in practice. And you can post questions anonymously, or you can post names questions, that's entirely up to you. And then we discussed some of the problems that we all face and how we can overcome them. And it's an opportunity if you're early on in your career to avoid some of the common problems that we that sometimes can take 10 years to figure out on your own. So that in itself is really, really valuable. The benefit from that will far outweigh the cost of the subscription. I mean, just to answer the first question, the cost of the subscription is 30 pounds a month, but to have a clinic software of this power, with the support of business mentors, and then to have an osteopath on the other end of the phone. So we don't have remote support teams around the world. If you need help with your account, you have a dedicated account manager, who's another osteopath as well. So there's that I think there's a lot to be said for that. Right.

Steven Bruce

Okay. And then getting back to whether it's better than clinical Jean, that I think that's the that's the main difference in terms of the usability of the calendar. And it is hard to imagine how there's much to choose between all the big packages, to be honest. But

Mark Hutton

exactly. So there's the standard functionality is going to be pretty much the same across all sorts of software, the calendar system and, and all that sort of thing. It's the patient management functionality, which is where master apathy excels, which is the really important part of the system. As the practitioner that is the bit of the system that we that we interface with every day, the online booking portal, the patient sees the calendar, the Reception Reception, he sees that proposing treatment plans, recording the treatment that you did, providing aftercare advice and resources for patients, all those sorts of sorts of things are quite polished mask. Since

Steven Bruce

you've already given us the fee, the monthly fee, 30 quid a month is that including VAT, fully inclusive, fully inclusive VAT. And Mike's question was, what is the pricing per practice? Or if you have multiple clinics, you are paying more than multiple practitioners? Good

Mark Hutton

question. So that is per subscription. And your subscription includes the ability to add multiple locations. So you can add multiple clinics onto that, as long as it's the same business. So you obviously can't team up with your mate and say, Well, I love that location. Yeah,

Steven Bruce

that would be, but it doesn't. But again, a lot of them will will, some of them will charge by the number of users. So each associates each receptionist plus the business owner, that's not your model. We

Mark Hutton

have a per user per month model. Yes. So you pay 30 pounds per month for the standard subscription, which includes one user and a virtual reception or an on site receptionist, so receptionists are free of charge. If you choose to add additional users or associates, then they are 10 pounds per additional user per month. So you don't have one of the other benefits of mastery is that we don't have a tiered pricing. So you don't jump from one user to multiple suddenly, you can just add users as you need to. So it's a great way of keeping in control your expenses. But in terms of costs, we always say that if a system like this is properly configured for your practice, the benefit should far outweigh the subscription cost. And so when people question the cost 4050 pounds a month, if you've got a couple of people using it, the benefit of this should far outweigh and there's a couple of features in here that actually in the clinic, much more money than the subscription not really call notifications, which hopefully we'll talk about a little bit as well.

Steven Bruce

But I'm going to pursue that crossing little bit because, actually, around, we've got over 20 practitioners in my clinic. And we're not unusual in that I don't think we've only got six treatment rooms. So there's only six of them can be active at any one time, but I'd be paying 30 280 pounds a month that they could all have access to the system. And I might, I might shift that that, that

Mark Hutton

if I haven't done the maths on it, but that would be sounds about right. Yeah.

Steven Bruce

Okay. And I don't know what we are paying to Jamie, somebody I expect Claire will tell me that. Yeah, I mean, that will be that will be a factor for some people. But perhaps if they're running bigger clinics, it's less of a factor. Yeah. Joining to ask you any more questions before we go on? Charlotte again, says it seems to make it easy to export clinic info for audit or encode research. But is this the same as existing systems?

Mark Hutton

What was that question? I guess, from

Steven Bruce

what we saw here, it would look easy to export data based on that reporting dashboard that we saw. So if you wanted to send it to him call for your clinical audit, or for research and so on. Yeah, well, for clinical audit within your own business, that seems to be very, very easy. any different to the other platforms?

Mark Hutton

No, very easy to do. It isn't actually on the live system. Right now, that dashboard is brand new. But the next thing we will enable you to export all of the data from the dashboard. And we have a new feature, which is called automatic associate reporting. So each associate will be emailed an a performance report at the end of each month. So the reporting is automated as well.

