

CASE STUDY MED SPA

Calabasas Med Spa relies on its opted-in list for vital patient communication during COVID-19

Calabasas Med Spa · Calabasas, California

5 years

Active with iVision Mobile

3.5K

Community members joined

5K

Average texts sent per month

THE RESULTS

Using an opted-in contact list built over 3+ years, the med spa reached patients quickly when it mattered most, with one-on-one messages on arrival and updates about changes to operations and procedures.

ABOUT CALABASAS MED SPA

Calabasas Med Spa has served the Calabasas community for more than 10 years, providing a wide range of services to its clients.

**One-on-one arrival messaging**

Staff used critical one-on-one text messaging with patients as they arrived.

**Operations and procedure updates**

Patients were notified by text about changes to business operations and procedures.

TOOLS USED

- ✓ Opted-in contact list
- ✓ Two-way messaging
- ✓ Text broadcasts

ABOUT IVISION MOBILE

Since 2006, iVision Mobile has helped businesses, organizations and agencies reach people by text. Its platform combines SMS and MMS marketing, a digital loyalty kiosk and two-way messaging, with 45,000+ users and 3.5B+ messages delivered.

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