Stop double-booking across two calendars

> *“I keep my own calendar and the booking system has its own, and I've double-booked myself twice this month.”*

Category: scheduling **Setup Time:** ~15 minutes **Estimated Hours Saved:** 1 hrs/week **Direct Software Cost:** $0 / month

SOLUTION SUMMARY

Connect every calendar you use so a booking in any one of them blocks that time in all the others. Almost every double-booking happens because a personal calendar and a booking system never talk to each other. Two-way sync closes that gap in about ten minutes, uses features already included in tools you have, and removes the apology call for good.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **Google Calendar:** **(Free Tier / Wholesale)**
- **Your existing booking system:** **(Free Tier / Wholesale)**
- **Calendly:** **(Free Tier / Wholesale)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Write down every calendar that holds a real commitment**
   Work calendar, personal calendar, the booking system, and any shared clinic calendar. Double-bookings live in whichever one you forgot.

2. **Pick one calendar as the source of truth**
   Usually the one on your phone, because that is the one you actually look at. Everything else syncs to it.

3. **Turn on two-way sync in the booking system**
   Look for Calendar Sync or Connected Calendars in settings. Two-way matters: one-way only shows bookings, it does not block your personal commitments from being booked over.

4. **Add a buffer between appointments**
   Ten to fifteen minutes in the booking settings. Back-to-back bookings with no gap are the second most common cause of an overrun that looks like a double-booking.

5. **Test it before you trust it**
   Put a fake event on your personal calendar, then try to book that slot through your public booking link. If it lets you book, the sync is one-way and not finished.

5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.

[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.

[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.

[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.

[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

FREQUENTLY ASKED QUESTIONS

Q: Will clients see what my personal events are?

A: No. Sync shares that the time is busy, not what you are doing. Titles and details stay private unless you deliberately share the calendar itself.

Q: What if I use Google and someone else on the team uses Outlook?

A: Both connect to most booking systems independently, so mixed providers are fine. What does not work well is syncing Google directly to Outlook — route both through the booking system instead.

Q: Does this cost anything?

A: Usually nothing. Calendar sync is a standard feature in both Google Calendar and most booking systems. Only connecting several calendars at once tends to sit behind a paid tier.