5 Software Essentials
for Wellness Businesses

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Changing the way people think about health

You're on the frontline of a healthcare revolution. You encourage people to take a more comprehensive, fulfilling approach to their well-being, avoiding unnecessary drugs and utilizing age-old practices like acupuncture, Reiki, and reflexology.

As a wellness practitioner, yours is a passionate career, and it's one that people are increasingly turning to for help. Yet owning your own business is tough work; you're responsible for finding and keeping clients, staying ahead of the competition, and providing the exact services your community desires.

Choosing the right business management software can be a helpful tool in this process. You'll want to make sure it addresses each of the following issues and then some.

Here, we'll we'll discuss five software essentials for your wellness business.

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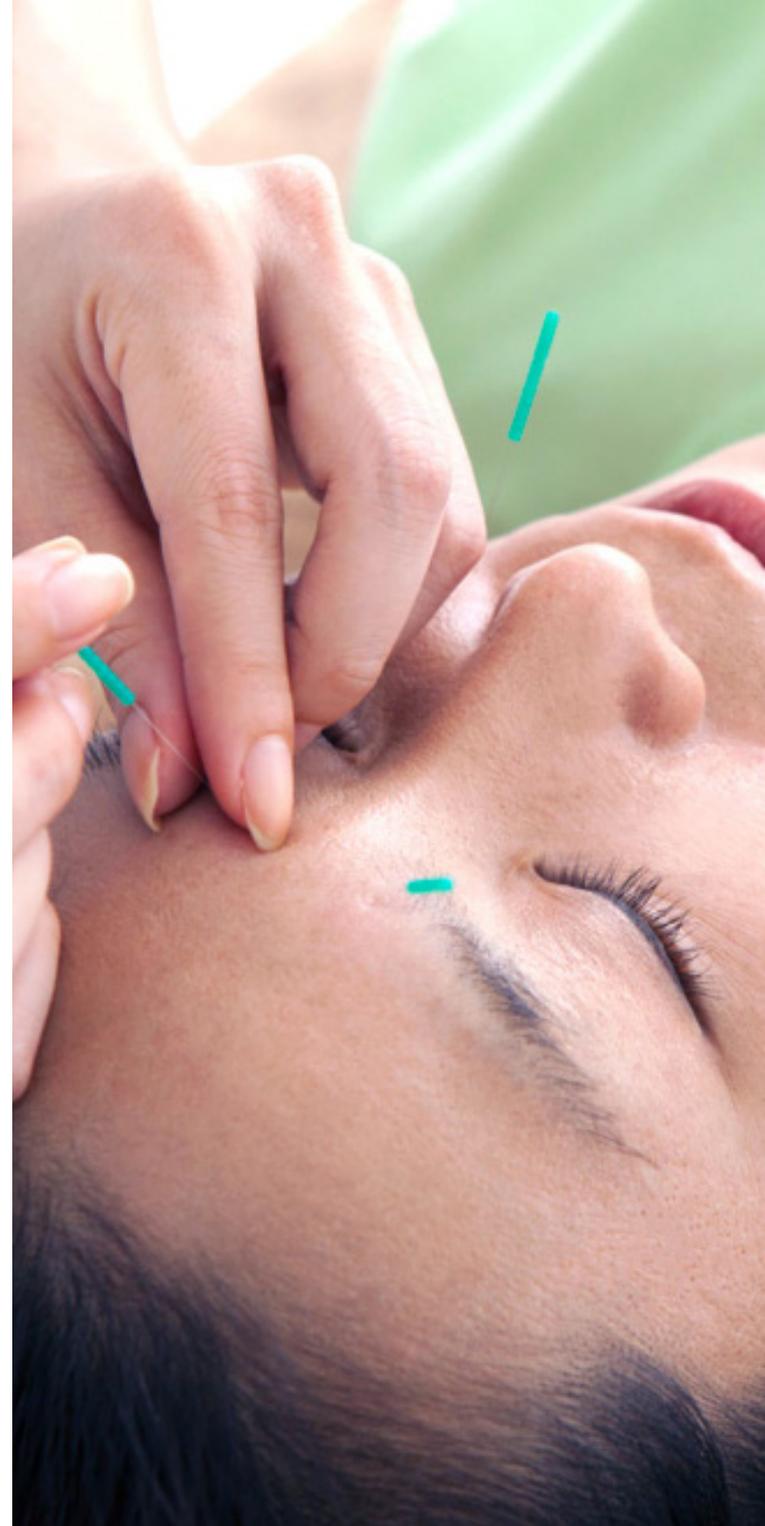
The wellness customer lifecycle

