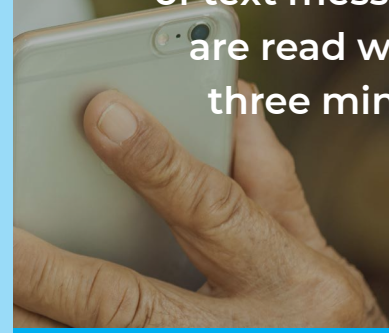# Broadcast
Proactively engage patients about your practice

Updox Broadcast lets you connect with patients in a new way by engaging them where they are—on their phones. With no apps to download, Broadcast utilizes a campaign strategy, which is ideal for increasing your patients' access to care and information in a safe and efficient way. Message all of your patients or segment groups based on demographics or diagnosis to ensure patients stay on track for treatment and are aware of the latest services or information you can provide.

90%
of text messages are read within three minutes

Increase adherence
Communicate to patients about treatment plan and ongoing adherence
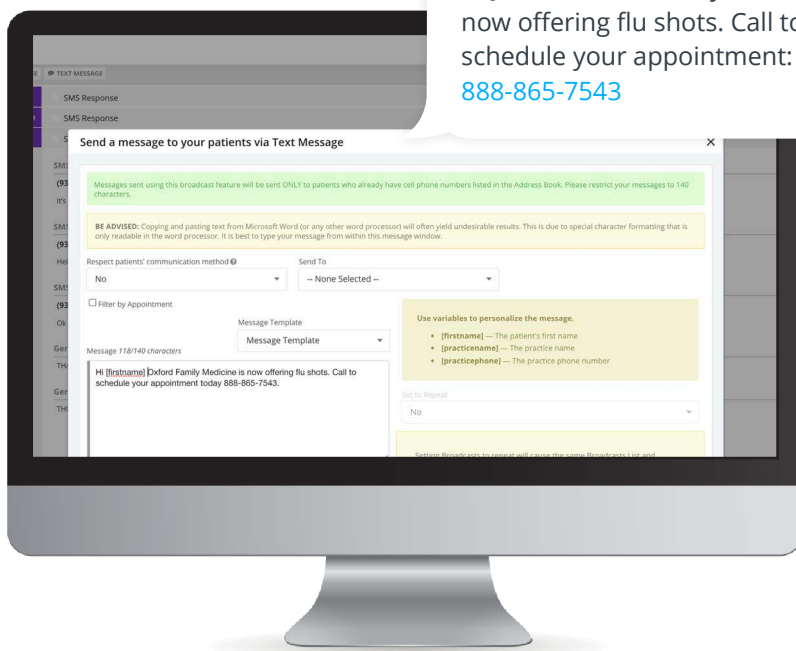
Work efficiently
Utilize templates or create your own for common scenarios

Optimize revenue
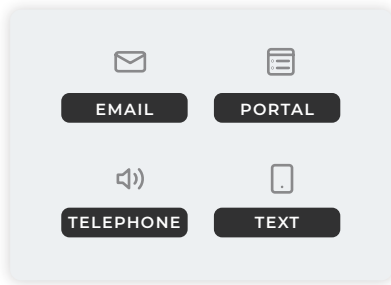Provide patients with information on the latest services to drive revenue

Provide flexibility
Give patients options for message delivery with phone calls, texts or emails

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"We appreciate the ability to **automate tasks with Updox.** We can send messages to specific patients, certain groups or the entire patient base in just a few clicks."
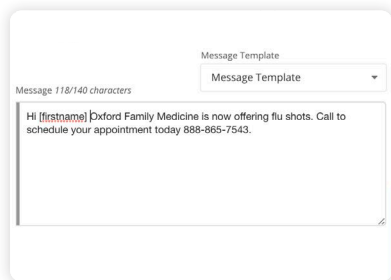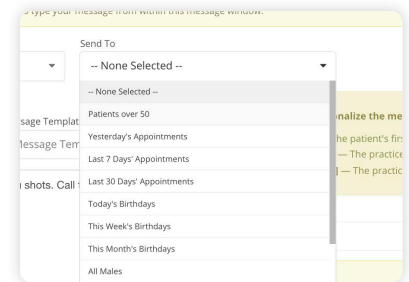
Radley Griffin, MD
Griffin Concierge Medical

Flexible Delivery
Multiple methods to choose from

Deliver your messages via email, telephone or text.

EMAIL   PORTAL

TELEPHONE   TEXT

Pre-populated Lists
Curated groups of patients

Select from a number of pre-populated patient lists or create your own list to message.

Send To

-- None Selected --

-- None Selected --
Patients over 50
Yesterday's Appointments
Last 7 Days' Appointments
Last 30 Days' Appointments
Today's Birthdays
This Week's Birthdays
This Month's Birthdays
All Males

Custom Messages
Create messages to fit your needs

Customize your practice's messages with templates and repeat options.

Message Template

Message 118/140 characters

Message Template

Hi [firstname] Oxford Family Medicine is now offering flu shots. Call to schedule your appointment today 888-865-7543.

What's unique about us?

Our easy-to-use Updox Communication Platform helps you deliver the best virtual and in-person visits to focus on what matters most—your patients. With more than 470,000 users, Updox is the only place to manage all communications that happen outside of the EHR ensuring safe and efficient care.

Learn more at updox.com/solution/patient-experience/broadcast-campaigns