

The logo for 'welio' is displayed in a white, lowercase, sans-serif font. The letter 'o' is stylized with a dark grey or black circular element that overlaps its right side, creating a sense of motion or a 'dot-matrix' effect.

welio

better together

Marketing Guide

For Practices

V1.2.0 - OCTOBER 2020



Announcement Campaign

We recommend letting all your patients know that your practice is now using Welio by using a number of media modes:

- SMS campaign
- Email campaign
- Face Book campaign
- Waiting Room TV
- Waiting Room posters
- Appointment Confirmation and Reminders SMS

SMS campaign

In our experience, patients don't like to be bombarded with SMS campaigns unless they are important. So it's best to keep SMS campaigns for important changes, like announcing you are using Welio for Telehealth! The following is an example of how an SMS campaign you could send. If you have an email campaign capability, link the email campaign to your SMS campaign:

[Practice Name] is now using Welio for Telehealth Appointments

On [date date] [Practice Name] will commence using Welio for Telehealth consultations. Welio is a secure Telehealth platform designed by GPs to allow video consultations with your GP easier and more convenient than ever.

Simply download the Welio app to your phone or mobile device using the following links:

To download Welio from the Apple App Store follow this link -

<https://apps.apple.com/au/app/welio/id1228180720>. To download from the Android

Google Play Store follow this link -

<https://play.google.com/store/apps/details?id=com.welio>. If you are having trouble downloading the App or do not have a smart phone/device, please call us on [practice telephone number]

Watch this quick video which shows you how to use Welio:

<https://www.youtube.com/watch?v=ZXm034oLHns>

Thank you.



Email campaign

Welio

On [day date] [practice name] will commence using Welio for our video consultations. Further information including instructions and videos explaining installation, registration and use of Welio are available at <https://www.welio.com/patient/support-resources/>

Welio is a smart phone application (App) which allows you to have video or voice calls with your doctor, in a highly secure way. The application is built using best of breed technologies and is hosted on an Australian based military/government grade security Microsoft Azure server.

Fees

COVID-19 has seen the introduction of temporary Medicare rebates for Telehealth consultations. These have been extended until December 2021. [insert billing policy for telehealth]. Just like your current Telehealth appointments with us, these Medicare rebates will apply to your Welio video consultations. Welio charges a facilitation fee of \$2 incl GST to enable the secure consultation and payment.

Getting started

In order to use Welio you will need to download it on your phone from the Apple App store or Google Play Store. You will then need to register as a new user and put in your credit card details. Watch this quick video which shows you how to use Welio:

<https://www.youtube.com/watch?v=ZXm034oLHns>

If we choose to bulk bill you, there will be no charge for the service and your credit card will not be used. The fees and charges for your consultation and Welio will be displayed on your appointment reminder. We recommend you download Welio and register now so that you are ready to go for your next Telehealth consultation.

To download from the Apple App Store follow this link -

<https://apps.apple.com/au/app/welio/id1228180720>

To download from the Android Google Play Store follow this link -

<https://play.google.com/store/apps/details?id=com.welio.welio>

Making a Welio appointment

You will need to call the practice or use our online booking system [insert link] to book a Telehealth consultation. Your appointment will then appear in your Welio dashboard under appointments and you will be notified by email and SMS that a Welio appointment has been made.



Attending your appointment

At least 5 minutes before your Telehealth consultation:

1. Open Welio by clicking on the icon on your smartphone,
2. Press the 'My appointments' button,
3. Find your appointment,
4. Press the appointment, and
5. Follow the instructions to enter the virtual waiting room (Press the big green button).

Your doctor will join the call and you will be able to see and hear each other. If the doctor joins the call before you, you will receive a text message asking you to open the Welio App and press on the appointment and then the green button to join the consult.

Once the call is complete, press the red button to leave the consultation - you will then see a screen summarising the consultation duration and fee. Feel free to rate Welio or provide feedback via email to support@welio.com - your input into the development of Welio is very much appreciated.

Troubleshooting

Despite extensive testing, different mobile devices with different operating system versions may experience some glitches. This is common with other platforms like Teams, Zoom or Skype. Please be patient with us. We may ask you to update the App to address any issues which occur. In the meantime, please visit the Welio website at <https://www.welio.com/patient/support-resources/> where you can find answers to help you troubleshoot any problems you may experience. Thank you in advance for your support and patience.

If you require more help please call the clinic on [practice number] or email the Welio support team at support@welio.com.

Appointment Reminders

The following are examples of what you can use to get your patients onboard when they book a telehealth appointment and can be set up in most appointment reminder systems:

Appointment Confirmation SMS

Hi <PtFullName>, your telehealth consult appointment is confirmed.

Appointment Details

Doctor: <Doctor>

Date: <ApptDate>

You have scheduled a telehealth appointment with [Practice Name]. We are now conducting telehealth consultations via the Welio App. To download Welio from the Apple App Store follow this link - <https://apps.apple.com/au/app/welio/id1228180720>. To download from the Android Google Play Store follow this link -



<https://play.google.com/store/apps/details?id=com.welio>. If you are having trouble downloading the App or do not have a smart phone/device, please call us on [practice telephone number]. Watch this quick video to see how to use Welio:

<https://www.youtube.com/watch?v=ZXm034oLHns>

Please note that our doctors do occasionally run late and may not call you at the exact booking time.

Thank you,
[Practice Name]

Appointment Reminder SMS

Hi <PtFirstName>, this is a friendly reminder of your telehealth appointment on <ApptDate> at <ApptTime>.

Please reply YES to confirm or call <UsrPhone> if you would like to reschedule.

You have scheduled a telehealth appointment with [Practice Name]. We are now conducting telehealth consultations via the Welio App. To download Welio from the Apple App Store follow this link - <https://apps.apple.com/au/app/welio/id1228180720>. To download from the Android Google Play Store follow this link -

<https://play.google.com/store/apps/details?id=com.welio>. Watch this quick video to see how to use Welio: <https://www.youtube.com/watch?v=ZXm034oLHns>

If you are having trouble downloading the App or do not have a smart phone/device, please call us on [Practice Telephone Number]

Please note that our doctors do occasionally run late and may not call you at the exact booking time.

Thank you,
[Practice Name]

Logos

Adding the Welio Logo on your website, social media/Face Book page, waiting room TV is always a great way to let your patients know you are using Welio. Email our support team at support@welio.com and request some high definition logos.

How to Videos

At Welio we've put together some how-to videos to walk your patients through registering and how to use the features in Welio. These can be found here

<https://www.welio.com/patient/support-resources/> - you may wish to put this link on your practice website.



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