Steven Bruce

Okay. Sorry, I'm just moving questions around moves on to the next bit of the system that you want to demo? Sure,

Mark Hutton

yeah. So maybe if we talk about the recall notifications, which is a great way of keeping in contact with existing patients. Chi, so I don't

Steven Bruce

recall notification, that's just if you haven't been to see us for six months, we're going to send you a message to say, you might want to come and see it. Yes,

Mark Hutton

it's really from a business point of view, it's really important to keep in contact with your existing patients. You don't have to bombard them with newsletters and keep in contact with them all the time. But it's really nice to be able to keep in contact with them, and let them know that you're still there should they need you,

Steven Bruce

we're gonna get some great questions about data protection in a minute. GDPR and stuff like that.

Mark Hutton

So rebook notifications, it's as simple as switching on the switch here, it won't let us do it in the demo account. But if we just turned this on, the system is working. So there's no configuration of this, it's just an auto runoff button, what the system will do is it'll calculate which patients haven't had an appointment within six months, and then it will send them an invitation to rebook, it'll be a personal invitation from the production practitioner that seen them last time. So it won't be a generic one from the clinic, it'd be personalised from you with your your own unique avatar. And it will also include the link to the booking portal as well. And that was the feature that we was talking about that that feature alone can actually generate more income from the practice than than the subscription cost. So you already quit in basically,

Steven Bruce

and you said it's a simple ON or OFF button, but we can customise the text, no,

Mark Hutton

the system will will, will configure all of that for you in the back end.

Steven Bruce

Okay. So I don't have the option to give it my own voice it's going to be

Mark Hutton

well, let me show you the markup of the email. So this is the email that we have in the system. So it has the mass of the logo on here. But that's just for the demo, it would have your own clinic logo at the top. So the system will configure that for you. It will also configure your personal avatar, and then your your signature at the bottom. So it will personalise it for you. But you don't have to configure that. And this notification says Hi Mark, excuse me being narcissistic, and including my own name in the in the demo. I hope this email finds you well. It has been six months since your last appointment, how time flies. If you would like to book an appointment to see me, please call me or click the button below to visit my booking portal. You can check my availability and schedule a diamond date and time to suit yet. So we haven't had anybody say that they would like to customise that if that becomes an issue. We would receive that as feedback and then we could we could allow customization. But one point on that. One of the things one of the benefits of master apathy that we're one of the luxuries that we have is because this is created by osteopath for osteopath, we can be prescriptive in our offering. So we don't need to allow endless configuration of the system because as a focus group, and as a collective, we can implement the best practice if you like. Yeah. Okay.

Steven Bruce

So where are you taking me know? I've got loads of questions. We need to get through we've got about 20 minutes left or less than that. So we need to get through the important factors on here. One of which has been sent in by Alistair and it occurred to me as well. When you're taking payments can they be made? Are they made at the time that someone books online or can you Aleister asks Can you shedule it to take payment 24 hours before an appointment, so avoid the no shows and so on. The

Mark Hutton

appointment will be taken at the payment will be taken at the time of booking,

Steven Bruce

yeah. Which I think is really good. We've had no patients complain about that at all.

Mark Hutton

Oh, no, absolutely not. And I don't think it will be very long until we're taking pre payment for all future bookings as well. In fact, we we see this a lot in our own clinic now is because for new patients, when they pay for their first appointment, when we book their second appointment, they have the assumption that they need to pay. And they say, What do I need to pay now? Well, when I come back, so I don't think it'd be very long to charging people in advance, we'll follow up.

Steven Bruce

And when it comes to paying, presumably once we've got the details in the system much as again, I come back to Jane, because I'm familiar with it, you know, in the appointment, we just click the button that says Pay Now we don't have to do anything more than that. That is

Mark Hutton

calendar payment. So that's a different thing. We have payments on the booking portal, which is the external booking portal, I think Jane have payments in the calendar as well. So stripe will actually create a payment intent and a profile for the patient. And in Jane, I know that you can go in subsequently charged the patient on the follow up appointment, we will have that functionality in version two, which will probably be January time. Okay.

Steven Bruce

So at the moment, you come and see me in this appointment, you haven't yet paid for your appointment. How do I take the money from you?