The way customers find a wellness business goes a little something like this:

- Customers are diagnosed with or self-diagnose a medical problem.

- They choose to investigate integrative or alternative treatments. (In some cases, such treatments are recommended by a doctor.)

- After looking online, reading reviews, and asking friends for recommendations, they narrow down their list of options and make an appointment with their top choice.

- They easily schedule a time, arrive at the practice and receive amazing service.

- If necessary, they book recurring or follow-up appointments.

- They praise your business to friends and family, and they potentially leave a positive review.

The strength of your business management software can help your future customers at every step of the process. **Let's see how:**

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1. Customer marketing and acquisition

Your business is only as good as the number of customers it brings in, so you want every tool at your disposal working toward that goal—including your business management software. You want a solution that includes:

Online booking. Given that eight in 10 Americans shop online, potential clients will likely be disappointed if they can't make an appointment on your website. Choose a software that integrates scheduling and payment processing so customers can easily reserve a spot according to your availability.

Automatic scheduling capabilities. Software with automated marketing capabilities syncs your business's contacts, calendar, and customer history. This lets you predict slow days and fill gaps caused by last-minute cancellations.

Multichannel booking. Even though many people will book an appointment through your website (or even an old-fashioned phone call), there are still some who will find you through search engines like Google, and other channels. Using business management software that lets them make appointments through multiple avenues makes the process that much smoother, meaning you get happy clients.

A connection to a network of active customers. You may need help getting your business off the ground or attracting new customers. The right software connects you to thousands of possible new customers who are looking for the exact services you provide.
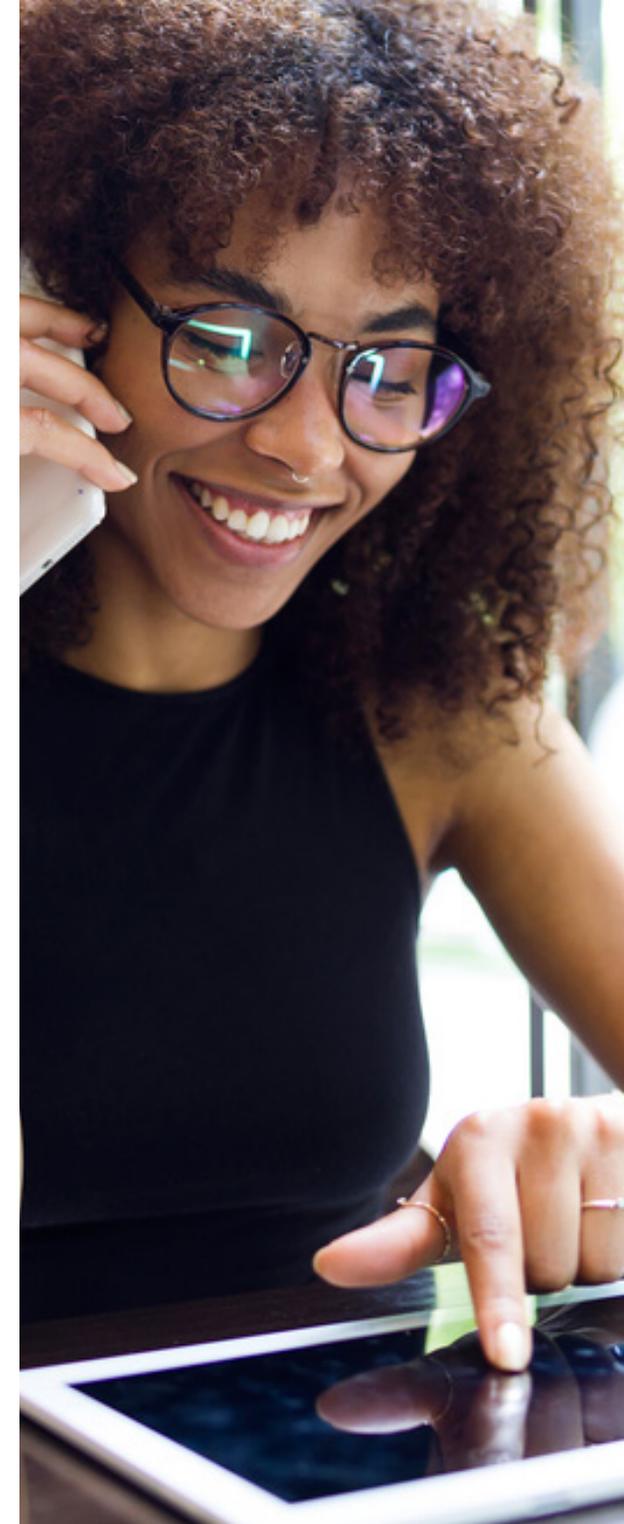
2. Point-of-sale and retail services

