RED OXYGEN ENABLES COVID-19

VACCINATION APPOINTMENT REMINDERS

**SAN FRANCISCO (March 24, 2021)** – [Red Oxygen](https://redoxygen.com/), a leading short message service (SMS) solutions provider, today announces it is providing COVID-19 vaccination appointment reminder capabilities to healthcare organizations and businesses offering vaccines. Already being utilized by multiple healthcare clients, Red Oxygen is offering businesses distributing COVID-19 vaccinations a quick, easy way to remind people of their upcoming appointments. While keeping appointments is important any time, this is particularly vital for the COVID-19 vaccinations, which must be used in a short timeframe before they expire.

“Never has there been a greater need for ensuring people are keeping their appointment times as we see now with the COVID-19 vaccines,” said Tom Sheahan, CEO and co-founder of Red Oxygen. “Being able to provide a solution that makes it simple for people to send large quantities of appointment reminders is truly meaningful. The data shows these kinds of texts do improve the rate at which appointments are fulfilled and not forgotten, which matters immensely with the short shelf-life of these vaccines.”

Red Oxygen currently has multiple healthcare clients utilizing its texting services in order to reach people who have made appointments for COVID-19 vaccinations.

“SMS has given us the ability to quickly import large groups of contacts and schedule notifications in advance with the [Bulk SMS](https://redoxygen.com/solutions/bulk-sms/) tool,” said Brandon Martin, IT network and security manager with the [Coosa Valley Medical Center](https://www.cvhealth.net/) in Sylacauga, Alabama. “This capability has greatly improved the efficiency of sending these notifications, and I couldn’t imagine the overhead of trying to send them manually.”

The Red Oxygen Bulk SMS solution makes it simple to send out mass texts utilizing templates that can be discharged immediately or scheduled for a future date. The Red Oxygen application programming interface (API) can be used in several ways, including integration with nearly many customer relationship management (CRM) or other database software, to easily communicate with existing contacts to deliver a number of different message types.

SMS has proven to be an effective way for businesses to communicate about appointments. According to research from [OpenMarket](https://www.openmarket.com/resources/millennials-text-with-businesses-infographic/), **83 percent of millennials open SMS messages within 90 seconds of receiving them. Previous research from** [Gartner](https://www.gartner.com/en/marketing/insights/articles/tap-into-the-marketing-power-of-sms) **indicated 90 percent of all people read texts within three minutes of receiving them, and that SMS boasts a 98 percent open rate, much higher than email.** And according to [Zipwhip’s 2019 State of Texting report](https://www.zipwhip.com/state-of-texting/%22%20%5Ct%20%22_blank), **67 percent of people would rather text with a business about appointments and scheduling than by email or phone.**

To learn more about Red Oxygen, visit <https://redoxygen.com/>

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**ABOUT RED OXYGEN**
Founded in 2001, Red Oxygen is a leading short message service (SMS) solutions provider. The company enables businesses to send appointment and payment reminders, security codes, emergency alerts and staffing updates easily online, through email or from a spreadsheet. Headquartered in San Francisco and with offices in Australia, Canada and the United Kingdom, Red Oxygen has worked with some of the world’s top brands, including: Lowe’s, Allstate, Neiman Marcus, Shell, The University of Chicago, Pfizer and more. Red Oxygen has been trusted to send more than 400 million messages to people in over 50 countries. To learn more about Red Oxygen, visit <https://redoxygen.com/> or follow them on [Facebook](https://www.facebook.com/RedOxygenSMS/)and [LinkedIn](https://www.linkedin.com/company/red-oxygen/).