Mark Hutton

You may have paid on the booking portal. If you didn't pay on the booking portal, you would pay when you attend the practice. And the practice will charge however they normally charge whether it be card terminal or pay or cash or whatever other than the method they use. Mito.

Steven Bruce

Obviously, somebody's asked whether the patients can book appointments themselves, or they can they can go through the booking portals, they can go to your website, they will find the link to the booking portal. Yeah. And you're going to show us

Mark Hutton

it Yeah, if we just scroll up here. So this is the new patient notification that the the appointment confirmation. And we can actually cancel or reschedule the the appointment from there, the patient can cancel or reschedule the appointment from that booking as well, which is really great. So they don't have to, if you're a sole practitioner, there's nothing worse than your phone constantly going with people wanting to reschedule their appointments. So the automation behind that is great. We also have some information about the booking policy. And we strategically place these booking policy across lots of different parts of the system. And it's a really brief you can customise this, but it's a really brief message just to remind people at key stages of the booking process, that there is one in place and how it affects us when people cancel last minute. We have some information about what to expect. Again, you can customise this, we have some frequently asked questions. We actually have one in here saying what is an osteopath. And now we will let you decide what that is? Because everybody has a different opinion on that. But it's a common question, isn't it that we all get in practice, and we want to try and arm people with as much information before they attend. Because this is actually where we start to get the informed consent process go in, isn't it educating patients before they attend, what they should wear and all that sort of that sort of thing? And then any other additional information? So this is the the new patient email that they received when they first bought the appointment.

Steven Bruce

Okay. What about if you want the notice asked What if you want to ban patients or label them as not to be rebooked and things like that? Can you red flag patients as it were?

Mark Hutton

So blocked them from the booking portal. Know that I like the idea. And there wouldn't be any reason why we couldn't implement that. But I mean, if somebody has been banned, and they had the intention of revoking nonetheless, surely they would use some a different credentials maybe or something like that. So I mean, it's possible. Yeah.

Steven Bruce

And I wonder where we stand in terms of Osteopathic practice standards and the chiropractic code. We don't have to see patients, but we are told that we should offer them an alternative. So simply having a an online system that says no, we haven't. We can't You can't come here. We have to be very careful about that, wouldn't we? Yeah. And they will be generally the sort of people who I think we would want to ban would be the ones who would leap quickly to a complaint and they would find a reason to complain about why they've been banned or something. So it is a really good question. But it is fraught with all sorts of difficulties, I

Mark Hutton

think. Yeah.

Steven Bruce

Now this is a lengthy one from Phil as ever with business business, business startups, investment is always an issue and rolling out the product. When do you see this product making an actual profit? That's interesting. That's by the your business I thought, I would like to know because if I do want to change provider, it's a big move. I see what he's going where he's going. It's a big move for my business, and how secure my osteopenia osteoporosis is, in terms of its own future makes a difference. Branding is my osteopathy is not especially inclusive when considering other professions.

Mark Hutton

We addressed that in the beginning. We don't we haven't done this to exclude anybody. We did this a lot for our own our own cause. What

Steven Bruce

about the patients and the practitioners when a practitioner logs in, they're gonna see my osteopathy, which actually, I'd love if I was running a chiropractic business, I might think to myself, well, we're not osteopaths. I'm not happy to have that there. But let's focus on the osteoporosis. Well, the patients see that regardless of whether they're seeing you with a sports therapist, LuLaRoe

Mark Hutton

Well, I mean, personally, I disagree with that. I have lots of chiropractic books, go on chiropractic CBD, or use physiotherapy resources. And they're amazing. And I don't feel offended at all, because they've chose to brandy according to their chosen discipline. And we're not trying to take over the world with mastery. We just want this to be a really valuable resource for a select number of practitioners. If it's for you, fantastic. Join us, we'll support you and look after you. If it's not, there's plenty of others to choose from.

Steven Bruce

So Phil's question is, is it financially? Is it is it secure as a business? So if he were to transfer to it, would there be any likelihood that you're not going to tell us you're about to go under Of course, you're not. So we just need to he needs your smiling face to reassure him that it's a sound product.