When customers look for healthcare services, the last thing they want to deal with is a complicated payment process. For their health and peace of mind, you want to make paying for your services as easy and flexible as possible.

With that in mind, you need software that accepts payments any way your clients want:

Integrated with point-of-sale hardware. A fast, secure payment device lets your customers swipe their credit cards at your front station. Look for hardware that offers complete privacy, can be loaded with your business app, and accepts all forms of payment, including Apple Pay and Samsung Pay. You'll also want to be able to capture digital signatures for contracts, waivers, and receipts.

Integrated payments and data storage. By securely storing payment data, repeat customers don't have to fish out their credit cards every time they make an appointment.

Complying with Level 1 PCI standards. You and your customers can rest easy knowing your software complies with the highest security standards for the payment industry.

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3. Boosting revenue and minimizing churn

You'll soon find that accurate data and retention tools are important to keep your business thriving, so you'll want software that provides these features. Look for:

A customizable business app. Stay connected to your business at all times, even when you step away from the front desk. A business app lets you easily check appointments, sales, staff calendars, and more.

A branded mobile app. Increase the cross-channel experience with software that features a mobile app tailored to match your brand. This way, clients can easily book appointments.

Retention marketing tools. Remind clients of upcoming appointments, send messages on their birthdays, provide referral offers, and more with integrated email or 2-way SMS.

Comprehensive reports. Stay on top of your practice's performance by analyzing revenue trends, customer frequency, seasonal changes, and more. With this data right at your fingertips, you can better strategize your business to maximize revenue.

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4. Ease of use and ongoing support

In addition to providing comprehensive services, you want business management software that's just easy to use. Simple point-of-sale transactions, easy payment processing, and quick scheduling features are all must-haves, but the cherry on top is software that keeps you and your staff up to speed on everything it can do.

Look for software with comprehensive learning opportunities like certification programs to help you and your staff make the most of its features. While the software you want should be easy to use, it should also have a lot of capabilities that help your business with its every need. Training programs and certifications make sure you know everything there is to know about what you're working with.

5. Security and privacy

As a health practitioner, you know that medical information is protected under the Health Insurance Portability and Accountability Act (HIPAA). As such, patients demand the utmost privacy, and it's your job to keep their data safe. Therefore, your business management software should secure all records and information as tightly as possible.

