



CORA HEALTH'S TRANSITION FROM TWILIO TO CM.COM

A CASE STUDY with GTS National Channel Manager, Jamie Boedeker

COMPANY PROFILE:

CORA Health Services is an outpatient rehabilitation company offering a comprehensive range of services, including physical and occupational therapy, orthopedics, pediatric therapy, neurology, and more. Established in 1998, CORA has expanded from three clinics in South Florida to over 250 clinics across 10 states. Their mission focuses on providing accessible, quality healthcare, ensuring patients receive personalized treatment plans to return to their daily activities promptly and healthfully.

BACKGROUND:

CORA Health has been a long-time client of GTS, partnering with us on technology and communication solutions. We previously worked with CORA on an internet consolidation project to streamline their connectivity needs. More recently, we completed a UCaaS/CCaaS project with CBTS, enhancing their telecommunications and customer engagement platforms.

During an end-of-year business review, we identified an opportunity to optimize CORA's messaging strategy.

They had been relying on Twilio for years to manage their patient communication needs, including:

**Appointment reminders
to ensure patients
stayed on schedule**

**Company updates regarding
new services, office changes
or policy adjustments**

**General patient engagement,
including wellness tips and
follow-up messages**

With over 1.5 million text messages sent per month, CORA needed a robust, scalable, and cost-efficient solution.

However, as their messaging volume increased, they began encountering significant challenges with Twilio.



CHALLENGES FACED BY CORA HEALTH WITH TWILIO:

Cost & Billing Concerns:

Unexpected charges
Complex pricing model
Scaling costs

API & Integration Issues:

Difficult API setup — Twilio's API required additional developer resources for full integration into their systems.

Customer Support & SLA Limitations:

Slow response times
Lack of proactive support

To solve these challenges, GTS recommended talking with CM.com. CORA ultimately chose CM.com as their new CPaaS (Communications Platform as a Service) partner. The transition resulted in significant cost savings and improved operational efficiency.

CM.COM'S STRENGTHS COMPARED TO TWILIO

- ✓ **Cost Savings:** CORA Health saved between \$7,000 - \$8,000 per month due to CM.com's more predictable and volume-based pricing model.
- ✓ **Superior API Flexibility:** CM.com provided easier integration with Salesforce, HubSpot, and other healthcare platforms, reducing the need for additional development.
- ✓ **Dedicated Support:** Unlike Twilio, CM.com offered faster response times and a dedicated account manager to address any issues proactively.

BENEFITS OF WORKING WITH CM.COM

With these improvements, CORA Health was able to streamline patient communication, improve reliability and cut operational costs without sacrificing quality.

Industries That Rely Heavily on CPaaS:

Healthcare & Telemedicine | E-commerce & Retail | Banking & Financial Services
Travel & Hospitality | Education & Universities | Logistics & Transportation