Mark Hutton

This is a very secure product, using the latest technology, we've invested a lot of time a lot of money. This is three years in the making. This hasn't been created in a basement over a weekend. And of course, we have some serious people supporting Masti apathy as well through an initiative and importing your data. And subsequently exporting your data, if you choose to, is not as much of a hurdle as you think it is, actually, if you've got the right people supporting you, if you're left to your own devices, and you've got to import and export. Sure, I understand how that can be overwhelming. But we really good now importing data, holding your hand helping you to transition from older practice management software's and on to an ultra modern new one. Well,

Steven Bruce

we've talked about Jain we've talked about clinico, which are both pretty modern software's, as I understand it, there are still people using PPS. And I don't I don't hold back at all in saying, if you're on PPS, for God's sake, move to something else, because it was so bad when, when we use it, it was so bad. And I don't think it's come on at all since then. But you make that process easy. So you've got a mechanism for bringing people across that they don't have to do endless work.

Mark Hutton

Yeah, it depends on exactly the type of data that you would like to import. It's very easy to import your patient, your patient records, your calendar, history, and associate and all the contact details of patients, it can be a little bit more complicated if there's an additional functionality that doesn't correspond with our software. But for the most part, it's very easy, and we will identify any issues before they happen anyway, so nobody's gonna get caught out. And we have offer a free consultation about that. So you're always welcome to contact us your

Steven Bruce

water bill, if you're going from paper records to my osteopathic because that for us was a huge hurdle. When we when we transfer to online records, because it was so many files we had,

Mark Hutton

yeah, there's a couple of different options there. The last thing you ever want to do is to scan all of those records and try and import them each just not if you have a large practice is gonna take forever. There are services actually out there that can do that for you. If you if you want you to digitalize your your records, you can you can pay for that to be done. But as long as you're storing them, there really is no need you as long as you can access them for reference in future, then that's fine, you can start to take electronic treatment records for all new patients, and continue to see your

existing paper base if you want to. Or you can just draw a line in the sand and say, You know what, from next month, all patients are now electronic. We're going to keep those paper records to one side secured and filing cabinets there if we need them. But we're going to send a new patient form, update all the medical histories and get the information. And I think

Steven Bruce

this is a this is a really important thing for people. And there are still those out there on paper records a really important thing to consider. Because it's psychologically it's a big obstacle to say I've got all these files, people files in my filing cabinets. And now I'm going to be seeing Mark Hutton in my practice, and I'm now I'm on this but some will actually just get the paper file and put it on the table but all the new information into the software. Because you and I both know that, although it's a psychological hurdle, it's a it's a wrench. Online notes are so much easier and better than having paper records, not least for the storage space.

Mark Hutton

Yeah, no, absolutely. There is nothing better than being able to click into your system on a Monday morning and all of your data is there. Everything that you've done with the patient, you can quickly reevaluate. Yeah, and it's so it's so much easier to just click in and play Or that rather than filing paperwork, and the thing is with paperwork as well, is it's really easy to miss important information about case. So let's say somebody changes medication halfway through a case, where do you do that? Do you update that on the initial consultation form? Does that get buried somewhere in one of the subsequent appointment records? With software, you have a clear section for medical history, drug history, social history, you can identify all those red flags quickly. You can create medical alerts. You can't do these things you can highlight obviously with a highlighter if you like but it's it's never ever going to be as efficient as software. We've

Steven Bruce

got five minutes left, and there's a whole list of questions that some we will have to go through and there's some really important stuff in here. What about group bookings if you've got a Pilates studio or something like that Fortunately

Mark Hutton

not at work 90% Of osteopaths don't require that functionality. And it would be hugely expensive and time consuming for us to develop. So we have to weigh out the pros and cons it we do get that asked that question quite a lot. And it will probably be maybe for our version three products in a year's time, two years time, maybe. But for now, you'll find all that all the fundamentals in master Terry has

Steven Bruce

come up with a sneaky way around the banning of the banning of patients. And she says, Could the system just show no available appointments, but, um, I don't know whether it can or not, but I suspect that I suspect that a patient who wanted to be a nuisance would say, Well, I want to get one for a week, a month. So if they kept getting no available appointments, they'd smell a rat. I'm

Mark Hutton

just trying to think if we everything is possible with software, everything is possible. And if you was using mastaba, you there's a there's a little button in here. Feedback, and it just opens a modal for you to submit feedback. And we get emails on a weekly basis for the these ideas that go into our database, our project management tool, and then we all work together as a focus group to work out where we go next. And if that was an important implementation that would do it. I'm

Steven Bruce

gonna like that. And I'm looking at this thinking really easy realistic really quickly. What if I want to move Amanda prices appointment from there to somewhere else?

