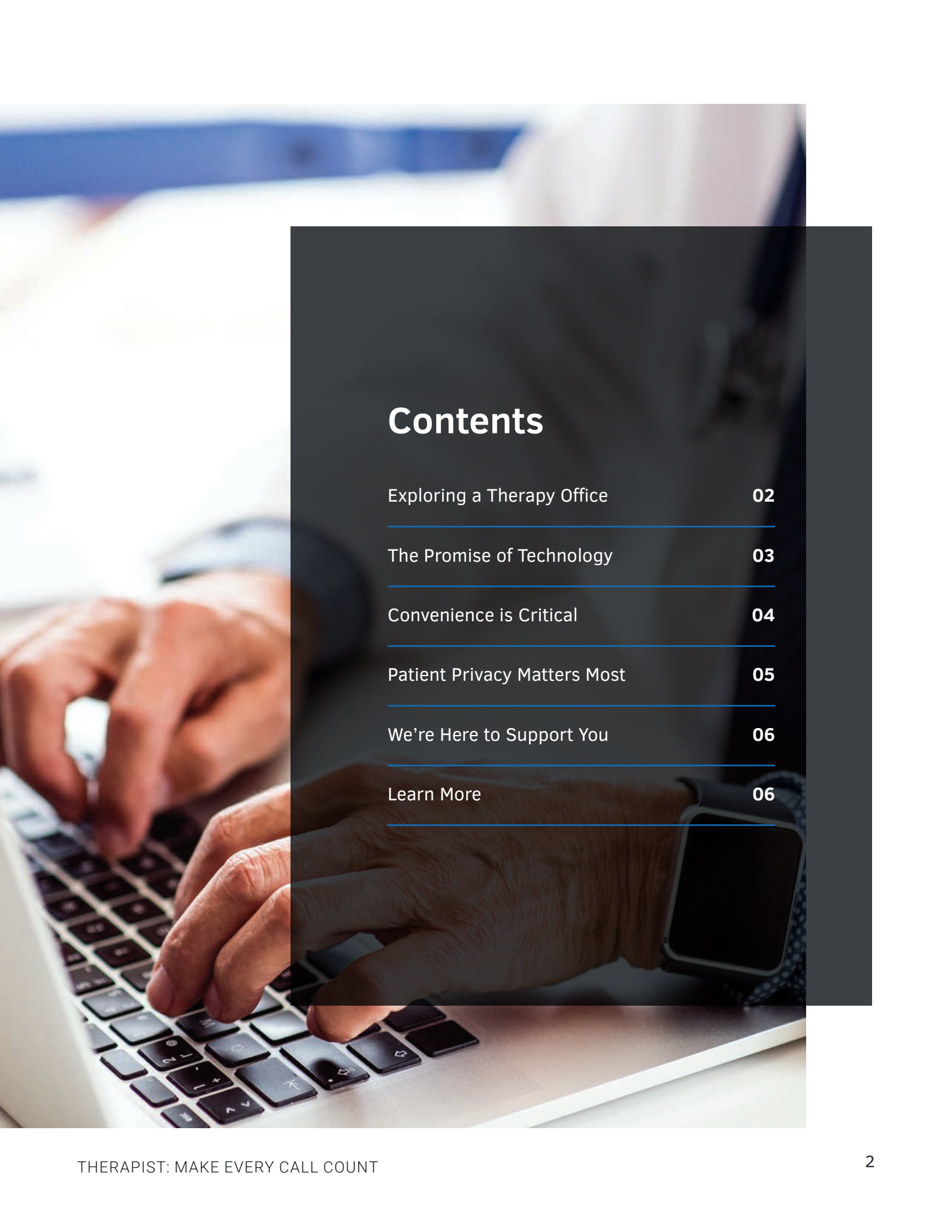


THERAPISTS
Make Every
Call Count





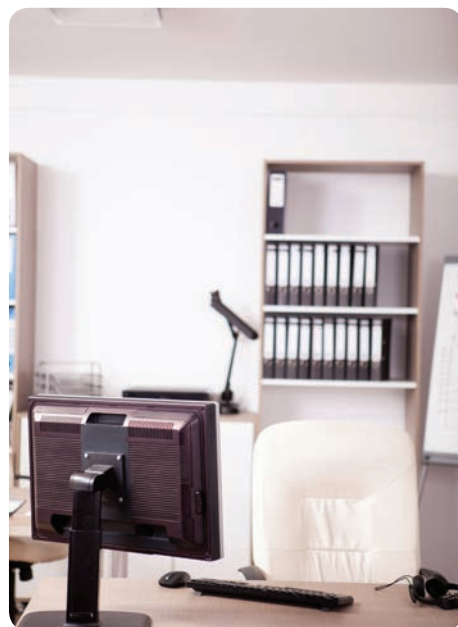
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Exploring a Therapy Office

AS A THERAPIST, RAISE YOUR HAND IF ANY OF THESE SCENARIOS SEEM FAMILIAR:

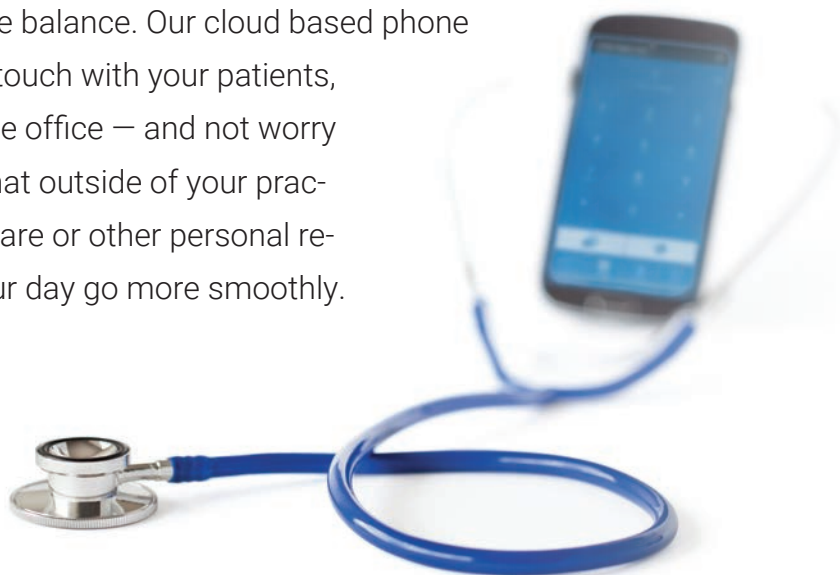
- ④ You still rely on a traditional office phone
- ④ You take calls from patients on your personal cell phone
- ④ You frequently miss calls from patients
- ④ You are not getting the support from your current service



If your hand is still raised, it might be time for your office to enter the 21st Century. The best way to do this is to use a phone service that's not only HIPAA compliant, but gives you the freedom and flexibility to run your office more efficiently.

"Our clients know that landlines, voicemail and answering services are cumbersome, especially with a small staff," says Doug Parent, CEO of RingRx. "With an outdated phone service, patient calls might go unanswered or face long delays. At the same time, performance expectations for therapists have increased. With greater patient demands, tougher competition and dealing with regulations (HIPAA) and insurers, your time and energy are stretched to their limits."

