



# THE GREENWAY EXPERIENCE

## Key benefits/outcomes

- Helps patients get and remain in optimal health
- Increased patient satisfaction and retention
- Helps meet value-based care requirements for patient engagement and satisfaction
- Reduced time and lost revenue from appointment no-shows
- Lower staff burnout

## Solutions featured

- Greenway Patient Messaging
- Greenway Prime Suite

## Better engaged patients, better health

Greenway's patient messaging solution helps a 40-year-old OB/GYN practice fulfill its mission to help women become and remain healthy.

When it comes to getting patients involved in their healthcare, we all know the benefits as well as the challenges. If patients are engaged, they're more likely to stay healthier and happier, and health issues can be prevented or delayed, saving considerable healthcare dollars.

But as Kris Linden, long-time administrator of OB/GYN Associates of Spokane (WA), rightly noted, "People are just so busy that time slips by for things they know they need, like an annual exam. It's our duty to help remind them so they can continue to live life to the fullest."

With over 20 percent of their business depending on reoccurring visits, OB/GYN Associates of Spokane relies heavily on communication to involve patients in their health and stay engaged with the practice. And with a national study showing that fully half of patients now want to take a more active role in their own health, it's important that practices have the solutions in place that encourage patient engagement.

OB/GYN Associates found the answer in Greenway Patient Messaging™, part of the integrated, cloud-based Greenway Patient™ healthcare consumer engagement solution. Linden says they use it because "some people need a little more engagement than others — and Greenway Patient Messaging helps us accomplish that."



**Saving time with integrated solutions** — Linden and her staff have seen some key changes in their practice as they've used Greenway Patient Messaging. It saves them time over their previous system and far more than not having a system at all, which was the case earlier in the practice's more than 40 years of service to the Spokane area.

"There's no prep or follow-up work for us because Greenway Patient Messaging is fully integrated with our Greenway Prime Suite system." With this integration, Greenway Patient Messaging enables Linden to easily identify and reach out to patients who would most benefit from greater engagement through messaging — whether they have chronic conditions such as diabetes or are often missing

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Administrator

OB/GYN Associates of Spokane (WA)

appointments. Once patients are signed up, messages are included within each patient's Prime Suite™ patient record. And Linden doesn't have concerns about missing steps or tricky workflows because the communications can be mapped smoothly into their workflows within Greenway Prime Suite.



**More patient time, greater satisfaction** — This isn't the only aspect of Greenway Patient Messaging that's saving the practice time and money. Linden also reported that "Our front staff can spend more time interacting face-to-face with patients because our people aren't constantly glued to their phones." Having personable front-desk staff readily available to interact with patients as they first arrive at the practice contributes to greater customer satisfaction and encourages patients to return. It also helps reduce staff burnout by spending more face time with patients and fewer frustrating hours on the phone trying to reach them.



**Fewer no-shows, more revenue** — One of the simplest and most effective aspects of Greenway Patient Messaging is reminding patients of their upcoming appointments. "It's having a significant impact in reducing our no-shows, and now with the choices available to them of how we communicate —text message, email or call — they've really become reliant on these reminders. But it's helping them keep appointments that enable them to get and stay healthier, so it's extremely valuable." It's also valuable to the practice, not only in time-saving but in reducing the revenue lost from missed appointments.



**Easy to use and adapt** — As more and more technology is used in healthcare, one of the areas providers have ranked as most important is that any technology must be easy to use. It needs to adapt to their workflows, not the other way around.

Linden has an example of Greenway Patient Messaging's flexibility: When the original "welcome to the practice" communications didn't resonate with patients, she quickly changed the cadence of messages so they were seen as helpful rather than bothersome. "Greenway Patient Messaging is so much easier and customizable than other systems we've used or reviewed." This small and easy change in communication flow at an important stage of the patient experience has helped keep the patients of OB/GYN Associates of Spokane happy, engaged and coming back.

## Learn more...

about how your practice can increase patient engagement through Greenway Patient's integrated messaging and portal solutions by visiting [greenwayhealth.com](https://greenwayhealth.com)