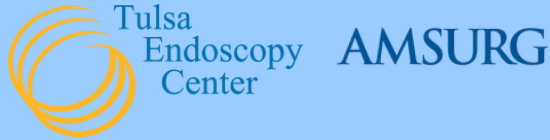


Case Study: 94% Reach Rate and 125% CTR

How Trackable SMS Short Links Transformed Patient Prep at Tulsa Endoscopy

→ **125% CTR**
→ **94% Reach Rate**



The Case Study

Tulsa Endoscopy Center (TEC) was using Dialog Health's self-service text messaging platform to send automated messages to patients. However, the team lacked a streamlined way to measure engagement with the prep instruction hyperlinks included in those texts.

Their goal was simple: deliver clear, actionable messages and confirm whether patients were interacting with their prep instructions in the days leading up to a procedure, ideally using a single, integrated platform. That became possible with the addition of trackable short links and real-time engagement data through Dialog Health's AnalyticsPRO dashboard.

"The ability to easily send texts and monitor link engagement through the Dialog Health platform has made a real difference for us. We can see that patients are accessing the instructions they need to follow, which helps keep procedures on schedule."

—Lisa Fonkalsrud, BSN, RN, CGRN, Center Director at TEC

The Summary

→ **Increased CTR & Reach Rate**
Over just 55 days TEC sent 1,538 messages. 1,451 were successfully delivered, **resulting in an impressive 94% reach rate**. The messages generated 1,816 total clicks, **equating to a 125% non-unique clickthrough rate**.

Better Reach & More Engagement

- **125% CTR**
- **94% Reach Rate**

→ **Decreased Cancellations**
Many patients weren't just clicking links once. They were revisiting their prep instructions, reinforcing the information they needed to follow to keep their procedures on track.

→ **Increased Productivity**
TEC staff noticed a marked decrease in phone calls related to prep questions, giving them more time to focus on patient care and other work.

*Real results. Results may vary based on utilization

The Problem

TEC, a busy GI practice in Oklahoma, was using Dialog Health's text messaging platform to help ensure patients arrived prepared for procedures like colonoscopies. Messages included hyperlinks to prep instructions hosted by a third-party vendor. However, because tracking and engagement data were managed outside the Dialog Health platform, staff had to toggle between systems to monitor clicks and respond to patient behavior. This fragmented workflow introduced delays and made it harder to act quickly on engagement data, the risk that patients would arrive unprepared, potentially resulting in delayed or canceled procedures.

The Solution

Messages were scheduled within Dialog Health to go out three days before each appointment and included a concise, trackable Dialog Health short link—a key shift from the third-party links the center had previously relied on. With this change, tracking became fully integrated. Staff could now see exactly how many patients had clicked—and how often—through Dialog Health's built-in AnalyticsPRO dashboard.

"We use AnalyticsPRO every single day. It's become an essential part of our workflow," says Fonkalsrud. "We can instantly see what's working, and if something isn't, we adjust the message or take other proactive steps. It gives us even greater control over how we communicate and engage with our patients. Equally valuable was the simplicity of the process. Once the console was set up, messages ran automatically. This saved our staff time and led to a noticeable reduction in prep-related calls."

Dialog Health's Automated SMS with Trackable Links

Thurs, Aug 15 at 9:30 AM

TULSA ENDO: Your procedure on [08/18/2025 at 9:30am](#) requires a prep. Please review your prep instructions in advance, visit dhlink.co/23j6

Case Study: Patient Prep with Trackable Text Links

The Conclusion

TEC's experience illustrates how the thoughtful use of texting, trackable short links, and analytics can help solve a long-standing challenge in surgical care: patient compliance with preparation instructions. By using Dialog Health's platform, the center created a simple, scalable way to deliver vital instructions and track patient engagement while also improving internal efficiency and productivity.

94%

MESSAGE REACH RATE

125%

NON-UNIQUE CLICKTHROUGH RATE

PRICELESS

DRASTICALLY REDUCED ADMINISTRATIVE WORKLOAD

Dialog Health's HIPAA-compliant texting solutions are cloud-based, easy-to-use, and proven to improve patient engagement while increasing staff productivity.

Powerful mobile solutions. Better engagement for today's world.