At RingRx, we're big believers in work-life balance. Our cloud based phone system is designed to help you keep in touch with your patients, while giving you the freedom to leave the office — and not worry about missing patient calls. We know that outside of your practice, you might be busy with kids, eldercare or other personal responsibilities. RingRx is here to help your day go more smoothly.



The Promise of Technology

The primary alternative to a traditional phone line is VoIP technology. VoIP uses the Internet as a communication line, including phone calls and faxes. VoIP offers many advantages over traditional phone systems, even cell phones. For example, VoIP technology gives you the choice of using your smart phone as your office phone system.

HERE ARE A FEW BENEFITS THERAPISTS ENJOY FROM VOIP TECHNOLOGY:

- ④ **Making and receiving calls** from anywhere
- ④ **Nothing to plug in**; no hardware to maintain
- ④ **Sending and receiving faxes** from anywhere
- ④ **Recording personalized greetings**, so patients feel comfortable
- ④ **Viewing and playing messages** on their cell phone, without having to call a voice mailbox and writing down information
- ④ **Web access**: Review messages, send faxes and calendar management



For starters, a VoIP provider should give you the choice of letting you keep your current phone number or giving you a new one. In addition,

all communication should be managed from a smartphone. A VoIP provider should be able to hide your personal number, even if you call from a smartphone. A provider should be able to store voicemails, faxes and call recordings in state-of-the-art data centers.