Mark Hutton

I don't know where the price and the last column but presumably you want to drag and drop it?

Steven Bruce

Yeah, I can just do that. Can I just drag it? Yeah. Right. And what about this has been asked by somebody? Will it send a text reminder to people?

Mark Hutton

Yep, yep. Texts, the texts are the only feature that has an additional charge their six pens, which is the standard standard across all providers, because it actually costs us that amount of money to send, there is a unique part about our SMS functionality, which is that you can customise your SMS ID. So when the SMS comes through to the patient, you can choose 11 characters. So if your clinic is, if you want to, you could put osteopathy if you wanted to. I know a lot of providers will just use a generic mobile number that may change every time. Or they might use a dedicated shortcode 2345, for example, but here, you can actually customise it to your clinic name. So when the patient receives that message, every subsequent message will be in the same thread on their mobile phone.

Steven Bruce

Right. Okay. All right, this is a good one from Rachel, what about getting the finances out to QuickBooks or sage or 00?

Mark Hutton

So we have an integration company with zero, we have a large clinic from London that's going to be joining us soon. And one of their requirements was that they really need to integrate with Xero. So we said no problem we will do.

Steven Bruce

Right. But what about other other pack packages like zero, II,

Mark Hutton

I think it will be exclusively zero for now just because they're the market leader. But there will be a way for you to export data with the report. And you can export that and import it into any other accounting software anyway. So

Steven Bruce

I don't know if there's anybody out there who doesn't know what zero is. But it's a bookkeeping package. And it's brilliant. It's absolutely brilliant. It's fantastic. And you know, everything from our system in the clinic goes straight into zero. All receipts as the purchases may get scanned straight into Xero analyses them all for us puts them out. And I think the accountant has to do very little. And empty wants to know what incentives are there is there a free trial period or anything else that we can react

Mark Hutton

then there's the free trial period, which is 14 days, we do offer a demo as well. So we can similar to what we've done today, but obviously personalised to you and your needs. Usually we'd like to arrange just a discovery call in the first instance just to discuss your requirements. Then we'll do a 30 minute demo. And we'll go through any questions you have and just make sure that the software is suitable for you. Okay.

Steven Bruce

You're using a PC, does it work on Macs, yet?

Mark Hutton

It's fully responsive across all devices, tablets, mobile phones, a desktop laptop, that

Steven Bruce

will reassure Allister who asked that question, Lottie says we operate across two clinics, how would it work? With the licences described? Can you ring fenced appointments so that they're only available on certain days? So I'm guessing here, you've already said that you can, as long as it's the same business, you can have multiple clinics. But if you want to bring fence appointments, so they're only available on certain days, so I'm guessing a lot of people perhaps want to say well only offer a point a new appointments within this period, don't allow people to go outside that period or make sure all the appointments are crammed up together, or them in one at the beginning and one at the end of the day. Are all these things possible? I don't

Mark Hutton

quite understand the question. I think maybe what I think what she's asking is can you set a different schedule? If one practitioner works at two different locations? Can they have two different schedules? Because obviously the current treat there and they're at the same time? I think that's what she's asking. Yes, you can do that. Um, but I'm not entirely sure if that's

Steven Bruce

not we are out of time and I haven't got anywhere near the end of the questions. We're at 311 people watching us this lunchtime, which which is great, and they should get in touch with you to answer all those questions. We've got Questions about tech support and taking money and things like that. Already. For me as a user of an online system, it looks great. One very final question with a two word answer. How secure isn't patient data?

Mark Hutton

Entrepreneur?

Steven Bruce

100%. Good, or no, that was, I think it was two words. Brilliant. Thank you for coming in. I'm sorry. Time to go further with this. Is it still the time was smashed by and we haven't even touched

Mark Hutton

the agenda. We didn't skim. skim through it.

Steven Bruce

Well, there you go. That's today's lunchtime learning for you. As I said, do get in touch with Mark if you'd like to learn more, because first of all, I would like to support a fellow practitioner in developing what seems to be a very, very effective piece of software here. And if you take his offer, let me know how you get on with with the package.