This security should also extend to payment data. Again, choose software that complies with the highest industry data standards.
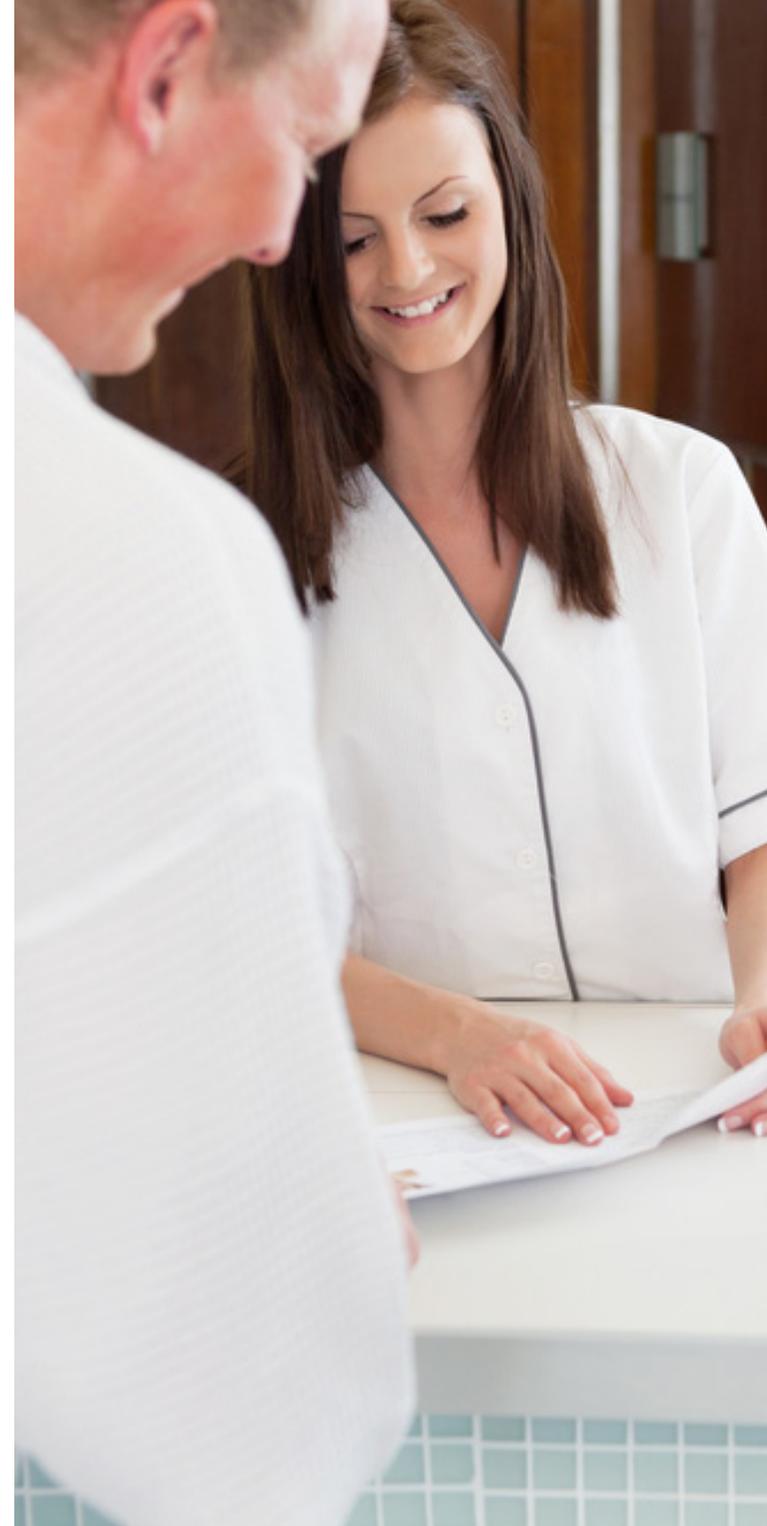
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The wellness software that supports your business

Your passion drove you to become a wellness practitioner; now, let us help your business thrive. MINDBODY software has everything you need to establish a successful business.

MINDBODY goes beyond typical business management, adding marketing, acquisition, payments, networking, and certifications to make sure your business is the best it can be. With ongoing training efforts and a network of millions of clients around the world, we've got the power you need to live your dream.

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To learn first-hand how MINDBODY can position your business for success, schedule a guided tour today.

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