We believe that technology should work for you – and help solve problems. But not every phone company thinks like us. We're dedicated to making sure your practice benefits from modern technologies.



RingRx uses the latest technologies to help deliver a product that fits the way you work. This helps you to optimize your practice to deliver the best patient experience in the easiest and most cost-effective way possible."

-Doug Parent, Chief Executive Officer

Convenience is Critical

As a therapist, you're frequently in session with patients. Outside of work, you might be busy spending time with your kids, running errands or attending to other personal matters. Without the benefit of a full staff, you don't have anybody to answer patient calls and book appointments. This could lead to a loss of revenue for your practice.

RingRx helps you solve that dilemma by freeing you from your desk and not missing important calls. Now, you can keep up with any patient messages and quickly return calls at your convenience. It's the perfect solution for the professional that runs his or her own office and has limited or part-time staff.

Plus, our mobile app provides all the features of a world-class phone system, but with smart-phone convenience. RingRx's mobile app lets you access voice messages conveniently and return patient calls with confidence. You can also call colleagues with simple extension dialing and conduct conference calls. It's like having an office in your pocket.



Patient Privacy Matters Most

One of the biggest concerns around medical and healthcare practices today is patient privacy. As of January 2013, HIPAA covers not only medical providers and payers, but any third party that creates, receives, maintains or transmits protected health information. This includes phone service and messaging plans.

HOWEVER, MANY LEADING CLOUD VOIP PROVIDERS ARE NOT HIPAA COMPLIANT.

Most modern telephone companies are not HIPAA

any company or medical office that gets calls is exposed to regulatory noncompliance. The achieving and maintaining HIPAA compliance

not an easy task for any technology company. And for companies that provide services to

many industries, HIPAA compliance is either an

or a major cost venture. At RingRx, compliance an service from the ground up. Since all of our customers are healthcare providers, we approach it as the foundation for every service we provide to our customers.



When selecting a cloud VoIP provider, find a company that understands the nuances of your practice needs, including the ins-and-outs of HIPAA compliance. Look for a system that's designed by a team of healthcare leaders who've been on the front lines of communications service for therapists, doctors and other healthcare providers. In addition, it's important to find a cloud VoIP provider that has a HIPAA Business Associate Agreement (BAA).



The RingRX platform was designed from the bones out as a distributed, redundant, communications platform with patient data security and health care work flows in mind. We started with world-class software components that have been battle hardened in the network cores of global telecom, and working closely with compliance experts, telecom security experts and healthcare industry experts crafted the worlds first health-care focused fully compliant cloud telecom platform."

Ryan Delgrosso, CTO

Cost Comparison

As a therapist, you focus your time and energy on helping others overcome personal challenges. But at the end of the day: you're running a business. It's important to use services that fit your needs and keeps overhead in check. The difference between what you earn in session fees and costs for maintaining your office is what determines the long-term health of your company.

With RingRx, you can expect to save 50 percent or more than a traditional landline and 30 percent or more than competing services from cable and other VOIP providers.

[Learn more](#) about our pricing options.

Since we own our own platform, we're able to keep our costs low — and we pass that savings on to you. In addition, we give you the mobility to deliver the access your patients need and the security they demand. It's a perfect balance between service, convenience and cost.

We're Here to Support You

RingRx knows your phone is your lifeline. Even with today's communications options, such as texting and email, more than 90 percent of appointments and new patient relationships begin with a phone call. Our product and customer support team was developed around this essential idea. Our team is here to make sure your service performs its best and does what you want it to do. Your business and the care of your patients rely on it.

Learn More

Our RingRx team brings more than 20 years of experience in healthcare communications, telephone technology innovation and call center management. Our goal is to listen to our customers and use what we learn to develop products and features that help solve problems they face in their practice.



To learn more, call 1-888-980-6860 or visit www.ringrx.com.

